

# GRAND RIVER NORTHWEST

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**Neighborhood Framework**  
Planning and Development Department  
City of Detroit July 2018



# Foreword

Grand River / Northwest Neighborhood Framework Study explores an area located a 20-minute drive from downtown along the Grand River Avenue gateway to the city. The framework boundary is anchored by some of the first early twentieth century suburban neighborhoods - Grandmont and Rosedale Park - with architecturally significant residential property set within attractive park-like settings. The area also encompasses more modest housing, commercial properties, and an area of industrial land uses. Former townships, such as Oak Park and Old Redford contribute a historic walkable main street character to the area, with remnants of entertainment and commercial venues. Creating a western boundary to the framework area is Rouge River, a 127 mile tributary flowing south to the Detroit River, with significant landscapes such as Rogell Golf Course, Grand Lawn Cemetery and Eliza Howell Park.

Working with strongly committed residents and community stakeholders the City Planning and Development Department and its consultants set out to identify strategies to highlight local heritage and cultural assets, envision new land use and zoning possibilities, define innovative streetscape and mobility improvements, recommend housing and economic development opportunities, and manage hydrology and stormwater issues. This neighborhood framework study provided the tools to shape a vision for future investment in the Grand River / Northwest public spaces, streetscapes, housing and landscapes for a community that has continuously cared for its neighborhood, despite the city's financial difficulties. Throughout the planning process, the many community members and stakeholders proved their capacity to achieve grand visions. This plan serves as a guiding document to capture that vision and provide a clear path to implementation.

Neighborhood Framework Plan  
**GRAND RIVER / NORTHWEST**

**CITY OF DETROIT**  
MAYOR MICHAEL DUGGAN

**PLANNING AND  
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JULY 2018

# Acknowledgements

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Detroit Economic Growth Corporation (DEGC)  
Detroit Employment Solutions Corporation (DESC)  
Detroit Land Bank Authority (DLBA)  
Detroit Parks & Recreation Department (DPRD)  
Detroit Public Schools (DPS)  
Detroit Water and Sewerage Department (DWSD)  
General Services Department (GSD)  
Public Lighting Authority (PLA)

## **CONSULTING PARTNERS**

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Ventra Group

## **ADVISORY PARTNERS**

African Caribbean Chamber of Commerce  
Artist Village Detroit  
Brightmoor Alliance  
Community Development Advocates of Detroit (CDAD)  
Detroit Blight Busters  
Detroit Block Works  
Detroit Collaborative Design Center  
Detroit Greenways Coalition  
Friends of the Rouge  
Grandmont Rosedale Development Corporation  
Old Redford Re-Development Group  
Redford Theater  
Sidewalk Detroit  
The Platform  
United African Community Organization  
The many community residents and neighborhood groups that provided their thoughts and feedback throughout this process.

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**EXECUTIVE  
SUMMARY**

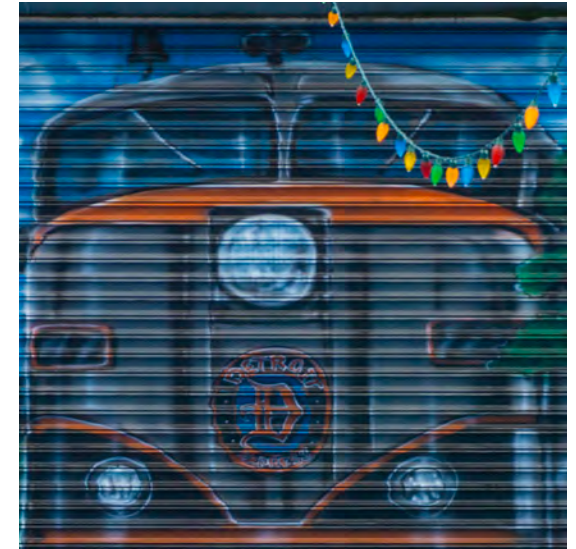


# Small Steps → Big Leap

The Grand River / Northwest Neighborhood Framework provides short-term and long-term master planning strategies to (1) Support new housing and economic development; (2) Improve connectivity and travel experience; (3) Enhance open space and the public realm; and (4) Integrate green stormwater infrastructure. This community-defined vision for the area will require time, investment and collaborative support and resourcefulness to achieve success.

While this may seem like a large undertaking, the plan outlines a series of small changes and catalytic investments that will generate the activity and engagement desired by the community, while creating stability in the local market and resolving stormwater challenges. The public realm improvements and development initiatives outlined in this document are designed to be flexible. Future projects should respond to the evolution of the neighborhoods and availability of funding sources to inject life into unused spaces and nurture the creativity of local entrepreneurs. This plan is a tool to help shape the vision for public spaces, streetscapes, neighborhoods and landscapes in Northwest Detroit.

Improving the quality of life in Northwest Detroit starts with Detroiters. Throughout the planning process, area residents and stakeholders consistently demonstrated their commitment to the community and proved their capacity to achieve grand visions. This plan serves as a guiding document to capture these visions and provide a clear path to implementation.







## PROCESS

The Grand River / Northwest Neighborhood Framework planning process focused on building a narrative foundation for the community and integrating stakeholder visions into strategic plans and actions. At the outset of the project, the planning team worked with neighborhood constituents to define issues in the area and identify critical success factors. The planning team then collaborated with stakeholders to develop a series of potential design solutions, programming initiatives and policy recommendations for the area. After vetting these alternatives through a series of community meetings, focus groups and feedback sessions, the team refined the final recommendations captured in this report and reviewed them with City of Detroit departments. These steps create a strong foundation and actionable tasks that align the community and the City of Detroit to the same principles and goals for Northwest Detroit.

# Planning Process

## TEAM STRATEGIC KICKOFF



The planning team engaged the City of Detroit staff in a Strategic Kick-off (SKO) meeting to launch the project and organize team management, communications and schedule. The first day included a brainstorming session to define the vision, critical success factors and potential metrics for the project. On the second day, the team conducted a site tour and began meeting with focus groups on various neighborhood issues.

The SKO served as a starting point for the project. It aligned the goals and desired outcomes, confirmed a detailed project schedule and the community engagement strategy, identified resources and data gaps, and familiarized the consultant team to current projects and efforts already ongoing in Northwest Detroit.

## COMMUNITY ENGAGEMENT



Robust community engagement was integrated throughout the planning process through a variety of venues.

### Public Meetings

The planning team hosted four public meeting events to actively engage community members in the processes of collecting and analyzing data and information about the area, evaluating alternative concepts for both overall strategies as well as specific site designs, and refining those concepts into final recommendations.

### Focus Groups

Working with the Department of Neighborhoods and City staff, the planning team organized six groups of residents, business owners and community stakeholders to take a deep dive into specific areas of focus.

## SITE INVENTORY + ANALYSIS



Initial studies of the site included a full inventory of area assets that have been categorized into four main groups: (1) Land Use and Zoning; (2) Streetscapes and Mobility; (3) Hydrology and Stormwater Management; (4) Economics, Housing and Historic Assets. Using project goals and metrics defined at the SKO, the planning team analyzed this information to establish baseline conditions for the Northwest Detroit study area and identify key issues and opportunities upon which to build regional and systemic strategies.

The inventory and study of existing conditions is documented in this plan's Existing Conditions chapter.

## TESTING ALTERNATIVES



Working with community members, City staff and other ongoing city planning efforts, the team developed a series of conceptual options to test against the existing site conditions, the City's regulatory framework and public interest and input.

The team met with several neighborhood focus groups and City agencies, such as the Detroit Water and Sewerage Department and the Department of Public Works, to ensure the concept alternatives were aligned with each department's long-term planning. The City hosted a public open house to gather feedback from community members about whether or not the concepts lived up to the vision Northwest Detroiters hold for their community.

## REFINING SOLUTIONS



The team used the information acquired from public engagement sessions and City department coordination along with the site analysis to develop plan options for each part of the framework. These options were used to shape an overall vision for each piece of the framework: Green Stormwater Infrastructure, Streetscape and Mobility, Open Space and the Public Realm, and Housing and Economic Development.

This vision was presented at a public meeting held in May of 2017 to gather additional community feedback and identify areas of refinement for final recommendations.

## FINAL PLAN



Community feedback along with continual input and coordination from the City shaped the recommendations included in this document. This framework plan identifies long-term visions as well as short-term action items to achieve an improved quality of life in Northwest Detroit. The plan is supported by multiple levels of endorsement throughout the City and within the community.

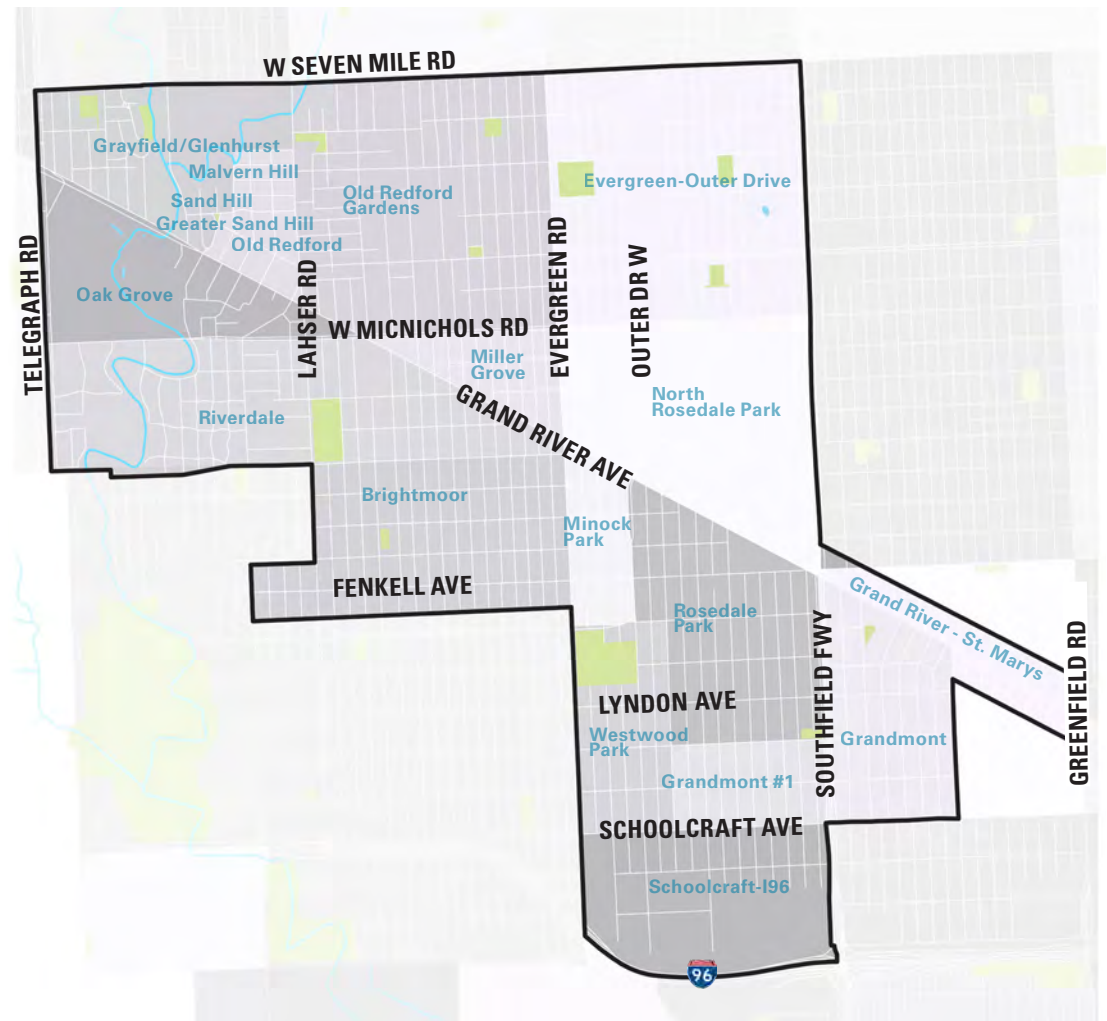
# Site Context

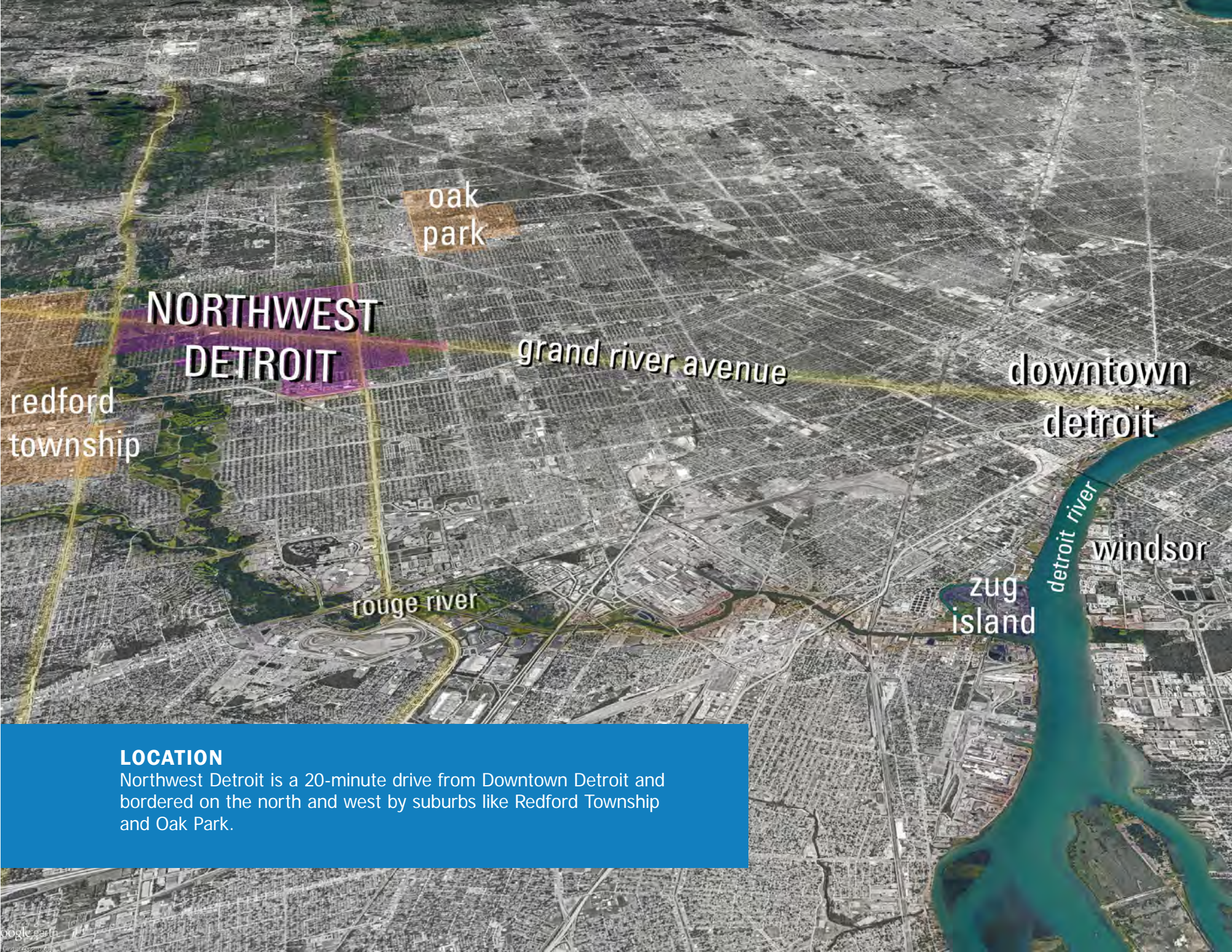
Northwest Detroit is bound on the north by West Seven Mile Road, on the west by Telegraph Road, on the south by I-96 and the east by Southfield Freeway. The area encompasses more than 5,000 acres of residential and commercial properties, with a concentration of industrial land uses in an area known as the Jeffries-Southfield Industrial District on the southern end of the site.

Northwest Detroit includes 24 different neighborhoods with varying characteristics and distinctions. Historic neighborhoods like Grandmont and Rosedale Park have a preserved character of Detroit Tudor-style brick homes and neighborhood parkways. Other neighborhoods in parts of Old Redford and Brightmoor have suffered from some deterioration of homes and infrastructure, but a community remains of dedicated residents who continue to care for neighborhood homes and landscapes.

The site is a 20-minute driving distance from Downtown Detroit and is surrounded by suburbs like Redford Township and Oak Park. Grand River Avenue, one of the main arterials radiating from the city's downtown, cuts diagonally through the study area and serves as a major commercial and transportation corridor. Other arterials include West Six Mile, or McNichols Road, Fenkell Avenue and Schoolcraft Avenue, all which run east-west. North-south connections include Lahser Road and Evergreen Road, two streets well traveled by community residents. Outer Drive, one of Detroit's historic parkways, winds through the center of the study area.

The western portion of Northwest Detroit is traversed by the Rouge River, a 127-mile long tributary flowing south to the Detroit River. A number of significant landscapes sit along the Rouge River in Northwest Detroit, including the former Rogell Golf Course, Grand Lawn Cemetery and Eliza Howell Park.





# NORTHWEST DETROIT

oak  
park

grand river avenue

downtown  
detroit

redford  
township

rouge river

zug  
island

detroit river

windsor

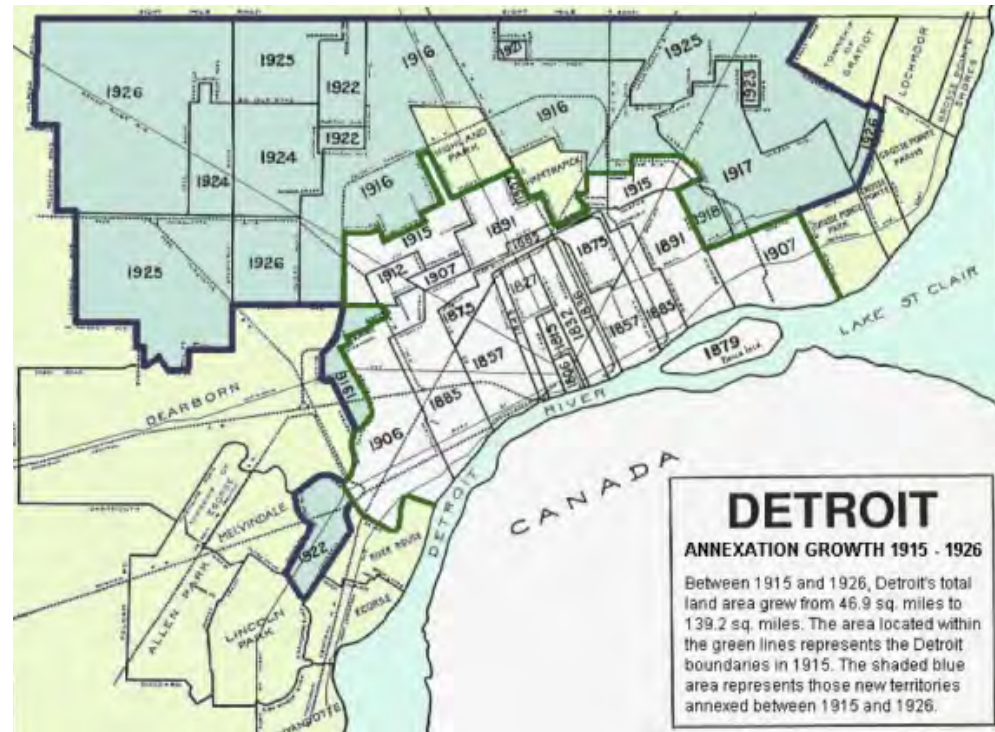
## LOCATION

Northwest Detroit is a 20-minute drive from Downtown Detroit and bordered on the north and west by suburbs like Redford Township and Oak Park.

# Then and Now

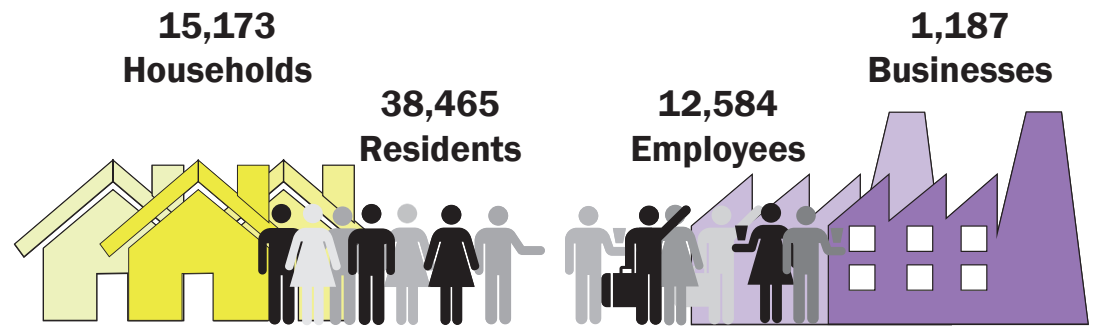
Northwest Detroit neighborhoods were annexed by the City of Detroit during the 1920s. Between 1915 and 1926, Detroit grew from 46 to 132 square miles with the Northwest area comprising eight square miles of these acquired lands. Many of the residential neighborhoods on the eastern side of the study area were developed around Grand River Avenue, a direct link to the heart of the city, and became home to many middle and upper middle class professionals, a demographic still present today. On the west side of the area, modest wood framed homes were originally built as temporary housing for new residents moving from the southern United States to work in the auto industry. After the recession of the 1930s hit Detroit, these homes were never replaced.

The suburbanization of the Detroit region in the 1950s and 1960s with the subsequent relocation of many factories began to destabilize some areas of Northwest Detroit. Residential relocation and the abandonment of properties has been an issue on the west side of the area since the 1980s and remains a problem today. The east side has remained relatively stable in comparison, although blight continues to be an issue for area residents.



Detroit Annexation Growth 1915-1926

Image Source: www.detroittransistory.info



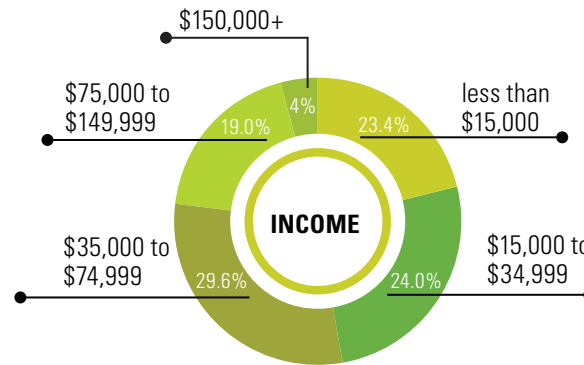
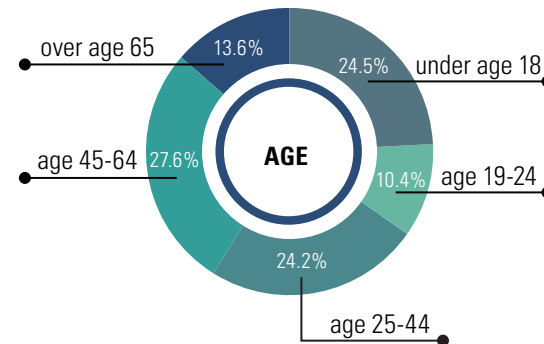
Northwest Detroit 2016 Statistics

Today, Northwest Detroit has a population of approximately 38,465 and includes approximately 14,500 households. Population numbers trend downward but rates of loss are slowing from over 1.6 percent from 2010-2014 to a rate of 0.9 percent predicted for 2016-2021. Some area neighborhoods continue to display stable residential populations. More than 90 percent of residents are Black and the remaining demographics consist of relatively small numbers of White, Hispanic, American Indian and Asian populations. Around 25 percent of area residents are under age 18 and about 10 percent represent populations over 65 years old, providing for a variety of interests in potential amenities for transportation and land use.

At \$37,106 per year, median household incomes in Northwest Detroit are approximately \$10,000 higher than the City's median income, but still below the national median. More than 25 percent of households are currently living below the poverty level, an important number to track as the area continues to reinvest in workforce opportunities in this region of the City.

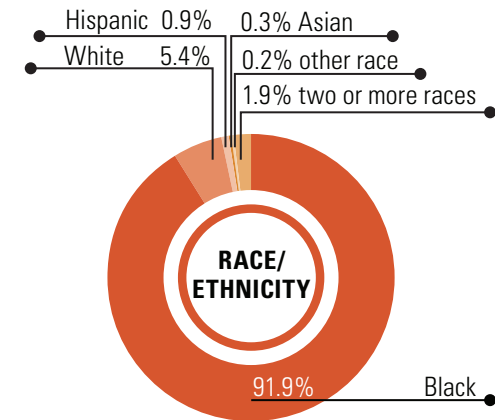
Beyond the statistics, residents and business owners in Northwest Detroit are dedicated to the success of their community. Many neighborhood and business organizations, such as Detroit Blight Busters, community groups, block clubs and individual residents perform maintenance and upkeep of their neighborhood streets, sidewalks, landscapes, bus stops and parks. Groups like the Grandmont Rosedale Development Corporation have provided real opportunities for development and have attracted investors to Northwest Detroit. The business community works together collaboratively and fosters a system of support and safety for new businesses in the area. People in Northwest Detroit are passionate about future opportunities, attracting new residents and visitors to the area and protecting the homes and families that make up the community.

The Northwest Detroit population is well-distributed across ages. Youth under age 24 comprise the largest age group. Providing places and spaces for these age groups to socialize, learn and engage with their community will be an important element for consideration in the planning of future land uses. Connecting this population to schools and creating safe routes to area destinations should play a role in future considerations of multimodal transportation options.

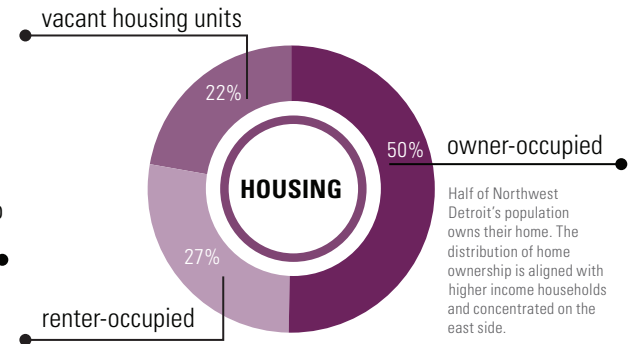


There is a fairly even split of household income distribution within Northwest Detroit's population. Geographically, higher income households are concentrated in the North Rosedale Park, Rosedale Park, Grandmont #1 and Grandmont neighborhoods. The Brightmoor, Westwood Park and Old Redford neighborhoods display the lowest ranges of household incomes in Northwest Detroit.

There is little correlation between race and geographic distribution in Northwest Detroit. A significant majority of the population is Black, reflecting demographic conditions across the City.



\* All percentages refer to people who are one race alone, except for the category that explicitly states two or more races.



Half of Northwest Detroit's population owns their home. The distribution of home ownership is aligned with higher income households and concentrated on the east side.

HOUSING STATISTICS			
	NORTHWEST DETROIT	CITY OF DETROIT	WAYNE COUNTY
OWNER-OCCUPIED	50%	59.8%	53%
RENTER-OCCUPIED	27%	26%	30%
VACANT UNITS	22%	13.8%	17%

Data Source: US Census Bureau, American Housing Survey

# THE FRAMEWORK

The Grand River / Northwest Neighborhood Framework provides long-term master planning strategies to (1) Support new housing and economic development; (2) Improve connectivity and travel experience; (3) Enhance open space and the public realm; and (4) Integrate green stormwater infrastructure into new land use opportunities. This framework establishes long-term goals and identifies criteria for decision-making about the area's future.





# MASTER STRATEGIES

Northwest Detroit encompasses a large geographic area and, more importantly, a broad range of neighborhoods and communities. It includes some of the most stable residential areas and those in need of the greatest care. The framework plan is designed to build upon the stability of strong neighborhoods and to fortify other neighborhoods that are struggling. This is accomplished by focusing on key areas of intervention, where investments in streetscapes, the public realm, and existing infrastructure and structures will have an outsized impact. These interventions are implemented through the four framework strategies.



## Support New Housing and Economic Development

A growing community of local businesses and a stock of historic structures allows Northwest Detroit to approach redevelopment through creative adaptive reuse strategies. Support for a housing and retail market that coincides with strategies for public space, transportation improvements and systems of green stormwater infrastructure helps concentrate area investment at key nodes within the site and builds strength and capacity within the community.



## Improve Connectivity and Travel Experience

Northwest Detroit's transportation network is re-envisioned to emphasize the unique character of the community and create safer, more beautiful travel environments for pedestrians, bicyclists, transit riders and drivers alike. Streets are not just places to drive or park, but become neighborhood destinations that reflect local businesses and support resident and visitor travel into and throughout the area.



## Enhance Open Space and Public Realm

The network of publicly owned land in Northwest Detroit is conceived as a system of vibrant public spaces that include multi-use trails, parks, plazas and habitat corridors. These spaces take cues from the surrounding community and celebrate the art, history, and natural assets of the neighborhoods. New installations, area upgrades and maintenance regimens along with community-driven programming reignite activity in publicly owned parcels.



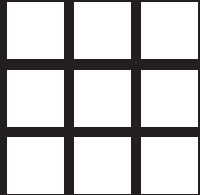
## Integrate Green Stormwater Infrastructure

To alleviate current flooding issues, Green Stormwater Infrastructure (GSI) is integrated throughout the site to manage stormwater runoff from current and planned impervious surfaces, and create a system of green public assets and community spaces. Small- and large-scale strategies are woven into the system of parks and public spaces, public rights-of-way, potential development sites and existing residential neighborhoods to create a toolkit that will help manage water in Northwest Detroit.

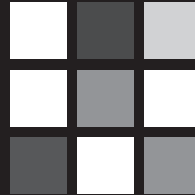
# Support New Housing and Economic Development



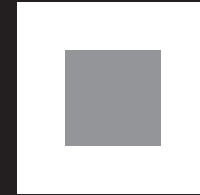
# DENSIFY



# DIVERSIFY



# SOLIDIFY



Northwest Detroit's Grand River Avenue corridor is not only the centerpiece of the region, but serves as a vital feature of the neighborhood connecting businesses, residents, parks, trails and public space to the multi-modal transportation network of the area and beyond. The corridor has valuable assets including a variety of local businesses, committed and organized neighbors and neighborhoods, and incredible potential for streetscape enhancements. Building on these strengths, this framework provides a comprehensive strategy for economic development that integrates Housing, Small Business, Zoning and Policy. These strategies are tested and focused within two nodes at key intersections along Grand River Avenue.

## DENSIFY

Each node serves as a center point for creating a walkable neighborhood and provides the structure for focused reinvestment and rehabilitation of local housing. Building residential density at these nodes not only increases activity in the community but also provides a foundation for investment beyond housing, such as commercial development, retail and community services.



## DIVERSIFY

It is important that each node offers a diversity of housing options, including for-sale and rental products that will meet the needs of a range of potential users. Diversifying housing will help attract not only families but also the growing aging population and younger adults moving to the region and build stability in residential areas currently overwhelmed by the presence of vacant parcels. Beyond housing, diversifying land uses to include activated green spaces, community gathering locations and local businesses will create a network of places, goods and services that foster walkable and vibrant neighborhoods and build capacity among residents, visitors and business owners to create a stable, safe and active Northwest Detroit.

## SOLIDIFY

To develop these activated nodes supported by surrounding residential and green spaces, it will be essential to design, develop and approve a legal framework of zoning and land use policies that define the character and quality of development and redevelopment in Northwest Detroit. Setting clear expectations and defining a system of checks and balances to hold property owners to their commitments will give developers, property owners, the City and residents the confidence to know that changes being made throughout the community meet the needs of area residents and foster positive economic changes.

# Improve Connectivity and Travel Experiences



# CONNECT



The Mobility Framework takes advantage of existing transportation networks and defines specific improvements throughout the region to connect people and experiences throughout the community, reflect the eclectic, historic and industrial character of area neighborhoods, and expand the current network to include enhanced pedestrian environments and new bicycle facilities.

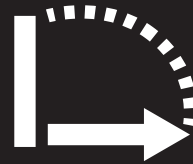
## CONNECT

There are amazing places, natural amenities and beautiful neighborhoods throughout Northwest Detroit. The strategic framework strives to connect people in and around the area to each other and the experiences provided by the community. By enhancing the pedestrian environment through streetscape improvements and creating district identities in places like Old Redford and Grandmont Rosedale along Grand River Avenue, the mobility network will connect residents and visitors to the heart of this area.

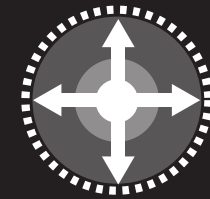
## REFLECT

To build connections between people, places and experiences, it is essential that the design and aesthetic of transportation and streetscape facilities reflect the character of the community. Drawing inspiration from local art, natural landscapes, community history and neighborhood stories is an important element of creating streetscapes that instill a sense of place.

# REFLECT



# EXPAND



## EXPAND

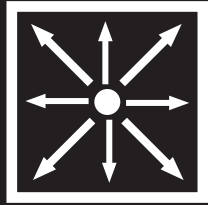
Creating a complete network requires the transportation system in Northwest Detroit to expand by installing new facilities and transportation options throughout the community. Establishing dedicated bike routes with the potential to tie into the city's growing bicycle network will provide alternative transportation options for residents and create recreational opportunities. Defining a community trail system with both major and minor facilities contributes to the bike network, while also providing safe routes for pedestrians. In coordination with the design of area "Green Streets," streetscape improvements will foster a more comfortable and memorable pedestrian experience.



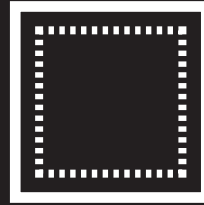
# Enhance Open Space and Public Realm



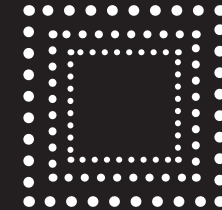
# PROGRAM



# MAINTAIN



# BEAUTIFY



The Parks, Trails and Open Space Framework for Northwest Detroit approaches both recreational green space as well as publicly owned parcels through a three-pronged approach to program, maintain and beautify the area's neighborhoods, public spaces, green spaces and community rights-of-way.

## PROGRAM

Programming Northwest Detroit's green space network provides important opportunities for new recreational amenities and community spaces, and develops a multifunctional strategy for area rights-of-way. With input from residents, local community groups and businesses, new and renewed programming will help to activate area green spaces and provide space for community-based events.

## MAINTAIN

Creating corridors of green space and assembling green parcels in a way that supports land reuse concepts helps to outline a strategic approach to the maintenance of parks and open lands in Northwest Detroit. Creating memorable and beautiful spaces worthy of community ownership and pride will also help foster maintenance of parks, trails and open space.

## BEAUTIFY

The character and quality of public space landscapes play an essential role in the success of parks, trails and open space. An aesthetic that is reflective of community values and faithfully represents residents' past, present and future will make these spaces more emotionally accessible for Northwest Detroiters.

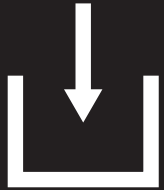


# Integrate Green Stormwater Infrastructure





# STORE



# SLOW



# CLEAN



The approach to developing a Green Stormwater Infrastructure (GSI) strategy for Northwest Detroit combines an analysis of the natural conditions of the study area with concepts for land use, economic and mobility planning. This integrated strategy ensures a comprehensive plan for the neighborhood's future and creates opportunities for complementary uses of GSI projects and landscapes with surrounding neighborhoods, businesses and opportunity development sites. GSI improvements provide new programmatic opportunities for vacant land creating new amenities in the neighborhood and promoting safety and an enhanced sense of community well-being.

The approach includes strategies for a variety of scales and sites whose combined capacities will protect subwatersheds from the potential risk of combined sewer overflows. The master strategy for GSI includes three major concepts:

## STORE WATER

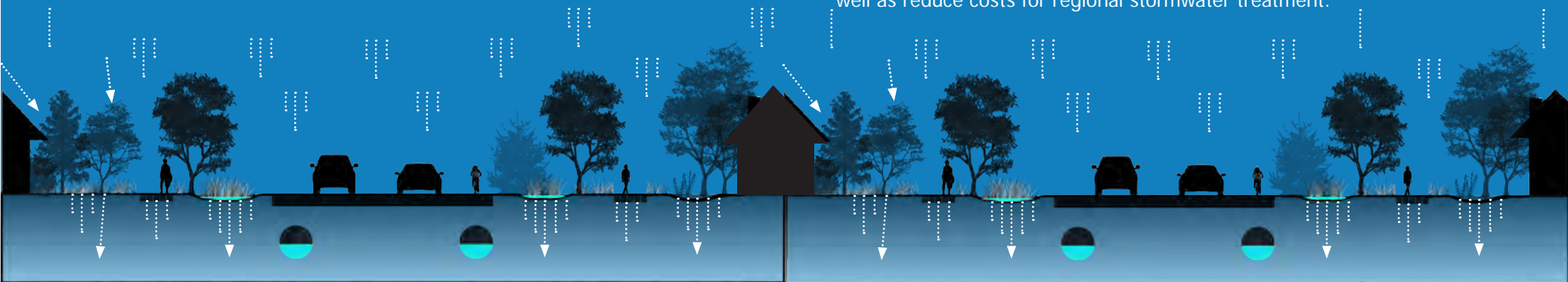
The master strategy identifies sites in each of the area's four subwatersheds that provide an opportunity for large-scale water storage. Creating this storage can remove significant amounts of water from the combined system and help reduce the chance of backups and overflows.

## SLOW WATER

There are several publicly owned parcels, facilities and right-of-way locations throughout Northwest Detroit that possess characteristics qualifying the site for GSI integration that would help to slow rainwater movement and reduce flow rates of stormwater runoff.

## CLEAN WATER

By incorporating practices that improve water quality, such as GSI, Northwest Detroit will contribute to local human and wildlife health as well as reduce costs for regional stormwater treatment.



# Summary: Community Priorities, Near- and Long-term Actions



## Support New Housing and Economic Development

### Community Priorities

Support property owners and local businesses to reactivate vacant buildings and build density with a diversity of housing, retail, food, beverage and entertainment options.

### Near-term Action

- Holcomb Elementary Adaptive Reuse
- Old Redford Single-family Stabilization
- Mix-Tape Zoning
- Target Nodes Retail Growth

### Long-term Action

- Adaptive reuse projects to activate City-owned buildings, vacant land, as well as privately owned properties.



## Improve Connectivity & Travel Experience

### Community Priorities

Provide safe, well-lit, walkable streets to support local business and improve amenities for all modes of users, including pedestrians, cyclists, transit users, and local and commuting traffic.

### Near-term Action

- Redford Festival Street
- Grand River Avenue Streetscape
- GRANDParklet

### Long-term Action

- Explore transit-oriented development along Grand River to connect Northwest Detroit to Downtown Detroit.



## Enhance Open Space & Public Realm

### Community Priorities

Identify land stewardship strategies to beautify and activate vacant land as a community asset, reducing over-growth and dumping, while helping connect residents to existing parks and nature.

### Near-term Action

- Old Redford Neighborhood Arts Loop
- Rogell Master Plan
- Rogell Site Improvements
- Rogell Park Development

### Long-term Action

- Explore potential for Greenway along the Rouge River connecting the major parks on Detroit's West side.
- Develop localized greenways to connect neighborhood assets.



## Integrate Green Stormwater Infrastructure

### Community Priorities

Reduce risks of property damage due to flooding during heavy rain events, and identify opportunities to reduce costs of stormwater management while adding to neighborhood beauty.

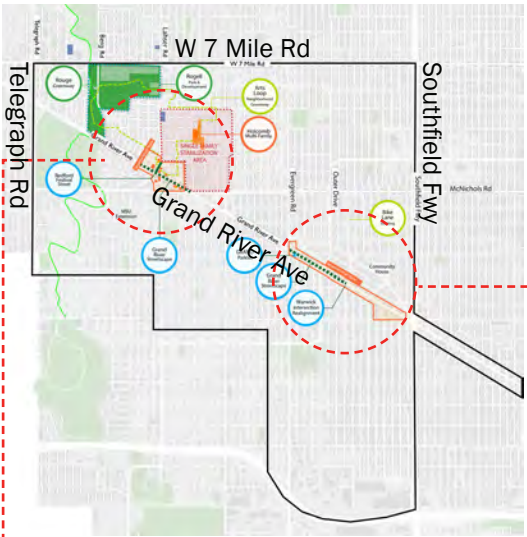
### Near-term Action

- Rogell Neighborhood Stormwater Management Practice
- Opportunities to integrate GSI into near-term projects

### Long-term Action

- Incorporate GSI in residential streetscapes.
- Support property owners in identifying and completing GSI projects.

# NEAR-TERM ACTION PLAN



Old Redford

Grandmont Rosedale



2

**VISION AND  
MISSION**

# VISION

Northwest Detroit will be a vibrant area that is reflective of its diverse community members, businesses, landscapes and architecture. City investments in the community will strategically integrate and improve local greenspace, transportation and economic networks to contribute to the overall quality of life of all residents within Northwest Detroit.

# MISSION

The framework identifies near-term and long-term projects for implementation and sets a path for execution. Project clustering around neighborhood nodes of stability ensures that City resources are directed towards stabilization and growth in key community areas.



3

**PLAN GOALS**

# PLAN GOALS

To achieve the vision of the Grand River / Northwest Neighborhood Framework, community members worked with the planning team to identify the following plan goals:



## 1 Improve Quality of Life for Northwest Detroiters

- Elevate aesthetics throughout neighborhoods through streetscape improvements and enhanced public realm amenities
- Encourage reinvestment in underutilized structures and lots
- Creatively connect residents to jobs

## 2 Energize Community Active Living through Multimodal Connectivity

- Introduce a network of non-motorized linkages
- Connect to existing and potential multimodal transportation sites
- Improve accessibility to multimodal options and routes

## 3 Improve Stormwater Management

- Reduce basement backups and combined sewer overflows
- Reduce surface flooding

## 4 Promote Environmental Stewardship and Community Health

- Provide strategies for both the natural and built environments that help to develop a sense of community pride and ownership
- Create realistic options for maintenance and management of community landscapes that provide opportunities for a local workforce

## 5 Create a Productive Environment for Business and Industry

- Create supportive strategies to attract commercial investments in Northwest Detroit
- Provide supportive infrastructure to maintain existing local businesses, industries and community partners

## 6 Support Market Recovery and Stimulate Private Investment

- Identify opportunities to increase rate of housing redevelopment and density of area neighborhoods
- Spur economic development through the design of exciting and attractive places in the public realm and residential neighborhoods

## 7 Engage the Community

- Inform the community of ongoing planning efforts throughout the process
- Collaborate with residents and stakeholders to create proactive solutions that can be implemented throughout Northwest Detroit
- Educate project stakeholders and planning partners about opportunities in Northwest Detroit

**4**

**COMMUNITY  
ENGAGEMENT**





# Collaborative Planning

## Importance of Public Outreach

Successful planning in Northwest Detroit includes a collaborative process and working with the community to define a comprehensive vision for the future. Community engagement helps reveal the complex site conditions that make up this region and identifies the neighborhood's strengths and ongoing challenges. Honest and open dialogue between the consultant team, residents, area stakeholders and the City allows the community to take pride and ownership in the outcomes and demonstrates trust in the project's long-term vision and critical success factors.



### STRATEGIC KICK-OFF

1.18.17 - 1.19.17

Initial planning team project orientation, site tour and first meeting with neighborhood focus groups.

### PUBLIC MEETING #2

3.22.17

**80 Attendees**

Public meeting with speed planning exercises and keypad polling to ensure initial concepts align with community priorities.

### PUBLIC MEETING #3

5.23.17

**75 Attendees**

Public meeting presented refined concepts to the community with keypad polling to determine how they aligned with community vision and description of next steps.

### HOLCOMB RFP FOCUS GROUP #1

7.10.17

**12 Attendees**

The first in a series of focus groups gathering residents from the neighborhood immediately adjacent to the Holcomb School.

### PUBLIC MEETING #1

2.15.17

**104 Attendees**

First public meeting included mapping exercise and keypad polling to capture community preferences.

### OPEN HOUSE

4.18.17

**90 Attendees**

All-day open house for community members to evaluate initial concepts and provide critical feedback.

### GSI FOCUS GROUP

6.21.17

**14 Attendees**

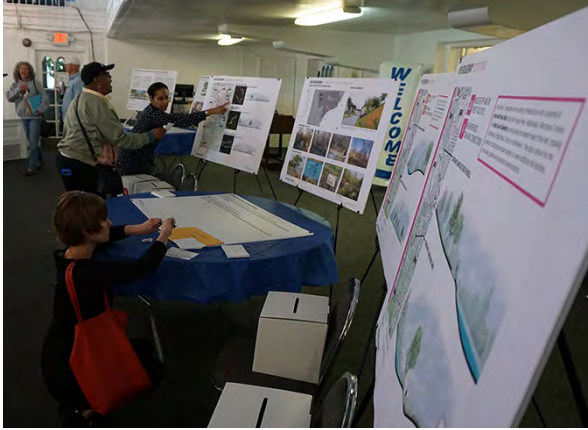
A gathering of residents, city-wide water-related community organizations and nonprofits to discuss opportunities in the planning area.

### HOLCOMB RFP FOCUS GROUP #2

8.8.17

**18 Attendees**





**NEIGHBORHOOD DESIGN EVENT**

9.20.17

**24 Attendees**

A reception and Q&A for the neighborhood installation of the Design 139 Exhibit showcasing citywide neighborhood planning.

**ROGELL FOCUS GROUP #1**

1.25.18

**17 Attendees**

The first in a series of focus groups gathering neighbors, city-wide environmental and mobility advocates, with the City to discuss planning for the public purchase of the former Rogell Golf Course.

**HOLCOMB RFP FOCUS GROUP #3**

8.22.17

**4 Attendees**

**ROGELL FOCUS GROUP #2**

2.21.18

**30 Attendees**

**ROGELL FOCUS GROUP #3**

4.4.18

**23 Attendees**

**GRAND RIVER STREETScape FOCUS GROUP**

8.23.17

**21 Attendees**

Gathering of Grandmont Rosedale business and property owners to discuss initial recommendations for changes to Grand River Avenue.

**HOLCOMB RFP FOCUS GROUP #4**

10.9.17

**19 Attendees**

**OLD REDFORD BUSINESS & PROPERTY OWNERS**

2.15.18

**12 Attendees**

Gathering of Old Redford stakeholders to discuss initial recommendations for a district retail strategy including streetscape and parking improvements.

**HOLCOMB RFP FOCUS GROUP #5**

3.19.18

**35 Attendees**

**FINAL MEETING PUBLIC MEETING #4**

4.26.18

**150 Attendees**

Public meeting wrapping up the planning process, sharing near-term projects for implementation and discussing next steps.

# Process for Engagement

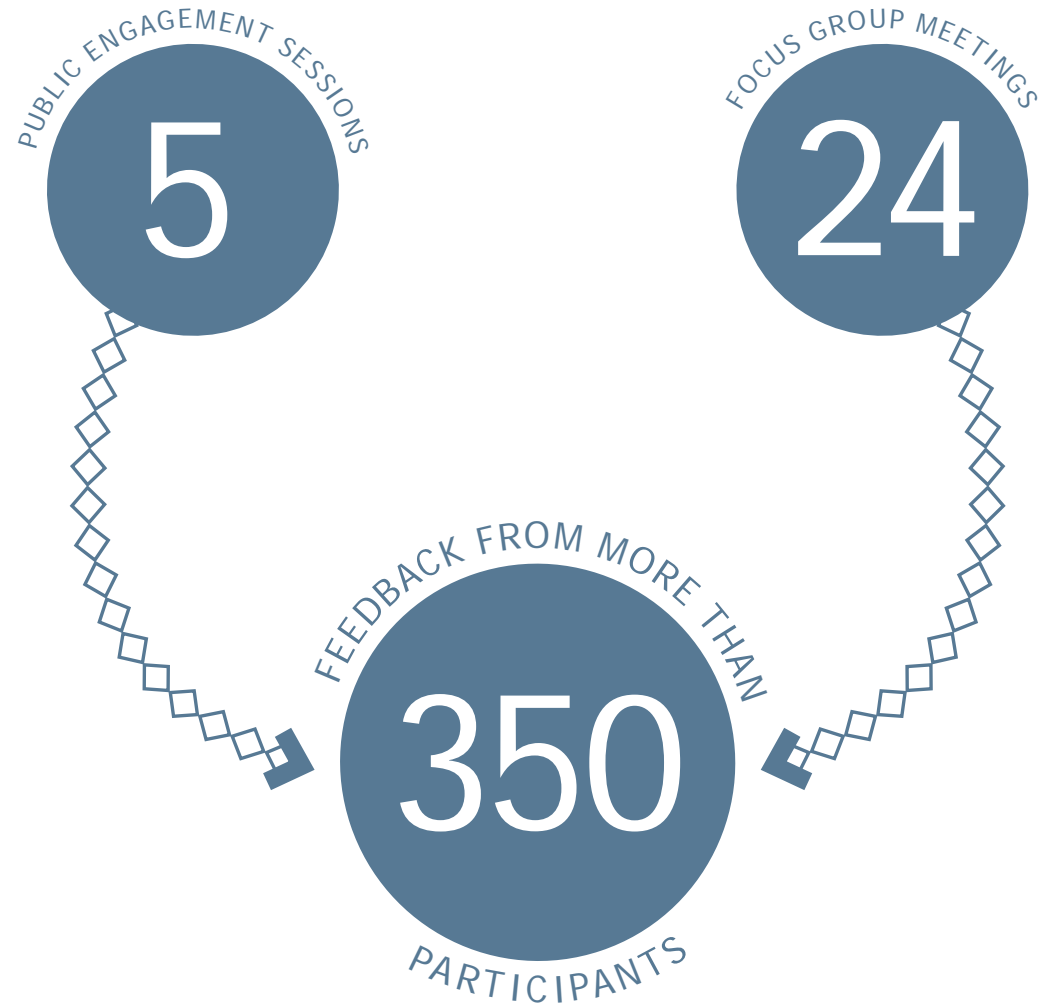
The project team collaborated with area residents and stakeholders through both in-person and online formats. Engagement strategies included large community meetings and open house events with congruent surveys available online as well as focused, topic-based discussions with smaller groups of stakeholders. A project website, hosted by the City of Detroit, was made available to provide additional access to all public presentations, materials, surveys and reports for community members unable to attend meetings. The outreach process was led by the City of Detroit Department of Neighborhoods in cooperation with the City's Planning Department and consultant team.

## Community Meetings and Work Sessions

Community meetings provided stakeholders the opportunity to share their priorities, tell the planning team how they inhabit Northwest Detroit (where they live, shop, travel and work), and provide input on strategies and design concepts. These meetings included City-hosted presentations followed by small group exercises, such as use mapping and speed planning sessions where community members envisioned new strategies to address issues such as housing and transportation, and identified and designed connections to potential open space amenities. All community input was documented and reviewed by planning team members and City staff. Comments collected during these sessions have been incorporated into final recommendations.


## Focus Groups

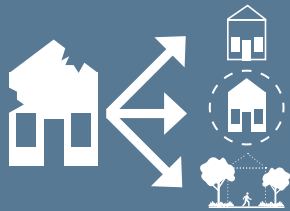
A series of focus group meetings took place throughout the planning process and included individual stakeholders, representatives from local organizations, business owners and residents with direct involvement in neighborhood or economic development initiatives. The focus group meetings served as working sessions and allowed for robust, in-depth dialogue between participants and the planning team. The outcome of these sessions had direct impact on final recommendations.




# Key Takeaways

Through the engagement process, certain themes were continually voiced by community members through surveys, live polling and community comments.

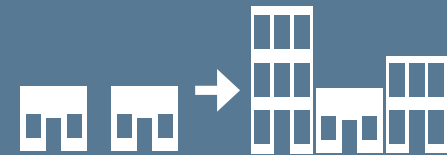
 REHABILITATE, SECURE, OR DEMOLISH VACANT SINGLE-FAMILY HOMES




 REDUCE NEGATIVE IMPACTS OF VACANT LAND BY IMPROVING CONDITIONS




 DENSIFY AND INCREASE THE VARIETY OF LOCAL BUSINESSES



 PLAN FOR GROWTH—MAINTAIN AFFORDABILITY AND ADDRESS PARKING DEMAND



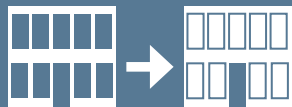
 IMPROVE STREET AMENITIES AND SAFETY TO CREATE WALKABLE NEIGHBORHOODS




 REEVALUATE ROAD AND CROSSING SPACES ON GRAND RIVER AVENUE



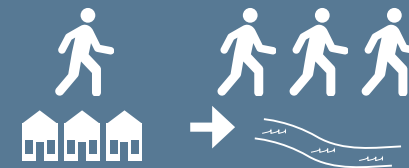
 REUTILIZE HISTORIC BUILDINGS



 INTRODUCE STORMWATER MANAGEMENT SYSTEMS TO REDUCE FLOODING AND PREVENT BASEMENT BACKUPS



 IMPROVE ACCESS TO THE ROUGE RIVER FROM NEIGHBORHOODS



**5**

**EXISTING  
CONDITIONS**



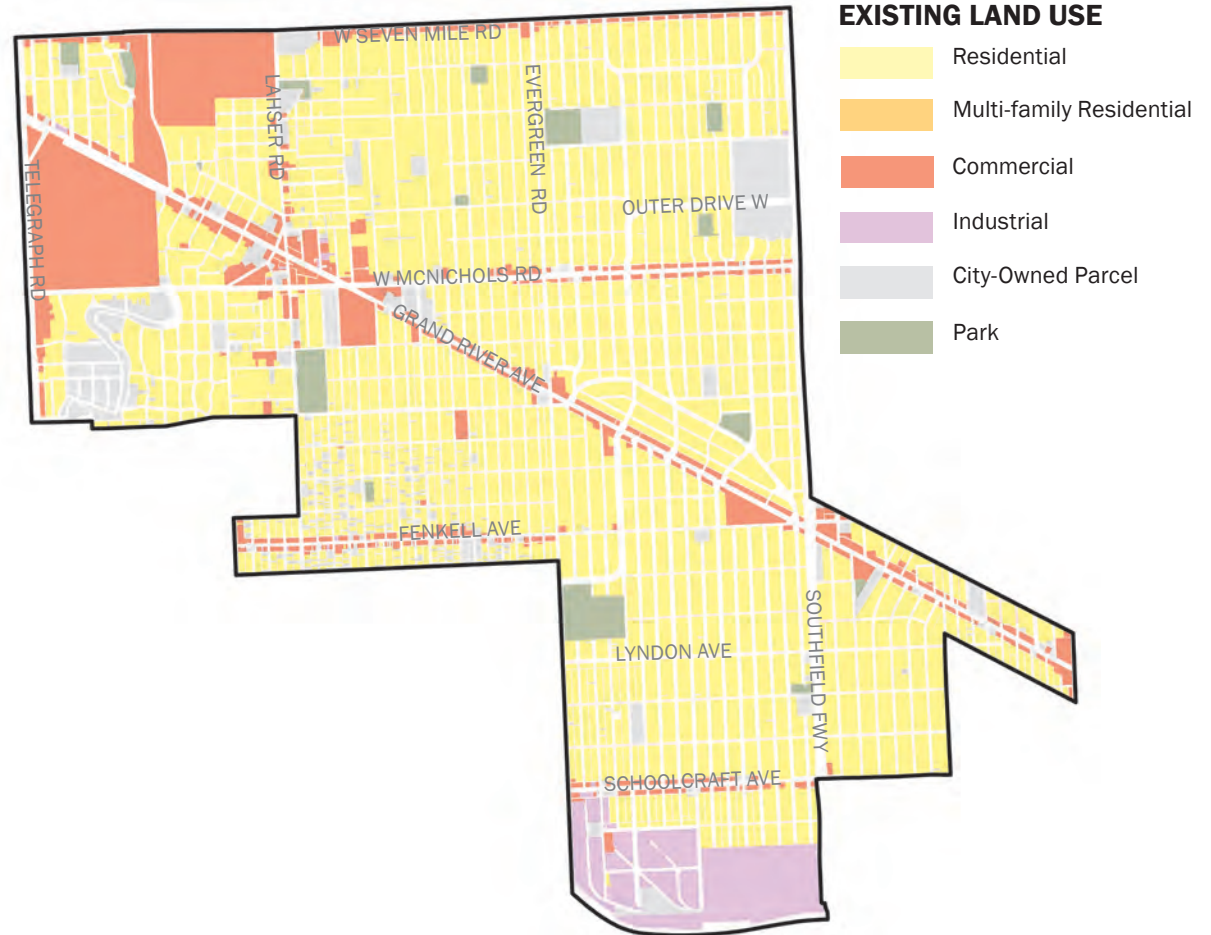
# Housing

Northwest Detroit is composed of large swaths of residential properties sectioned into neighborhoods by commercial corridors and anchored on the south by an industrial district. The west side of the study area is bound by the Rouge River and associated green spaces like the former Rogell Golf Course on the north and Eliza Howell Park on the south.

Today, almost 70 percent of Northwest Detroit properties are single-family residential lots. Of that 70 percent, 10 percent are single-family lots currently owned by a land bank authority. There are over 1,000 commercial parcels distributed throughout the study area and 10 commercial land bank properties. The 167 acres of industrial land in the region is mainly concentrated in the Jeffries-Southfield Industrial District, and there are currently no industrial properties owned by the Detroit Land Bank Authority (DLBA).

While many neighborhoods in Northwest Detroit have a strong ownership and occupancy rates, there are areas with higher rates of vacancy and significant numbers of unoccupied parcels. In particular, the neighborhoods of Brightmoor and portions of Old Redford have lost occupancy. Many of these parcels are currently owned by public entities, including the DLBA, Wayne County Land Bank or the Michigan State Land Bank. The majority of unoccupied parcels are single-family residential lots.

Additionally, there are regional challenges such as citywide population decline and modest household incomes that impact the economic potential of the area. Market trends indicate that unemployment rates are decreasing while home sales are increasing in the city, providing positive evidence of regional economic improvements.



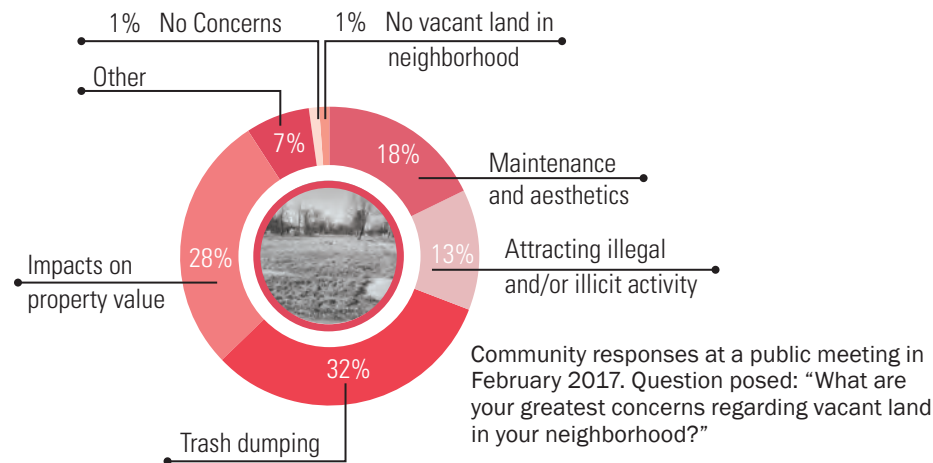
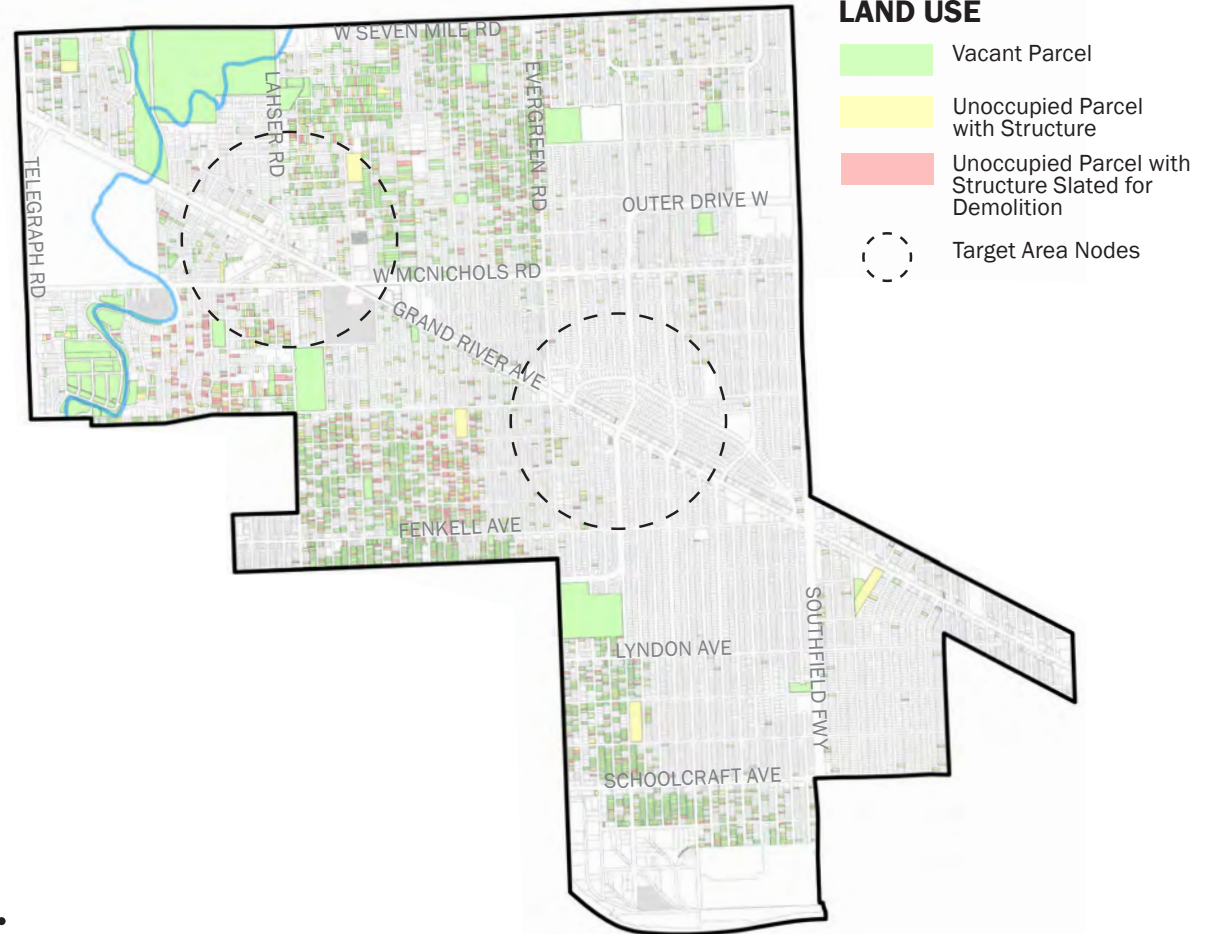


# Publicly Owned Land

The majority of unoccupied parcels in Northwest Detroit are single-family residential lots. Lot conditions have been classified into three main typologies: (1) Unoccupied parcel with structure; (2) Vacant parcel; (3) Unoccupied parcel with structure slated for demolition.

One of the greatest community concerns is the maintenance, aesthetics and prevalence of trash dumping on vacant parcels. These issues can perpetuate negative impacts on area property values. Coinciding with lack of maintenance on unoccupied parcels is a deterioration of pedestrian infrastructure. Sidewalks along many unoccupied parcels no longer provide adequate walking surfaces for pedestrians, resulting in “missing links” in pedestrian networks and safe routes.

Given the relative concentration of City-owned land in Old Redford compared to Grandmont Rosedale, parcels within this area have been targeted for the City’s single-family neighborhood revitalization strategy.

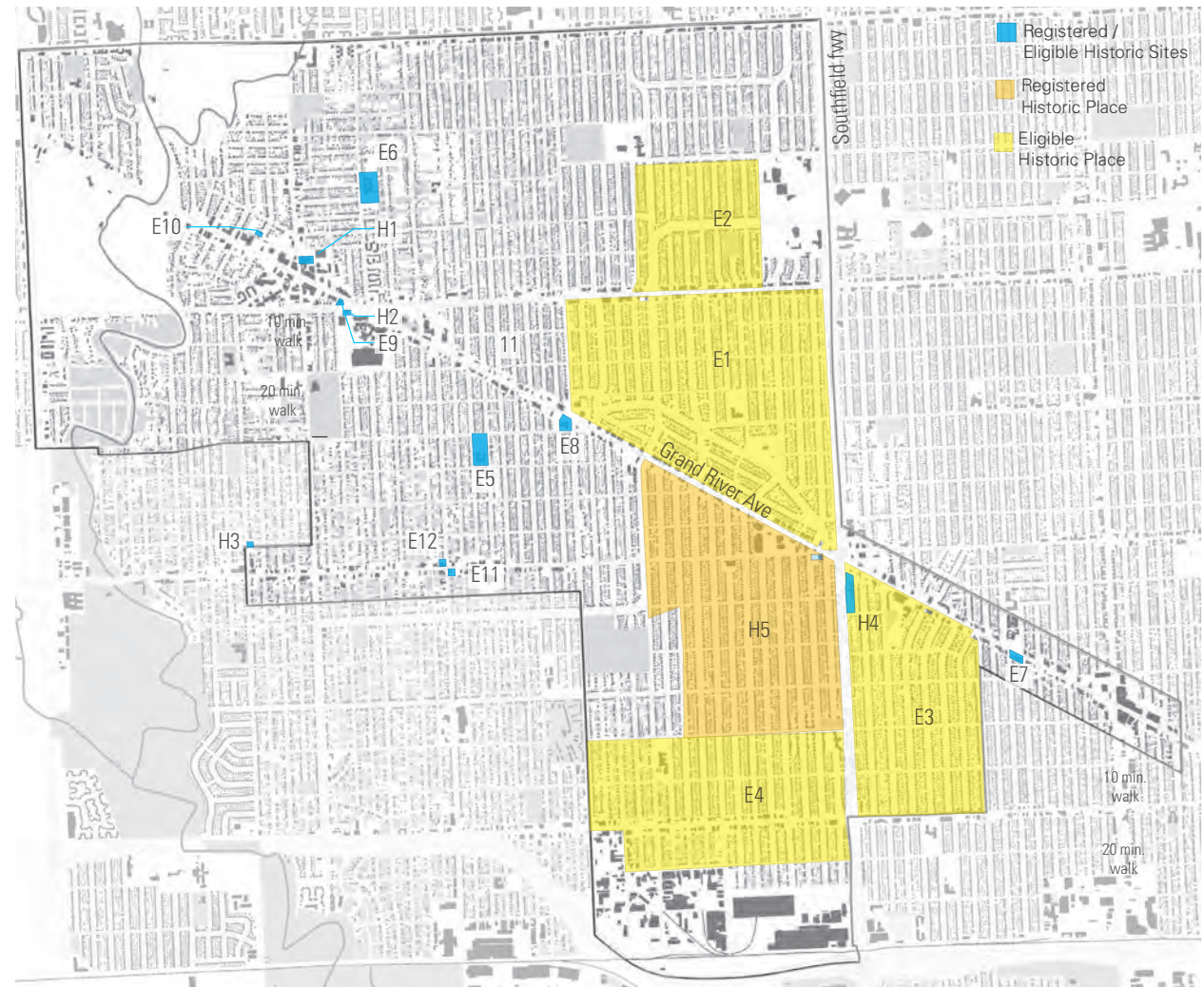


	TOTAL PARCELS	ACREAGE	PERCENT
VACANT PARCELS	2,476	556 AC	11.17%
UNOCCUPIED WITH STRUCTURE	653	119 AC	2.39%
UNOCCUPIED WITH STRUCTURE SLATED FOR DEMOLITION	452	58 AC	1.16%
<b>TOTALS</b>	<b>3,581</b>	<b>733 AC</b>	<b>14.72%</b>

# Adaptive Reuse and Historic Preservation

Northwest Detroit is home to a rich cultural history. The National Register of Historic Places (NRHP) lists historically significant buildings, sites, objects, districts and structures designated as such by the federal government. Several buildings and districts are on the local and national register. The Redford Theater and Rosedale Park District are just two places that are designated as historic and whose legacy should be protected.

In addition to the area's existing assets, there is potential to preserve other significant buildings and sites in Northwest Detroit as a way to promote and sustain neighborhood culture and community pride as well as encourage new investments through the adaptive reuse of buildings. By changing the use of a building, but maintaining its architectural heritage and history, its origin story can be preserved for future generations while simultaneously providing new programs and amenities fitting with the lifestyle requirements of current residents. Based on a comprehensive site survey and primary research, several structures were identified as potentially eligible for designation on either the local or national historic registers. The adaptive reuse of these sites is considered in both the near-term and long-term recommendations.



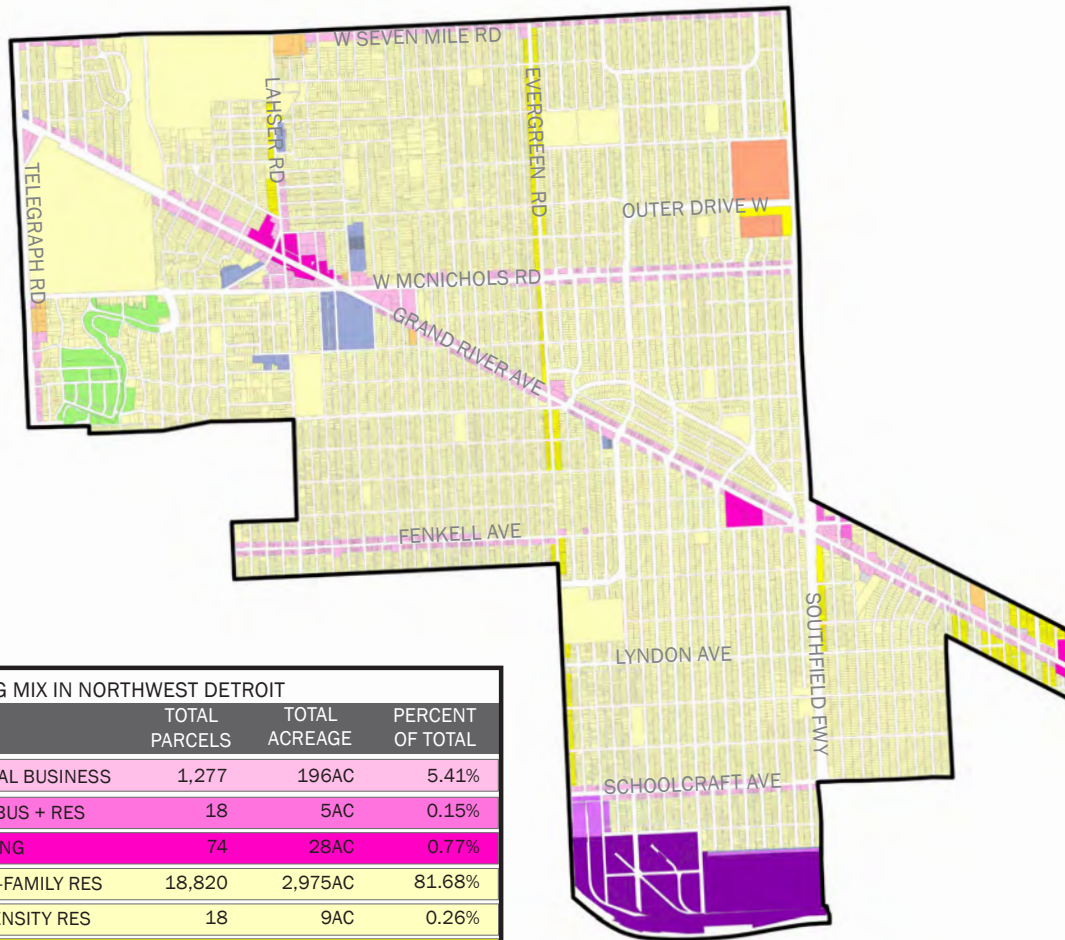
LIST OF LOCAL/NATIONAL HISTORIC REGISTER PLACES  
 H1 Redford Theater (17360 Lahser Rd)  
 H2 Redford Branch Library (21511 W McNichols Rd)  
 H3 B.E. Taylor's Subdivision House (15378 Lamphere)  
 H4 Bushnell Congressional Church (15000 Grand River)  
 H5 Rosedale Park \*

\* Local Register Designation

LIST OF ELIGIBLE NATIONAL REGISTER SITES  
 E1 North Rosedale Park  
 E2 West Outer Drive Residential District  
 E3 Grandmont  
 E4 Grandmont #1  
 E5 Burt Elementary School (20710 Pilgrim St)  
 E6 Holcomb Elementary School (18100 Bentler)

E7 Henry Chaney Library (16106 Grand River)  
 E8 Eighth Church of Christ Scientist (20011 Grand River)  
 E9 21543 W Grand River  
 E10 Queen Anne House (17521 Cooley St)  
 E11 Guardian Detroit Bank (20845 Fenkell)  
 E12 Neoclassical Bank (20900 Fenkell)

# Zoning



The majority of Northwest Detroit is zoned R1 Single-Family Residential, with some General Business and Shopping District designations along major corridors. The R1 designation indicates that only single-family detached dwellings are allowable, along with some conditional uses that would support a residential community, such as schools, religious institutions, neighborhood centers or utilities. The code for R1 also defines urban gardens as a by-right use and green houses, hoop houses and urban farms as a permissible conditional use, making productive land use an option for some of the unoccupied parcels.

The concentration of General Business Districts along major thoroughfares throughout Northwest Detroit is consistent with the intent of the code, while the areas identified for B3 Shopping Districts are fairly limited respective to the number of residential parcels these zones are intended to serve. The largest area zoned B3 is currently the Old Redford area at the intersection of Grand River Avenue and Lahser Road. Considering the potential of this area to serve as a mixed-use district, the B3 designation greatly limits future development of multifamily residential, which is not permitted in B3. The code also identifies a 20' minimum setback in B3 zones. Wider setbacks can limit a business's ability to engage with the street and pedestrians on sidewalks and should be reexamined for shopping districts throughout Northwest Detroit.

The Jeffries-Southfield Industrial District (JSID) is zoned for M4 Intensive Industrial uses, which permits some typically more objectionable industrial uses. Because of this, the code describes that this use is rarely, if ever, located adjacent to residential districts. The JSID is, however, adjacent to a residential community located to the north. The local business and residential zoning along Schoolcraft Avenue reflects the community's desire for a buffer between the neighborhoods and the JSID.

ZONING MIX IN NORTHWEST DETROIT			
	TOTAL PARCELS	TOTAL ACREAGE	PERCENT OF TOTAL
GENERAL BUSINESS	1,277	196AC	5.41%
LOCAL BUS + RES	18	5AC	0.15%
SHOPPING	74	28AC	0.77%
SINGLE-FAMILY RES	18,820	2,975AC	81.68%
LOW DENSITY RES	18	9AC	0.26%
TWO-FAMILY RES	688	78AC	2.16%
MEDIUM DENSITY RES	23	16AC	0.45%
HIGH DENSITY RES	3	39AC	1.10%
PLANNED DEVELOPMENT	153	45AC	1.26%
PARKS AND RECREATION	36	61AC	1.69%
OPEN PARKING	15	3AC	0.09%
RESTRICTED INDUSTRIAL	33	15AC	0.42%
INTENSIVE INDUSTRIAL	85	166AC	4.57%

# Retail Market Analysis

## Trade Area

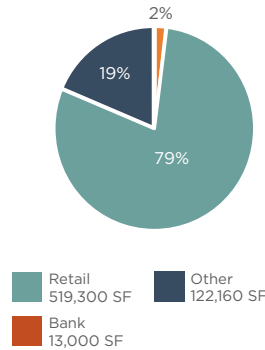
With 22,200 commuters traveling along Northwest Grand River Avenue daily, the corridor's status as an important commuter thoroughfare allows for expansive trade areas because retail is driven primarily by visibility and access. Commuters driving west will likely patronize this corridor, extending the Secondary Trade Area. The Secondary Trade Area boundary is limited to the north by the retail competition in Livonia and along West Eight Mile Road. Competition in Dearborn lessens the ability for retail in this commercial corridor to attract customers from the south. Other factors that impact the trade areas for Northwest / Grand River are highways, parks, and competition.

## Existing Retail Supply and Demand

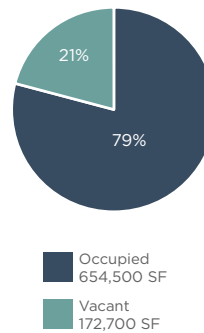
The Northwest Grand River Avenue corridor contains 827,180 square feet of retail-appropriate space and includes a mix of retail typologies ranging from independent, in-line stores to large format retail outlets. The largest among all tenants in this commercial corridor is Meijer, one of the few in the city. Other national retailers along the corridor include discount retailers and quick service restaurants (e.g. Family Dollar, Little Caesars Pizza, McDonald's). After grocery retail, the second most common retail type by total square footage is beauty and nail salons, followed by take-out and drive-thru restaurants.

There is currently unmet demand across all retail categories. There is demand for both high quality and budget conscious restaurants in this study area. Although the corridor contains a large amount of grocery retail, customers in this study area are still underserved for Neighborhood Goods and Services (NG&S) retail. This need is primarily within the pharmacy goods category (household care and personal care products).

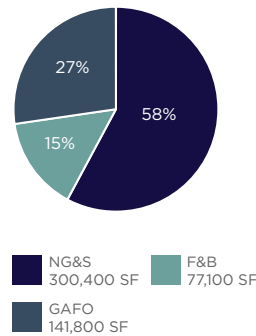
Tenant Type Distribution



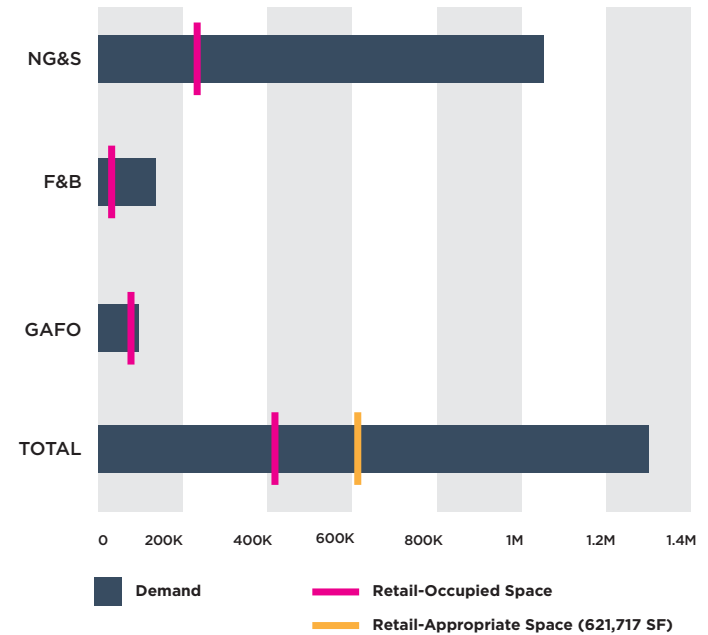
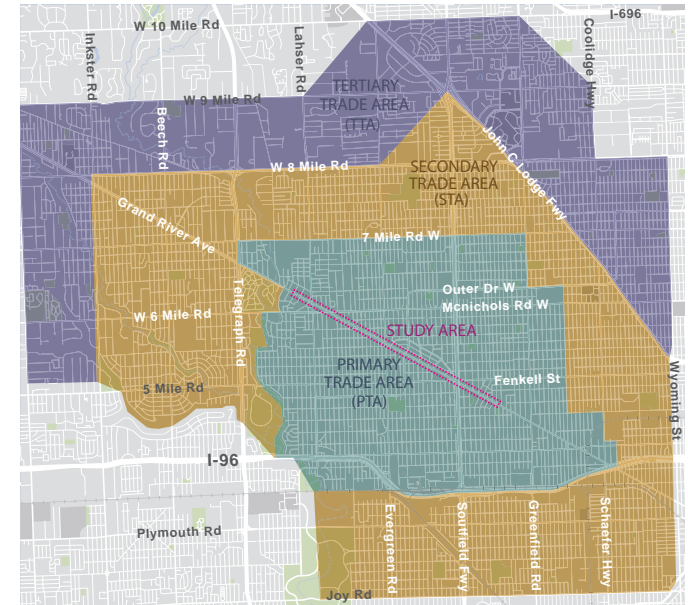
Occupancy Rate



Retail Type Distribution



NG&S: Neighborhood Goods & Services  
 F&B: Food & Beverage  
 GAFO: General Merchandise, Apparel, Furnishings & Other



# Economic Development

## Grand River Avenue

Northwest Detroit's main commercial corridor is Grand River Avenue, which is four-and-a-half miles long within the study area boundaries. A variety of businesses line the north and south sides of Grand River Avenue, including some retail and services, a few restaurants, banks, a large grocery store and a number of professional offices. Grand River Avenue is home to some important civic facilities, including the Redford Library, a US post office and a Detroit fire station. Today, most community members access Grand River by car. Area residents and business owners have noted that finding convenient parking along the avenue can be a barrier to access for local shopping.

Most buildings along Grand River Avenue are single-story, with entrances facing the avenue. One exception to this typology is at the corner of Grand River Avenue and Lahser Road, in an area called Old Redford, which is an important node along the corridor.

## Old Redford

In Old Redford, two-story buildings have the potential for mixed-use development, with first-floor retail and residential or office above. The north side of this intersection has developed an important concentration of local businesses complemented by a community hub for local artists and performers, known as the Artist Village. The relatively narrow right-of-way along Lahser Road lends itself to one of the most walkable destinations in Northwest Detroit and includes tree plantings and pedestrian lighting to facilitate a "main street" atmosphere. Nearby, a one-block alley just north of Grand River Avenue has been transformed into a series of public spaces and a graffiti art exhibition. There is a great deal of opportunity in Old Redford and the community support already established around the success of this area is an important indicator of potential redevelopment in the future.



Grand River Avenue at Redford Street



Old Redford

# Economic Development

## Grandmont Rosedale

Another important area along Grand River Avenue is located at the avenue's intersection with Outer Drive. A concentration of small shops and offices in combination with a strong community development corporation known as the Grandmont Rosedale Development Corporation (GRDC) creates a stable neighborhood and is home to Detroit's strongest housing market. Recently installed street lighting and a planted buffer help contribute to an approachable atmosphere along Grand River Avenue. The neighborhood's historic aesthetic helps bring some consistent character to the area. Because this node is located directly on Grand River Avenue, it provides an opportunity for great visibility for new investment and streetscape improvements that can attract local residents and visitors.

## Jeffries-Southfield Industrial District (JSID)

JSID is bound by I-96 on the south and west, Schoolcraft Avenue on the north and Southfield Freeway on the east. JSID is home to more than 80 businesses that provide almost 800 jobs. As an employment hub, the area currently lacks some of the modern amenities that can attract workers. There is no defined route or entry into the district that would provide comfortable or celebratory experience. Local businesses have expressed an interest in green space that could be used by employees. Additionally, there are community concerns about heavily trafficked truck routes that run between the district and a neighborhood to the north. The presence of this district will continue to be an important asset and employment hub for Northwest Detroit. JSID has potential to be a stable anchor and become a sought after location for new businesses and industries to locate facilities if some adjustments are made to current land use and design of the public realm.



Grandmont Rosedale



Industrial spaces in the Jeffries-Southfield Industrial District



Informal Bus Stop on Fenkell Avenue



Grandland Shopping Center Along Grand River

### Fenkell Avenue

Fenkell Avenue (West Five Mile) is an east-west road located within the southern third of the study area. Fenkell Avenue is a major connection to Telegraph Road on the west and both Grand River Avenue and Southfield Freeway on the east. The main entrance for Eliza Howell Park is on its south side. Fenkell Avenue is also home to Scotty Simpsons Fish & Chips, an establishment known for its seafood that has been serving the Brightmoor neighborhood since 1950. Important community churches also serve as destinations along Fenkell Avenue. High rates of vacancy on and surrounding Fenkell Avenue combined with a lack of consistency in streetscape treatment and maintenance makes this corridor more challenging for new development, however, the existing right-of-way does provide enough space to make some aesthetic and environmental improvements in the future.

### Meijer Grocery Store

Opened in 2015, this 190,000-square-foot superstore is located at Grand River Avenue and McNichols Road, the former location of Redford High School. It is the City of Detroit's second Meijer and offers the community a place to go for groceries, clothes, toys and entertainment.

### Grandland Shopping Center

Located at Fenkell and Grand River Avenues, the 511,000-square-foot Grandland Shopping Center is located in the Grandmont Rosedale community. It is currently home to a variety of shops, including a Dollar General, clothing retailers and beauty supply stores. The shopping center has fallen into disrepair throughout the years and is dotted with vacant storefronts. It is in a prime location and could greatly benefit from improvements to signage, enhanced landscape, reduction in parking and other types of streetscape and storefront revitalization.

# Streetscape & Mobility

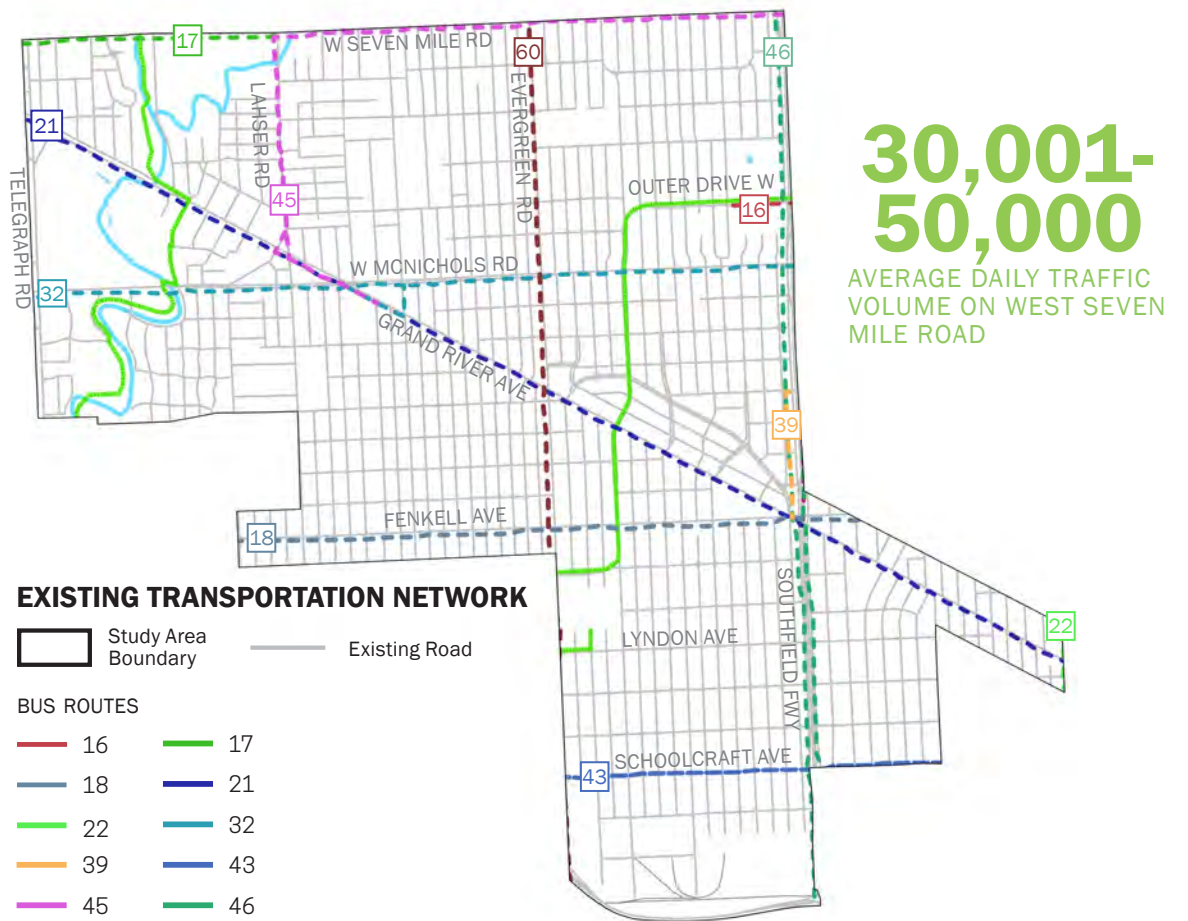
Today, more than 90 percent of Northwest Detroiters drive alone to work. Mobility in Northwest Detroit prioritizes motor vehicles. Major corridors include Telegraph Road, Evergreen Road, Southfield Freeway and Greenfield Road, which all run north-south. West Seven Mile Road, West McNichols Road, Fenkell Avenue, Schoolcraft Avenue and Interstate 96 comprise the east-west roads; and Grand River Avenue bisects the study area traveling from the Northwest suburbs directly toward the heart of Downtown Detroit.

Only two percent of community members that participated in a February 2017 engagement session indicated that they primarily use Grand River Avenue for bus access and connections, despite the fact that the road is a major bus corridor between Northwest Detroit and the downtown. The existing bus network is well connected, but facilities need improvement. Many bus stops lack rider amenities such as shelters, seating, network maps and trash bins. Residents have reported creating make shift seating out of buckets and other available materials in order to have a place to sit down. There is no ridership data along Grand River Avenue to determine which stops have the highest volume of boardings and/or alightings. This information is critical to make decisions about future investments.

No available data identifies existing sidewalks in Northwest Detroit. Site visits indicate most streets do have a network of pedestrian walkways. The quality of these sidewalks varies greatly. Many sidewalks in some highly occupied neighborhoods are well maintained with a substantial buffer of vegetation separating pedestrians from moving vehicles or traffic. Sidewalks in less occupied areas have deteriorated over time and are now either inaccessible or not suitable for safe usage. There are currently no existing defined bike routes in Northwest Detroit.

 **+90%**  
POPULATION THAT DRIVES ALONE TO WORK

 **0**  
MILES OF EXISTING BIKE FACILITIES IN NORTHWEST DETROIT





## Grand River Avenue

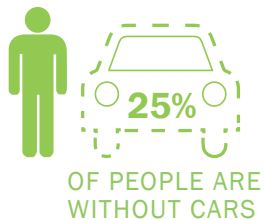
Grand River Avenue is Northwest Detroit's main corridor. It acts as the area's predominant shopping and retail street and connects residents with the downtown. Grand River Avenue is mainly accessed by car and is not highly trafficked by pedestrians. It currently lacks bicycle facilities and does not generally appeal to these users.

Grand River Avenue, like many roadways in Northwest Detroit, is designed to carry significantly more traffic than recent counts indicates is necessary. Its right-of-way varies in width from approximately 105 feet wide (between Greenfield Road west to McNichols Road) to approximately 120 feet wide (between McNichols Road west to Telegraph Road). It is primarily a five-lane configuration with two travel lanes in each direction and includes a center turn lane. There are parking lanes on each side of the road, however these are poorly marked and are often used by cars for travel, contributing to unsafe conditions for drivers, parked cars and pedestrians.

The corridor serves as a major link between neighborhoods, residents, business and resources as well as acts as a conduit for travelers by car, bus and those on foot. To best serve the community, it is important that the experience of traveling Grand River Avenue is positive for all modes of transportation.



Grand River Avenue Streetscape Character



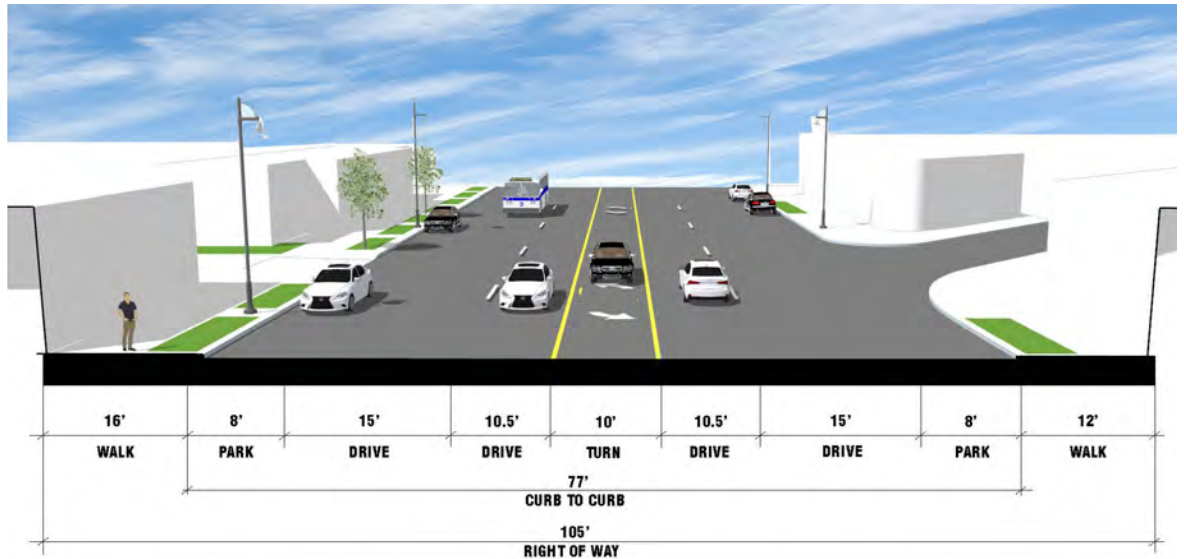
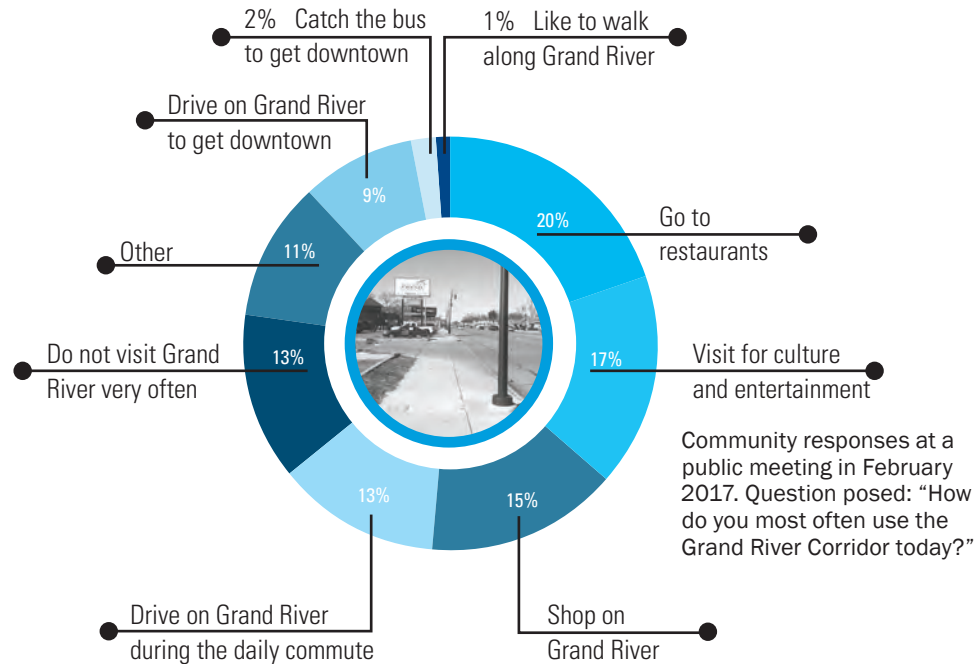
# Grand River Avenue

## The Pedestrian Experience

When community members were asked about how they most often use Grand River Avenue today, 22 percent indicated that they primarily drive on Grand River Avenue as part of their daily commute or to get downtown. From a driver's perspective, Grand River Avenue has relatively low instances of traffic congestion. There have been a number of crashes in recent years, including four fatal crashes since 2010, although these are distributed across the corridor and do not indicate any major safety flaws or major conflicts with pedestrians or cyclists.

When residents were asked about priorities for improving mobility, the top three issues were all related to pedestrian experience: (1) Better sidewalks; (2) More signalized crosswalks; and (3) Safer and shorter crosswalk distances. Pedestrian issues rated much higher than improvements for vehicular travel, parking and bus travel. Grand River Avenue's existing infrastructure can be enhanced to improve the pedestrian experience. It has wide sidewalks, consistent building setbacks and new reliable street lighting. The Grand River Avenue corridor lacks vegetation, amenities such as seating and trash disposal, and the presence of café opportunities and outdoor dining.

Tree canopy plays an important role in pedestrian comfort and can contribute to safety improvements and retail successes. Amenities like seating and trash disposal provide opportunities for rest and socialization while the unique character of these amenities contributes to a sense of place. Café seating along major corridors creates new opportunities for "eyes on the street" contributing to perceptions of safety while helping to attract commercial and retail activity. While these amenities are currently lacking along the corridor, there are great opportunities for future integration.



Grand River Avenue Existing Typical Roadway Dimensions

# Parking Inventory

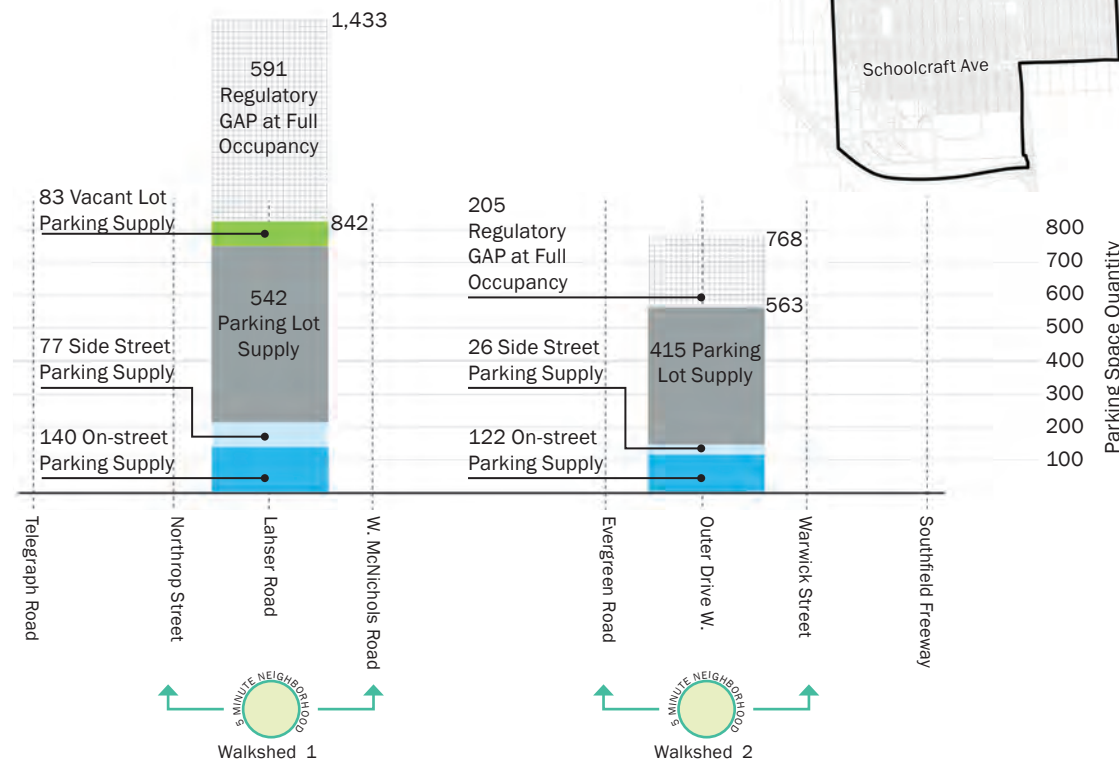
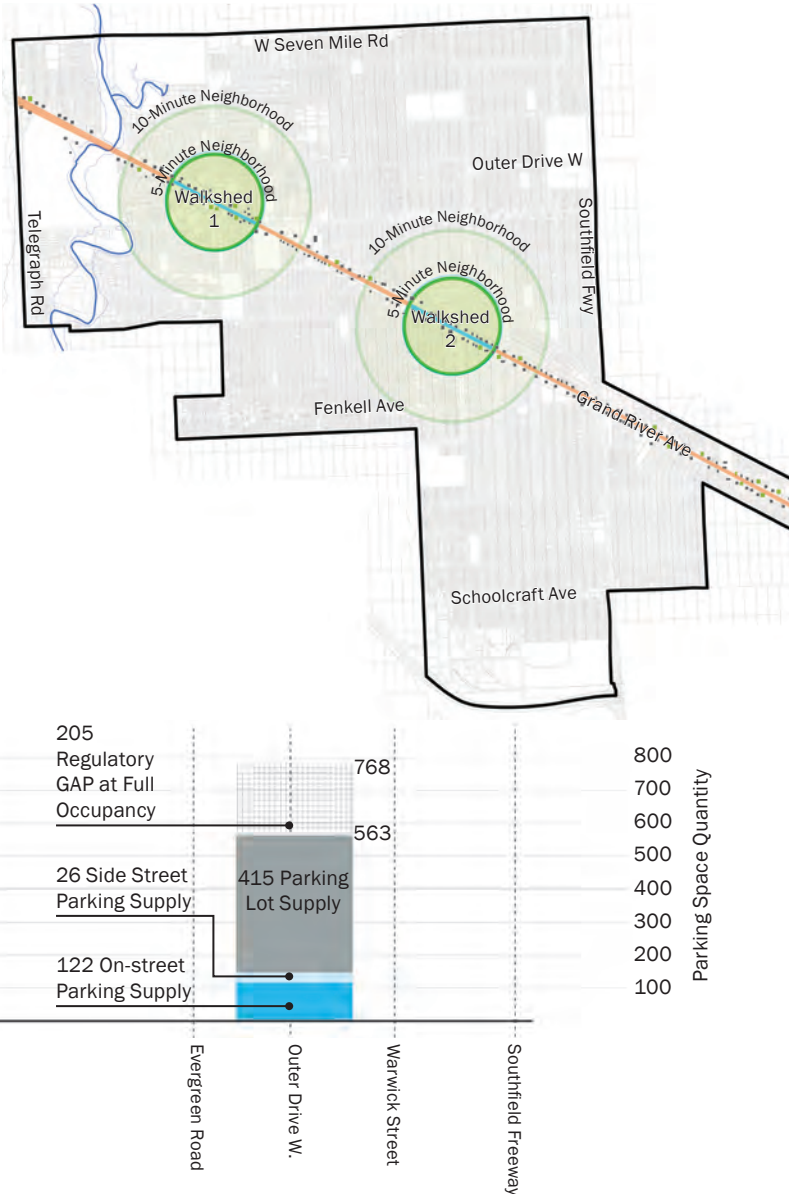
Parking on Grand River Avenue was raised as a significant concern by community members and business owners at focus group meetings. A parking survey, centered on the Old Redford and Grandmont Rosedale communities, was conducted to set a baseline for conversations around existing parking.

Based on the current zoning regulations, there is a parking deficit of approximately 2,000 spaces in the defined walksheds. For example, in Walkshed 1 along the Lahser development focus area, there are 842 existing potential parking spots, but the zoning code requires 1,433. An additional 591 spots would be required to bring the area up to code. The study accounted for spaces adjacent to travel lanes, parking within the first block on side streets, lots currently used for parking as well as vacant lots that could contribute to parking supply. This preliminary analysis relies only on existing zoning and projected full occupancy, with no allowance for shared parking. A study is recommended to capture actual demand and potential demand based on projected zoning requirements and incorporation of better transit options.

The lack of roadway striping for parking infrastructure also contributes to the general confusion around parking within Northwest Detroit. Often parking lanes are used by moving vehicles as driving lanes because of inadequate lane markings. Recommendations include striping and signage to indicate parking lanes versus travel lanes to increase safety and reduce confusion.

## PARKING SURVEY LEGEND

-  Rouge River
-  Road
-  Vacant Lot  
Approx. Size & Location
-  Parking Lot  
Approx. Size & Location
-  Parking Study Area
-  Walkshed Node Area  
Along Grand River
-  Development Focus Area



## Parks, Trails and Public Open Space

Parks in Northwest Detroit already play an important role in community health and wellness while providing opportunities for socializing and family recreation. There are 14 parks within the area, including one larger community park, Stoepel Park No.1, eight neighborhood parks and six mini parks, which are park spaces smaller than 3 acres. Overall distribution of parks in Northwest Detroit is only 2.21 park acres per 1,000 residents compared to the 8.15 park acres per 1,000 residents in the greater City of Detroit. There are significantly more parks north of Grand River Avenue than south in Northwest Detroit, however, many of these parks, such as Lahser-Clarita, Stout, Marx and Reid need upgrades and improved maintenance to be more viable play and gathering spaces for area residents. Luckily, Reid Park, Hackett Park and Marx Park have all been identified by the City for future renovations with the current park plan.



Community Park Stoepel No. 1

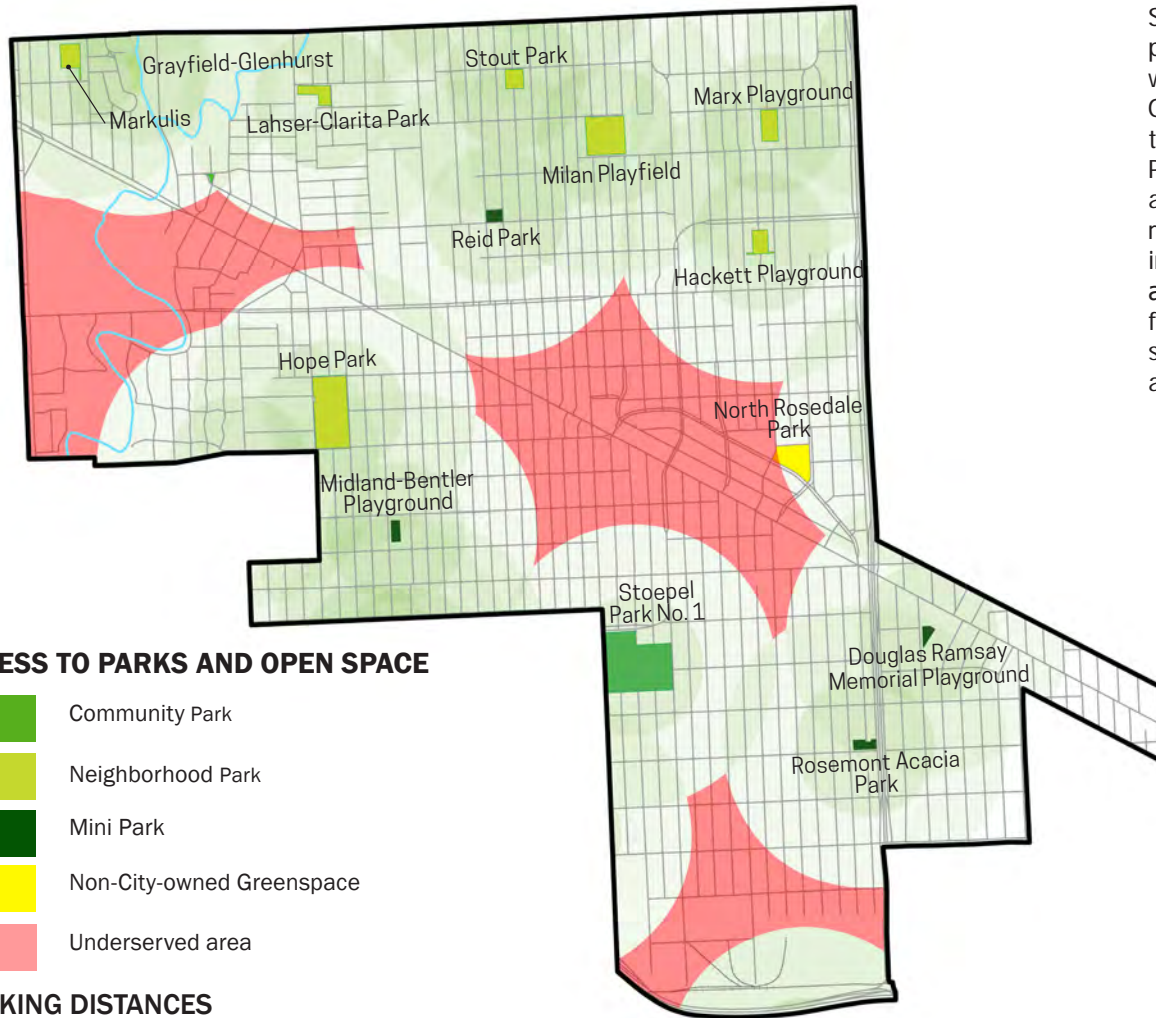
There are a few significant deficiencies in park accessibility in Northwest Detroit. Very few parks are located within walking distance from Grand River Avenue. Parts of North Rosedale Park, Minock Park, Miller Grove, and Oak Grove neighborhoods are outside a 10-minute walking distance to any area parks, whereas the Old Redford and Evergreen-Outer Drive neighborhoods have a number of parks within a five-minute walking distance.



Hope Park

# Existing Parks and Open Space

Some parks in Northwest Detroit contain walking paths and loops. There is one urban greenway within Northwest Detroit called the Lyndon Avenue Greenway. This is a one-and-a-half mile route through the Brightmoor neighborhood connecting Eliza Howell Park and Stoepel Park No. 1. The greenway takes advantage of existing sidewalks and uses signage for route identity, however, there appears to be no formal infrastructure for the greenway. Existing sidewalks along this route are typically five feet wide, too narrow for consideration as a multiuse path. There are also some community-made parklets within vacant lots along this greenway.

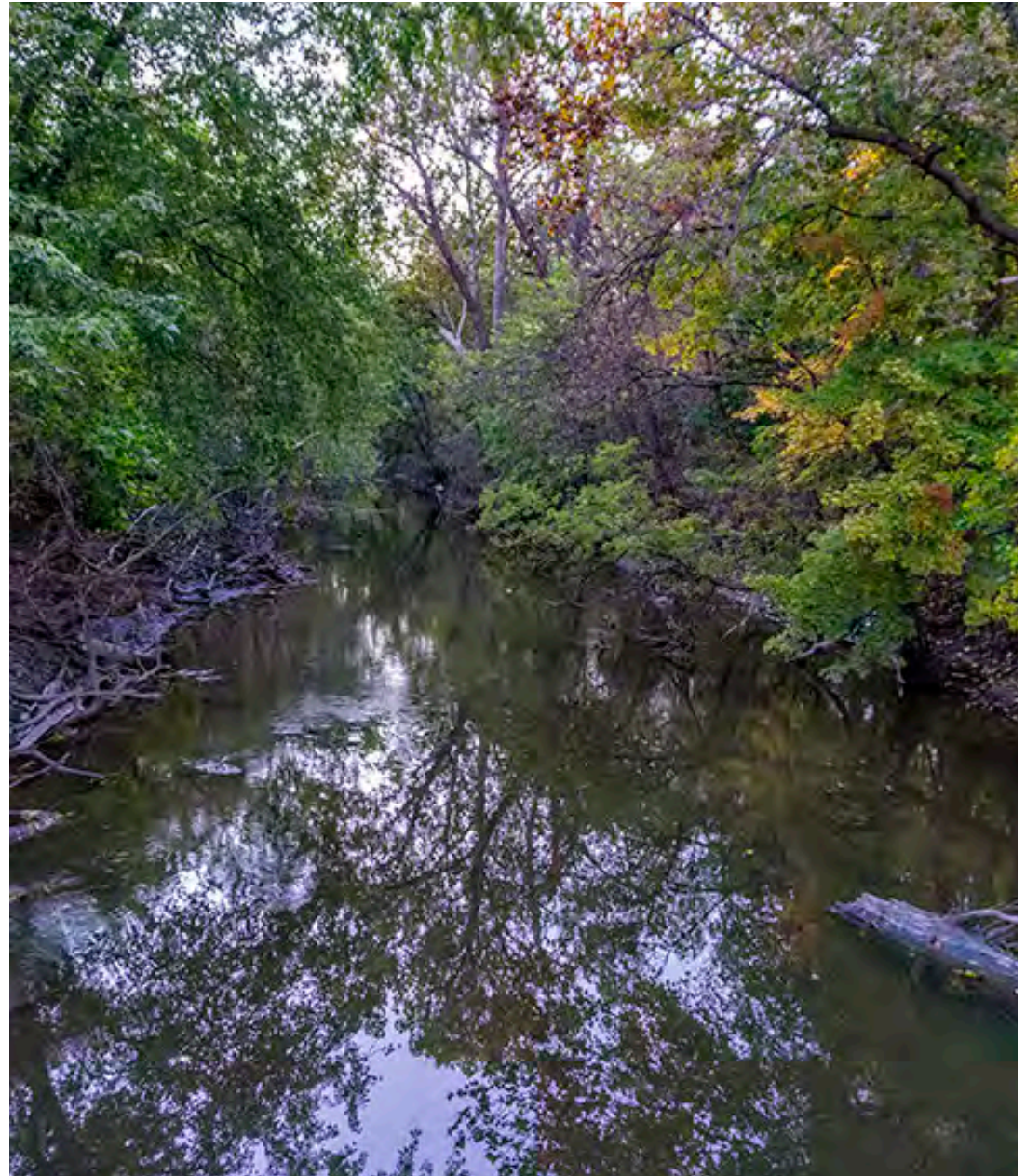


### The Rouge River

The Rouge River is a 127-mile river that flows south into the Detroit River. A three-mile stretch runs along the western edge of the study area, from West Seven Mile Road to Fenkell Avenue. The river runs through not only the City, but also 47 other municipalities in the region and has been home to the Ford River Rouge Plant, the site where the nation's first automobile was assembled. With this industrial past comes a history of pollution. Groups such as the Friends of the Rouge and the Michigan State Department of Environmental Quality (MDEQ) have been working to improve water quality and reduce pollution and debris along the river.

The Rouge River connects a number of important green spaces, including the former Rogell Golf Course, Grand Lawn Cemetery, Rouge Valley Parkway and Eliza Howell Park. River edges are heavily vegetated, with few stable crossing locations. Outside of Grand Lawn Cemetery, there are no real points of engagement for residents to experience this natural asset. The community has expressed interest in connecting with the river. Many have never visited the river, despite having lived in the area for decades.

The City currently owns 84 acres immediately surrounding the Rouge River from West Seven Mile Road to Fenkell Avenue. This includes 41 separate parcels. Additionally, there are seven residential parcels owned by Wayne County that have the potential to be included in a connected open space system adjacent to the river.



Rouge River

### Wetlands

The presence of the Rouge River, and its associated wetlands and ecosystems, is the most significant hydrological feature in Northwest Detroit. In addition to this three-mile segment of the Rouge River, there are 191 acres of wetlands identified by MDEQ. Wetland locations generally follow the path of the river.

Most of these wetlands are categorized as Lowland Hardwood wetlands, also known as floodplain forests. Floodplain forests are found next to rivers along flat, seasonally flooded areas and form a dynamic ecosystem containing trees and shrubs such as red maple, black and red ash, swamp white oak and American elm. This type of ecosystem is described by the Michigan Department of Natural Resources as “one of Michigan’s most diverse natural communities as well as one of its most threatened.”

### Wildlife Values

The Rouge River and the Lowland Hardwood wetlands serve an important habitat function for a variety of birds and mammals. The warbling vireo, northern oriole, indigo bunting and gray catbird are all bird species that can be found along these habitats. The cottontail rabbit, raccoon, woodcock, white-tailed deer and wild turkey also live in these areas. Some rare animals include the red-shouldered hawk, Indiana bat, several amphibians and at least three species of warblers.



The Rouge River provides important habitat for these Michigan species, which include the red-shouldered hawk (left), the white-tailed deer (top) and the spotted turtle (right).

# Hydrology and Stormwater Management

During large storm events, the current combined sewer system is not able to manage all the water entering the system. In August 2014, an historic 200-year storm took place across the City of Detroit flooding roadways and causing basement backups. More than 5,000 homes in Northwest Detroit reported flooding during this event. Flooding is not only inconvenient for residents, who suffer from property damage and the costs associated with clean up, but it can also have major economic and environmental impacts. In the United States, floods cause \$6 billion worth of damage and kill around 140 people every year.

The cost of flooding comes from damage to homes and automobiles and also roads and bridges. Residents in flooded areas can be left without power. Additionally, flooding and sewer overflows can be contaminated with hazardous materials such as pesticides, fuel and untreated sewerage. There are a number of factors that affect the occurrence of flooding in Northwest Detroit including: historic hydrology and land cover, impervious surfaces, soils and permeability, aging infrastructure and changing climate.

Stormwater is water from rain or snow events that runs off streets, lawns, parking lots, roofs and other surfaces. When stormwater is absorbed into soil, the water is filtered and eventually replenishes aquifers or flows into streams and rivers, such as the Rouge River. In cities like Detroit with a lot of developed area, impervious surfaces like paved roads prevent water from naturally soaking into the ground as they would in an undeveloped condition. Most of this water is managed by directing the flow to storm drains and sewer systems. This network of drains and underground pipes is referred to as gray infrastructure.



Photo by the Michigan Emergency Management & Homeland Security, 2014



# Gray Infrastructure and Basement Backups

## The Combined Sewer System

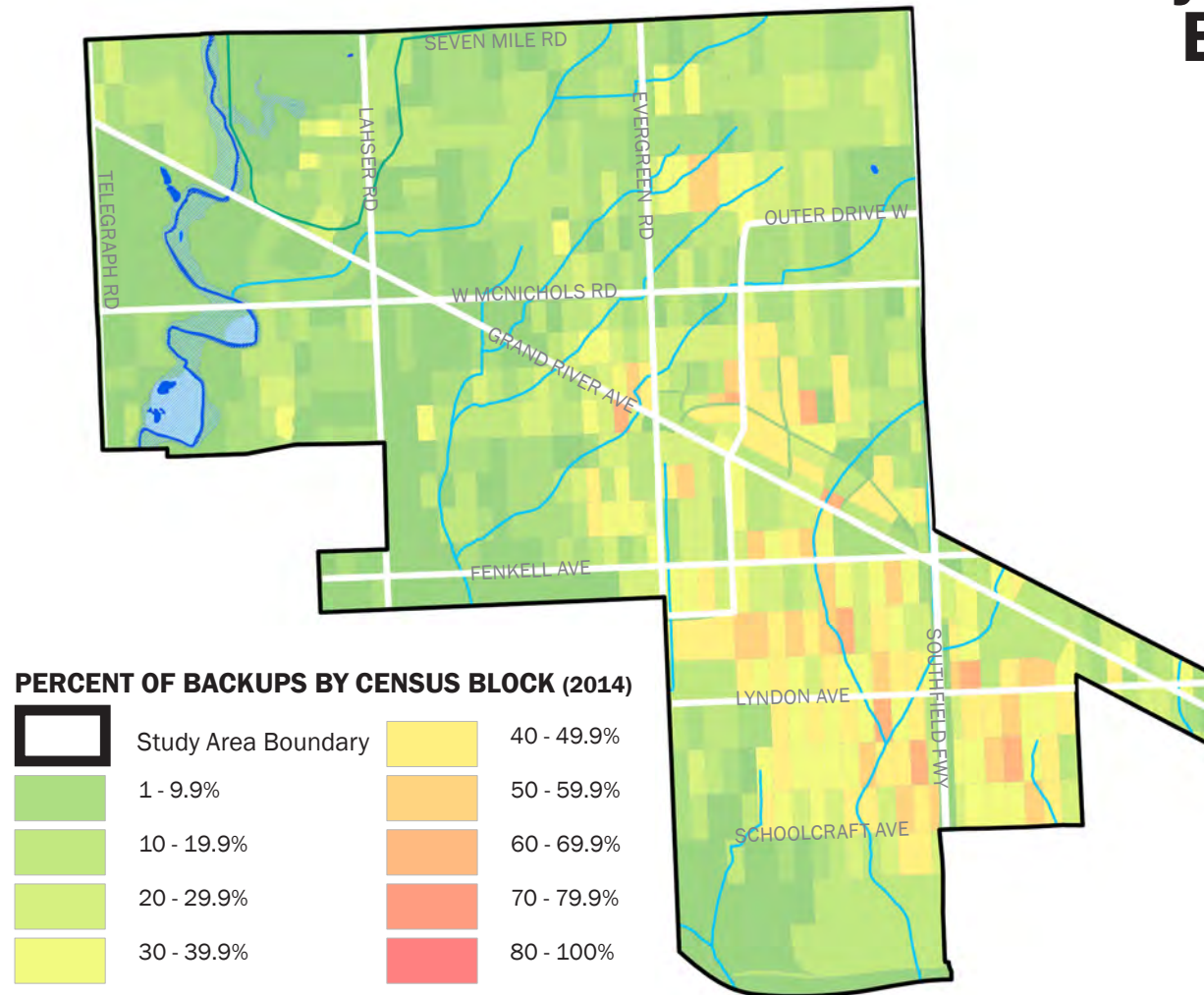
In Northwest Detroit, the gray infrastructure system is a combined stormsewer system. Rainwater runoff runs through the same system of pipes as domestic sewage and industrial wastewater. Under normal conditions, this system of pipes transports all of the water to a water treatment plant, where it is treated and then discharged to a water body. During major storm events, the volume of stormwater can exceed the capacity of the system and overflow into nearby streams or rivers or in the case of Northwest Detroit, cause basement backups. During the 2014 storm, more than 10 billion gallons of sewer overflows occurred across southeast Michigan. These combined sewer overflows contain both stormwater and untreated wastewater and create pollution issues for local water bodies. There are approximately 860 municipalities in the United States that have combined sewer systems. Reducing the amount of runoff from impervious surfaces that enters this combined system is a primary strategy of the Detroit Water and Sewerage Department (DWSD) to meet state permitting requirements and is incorporated into this neighborhood framework.

 **696**

MILLION GALLONS OF AVERAGE ANNUAL RAINFALL IN NORTHWEST DETROIT

 **5,826**

HOMES REPORTING FLOODING DURING THE 2014 200-YEAR STORM EVENT



\* Aligning the historic stream data with the 2014 reported basement backups, there is a correlation between the location of those streams and instances of basement backups.

An important distinction in reading this diagram is the fact that this shows reported instances of flooding. Blocks with little to no instances of flood reports may correlate with blocks that have high numbers of housing vacancies rather than an absence of flooding.

6

**NEAR-TERM  
ACTIONS AND  
IMPLEMENTATION**



## Near-Term Vision

As part of a strategic approach to neighborhood revitalization, this framework identifies near-term and long-term opportunities for the City to implement with the support of the community. Near-term projects take advantage of one of the City's most abundant assets—vacant lands. The framework plan identifies key vacant and city-owned parcels that could be reprogrammed to provide new uses.

These projects are priorities identified during the community engagement process as investments that could have a positive impact on the lives of community members within a relatively short time frame. Near-term projects are centered around the Old Redford and Grandmont Rosedale neighborhoods. These neighborhoods were identified by residents as areas of strength and are among the most stable within Northwest Detroit. These recommendations are opportunities to help strengthen the entire project area and allow for growth to radiate from these two nodes.

Projects identified vary by location, but broadly fall into the following categories: Green Stormwater Infrastructure, Streetscape and Mobility, Housing and Economic Opportunity and Parks, Greenways and Open Space. All near-term projects provide new, activated uses for the public realm. Examples include, the Arts Loop, Redford Festival Street and Grand River Avenue in Old Redford and Grandmont Rosedale, which will create vibrant new pathways through the neighborhood. Rogell will serve as an innovative, new regional green space that integrates stormwater management as part of its overall function. The Old Redford Neighborhood Stabilization and Holcomb Elementary Reuse will breathe new life into formerly underutilized spaces, helping build upon community driven efforts to address persistent neighborhood challenges.



Near-Term Project Implementation Matrix				
Project ID	Project Name	Project Type	Project Description	Key Implementation Strategies
1	Holcomb Elementary Reuse	Housing & Economic Opportunity	Adaptive reuse of the former Holcomb Elementary School that incorporates new multiuse functions	Identify potential developer to realize the vision of the site
2	Single-Family Stabilization	Housing & Economic Opportunity	Land reuse that brings new life to vacant parcels through a comprehensive strategy	Identify marketing channels and potential developers to steward vacant land and rehab vacant single-family houses
3	Arts Loop	Parks, Greenways & Open Space	Community greenway connection created through revitalizing vacant parcels; Incorporates art as part of its character and design	Identify parcels to integrate into greenway alignment; Work with community to program moments along path with art
4	Rogell Master Plan	Green Stormwater Infrastructure	Open space amenity with wetlands to capture, store and clean stormwater runoff from adjacent communities	Purchase of former Rogell Golf Course; Concept planning to incorporate green infrastructure and other park uses
5	Redford Festival Street	Streetscape & Mobility	Enhancements to Old Redford Street between Grand River and Lahser to create a new, vibrant neighborhood venue and gathering spot	Design street to more easily accommodate festivals and events; Integrate new infrastructure and amenities, like permeable paving and planting to improve pedestrian experience
6	Grand River Avenue: Old Redford	Streetscape & Mobility	Addition of streetscape amenities and character elements to create a "Complete Street" connecting north and south sides of Old Redford business district	Collaborate with the Michigan Department of Transportation (MDOT) to complete traffic study and analyze recommended street sections; Review potential for road realignments; Integrate new streetscape amenities
7	Grand River Avenue: Grandmont Rosedale	Streetscape & Mobility	Addition of streetscape amenities and character elements to create a more pedestrian-friendly atmosphere	Collaborate with MDOT to complete traffic study and analyze recommended street sections; Review potential for road realignments; Integrate new streetscape amenities
8	GRANDparklet	Streetscape & Mobility	Reclaiming of a minor street to create new public space and neighborhood gateway in an active and engaged neighborhood	Test street closure through pilot project, using temporary materials; Host community event at site to gather feedback and build support
9	Mix-Tape Zoning	Housing & Economic Opportunity	Enact "Mix-tape" zoning to create an environment conducive for businesses to open and activate corridors to support new business, increased density and uphold design standards for a pedestrian corridor	Work with City Planning commission to implement zoning overlay and proposed zoning changes in retail nodes to support growing density
10	Retail Nodes	Housing & Economic Opportunity	Create new opportunities in retail nodes in Old Redford and Grandmont Rosedale	The Detroit Economic Growth Corporation (DEGC) and the City identify sites for new small businesses; City provides financial incentives to interested developers and entrepreneurs

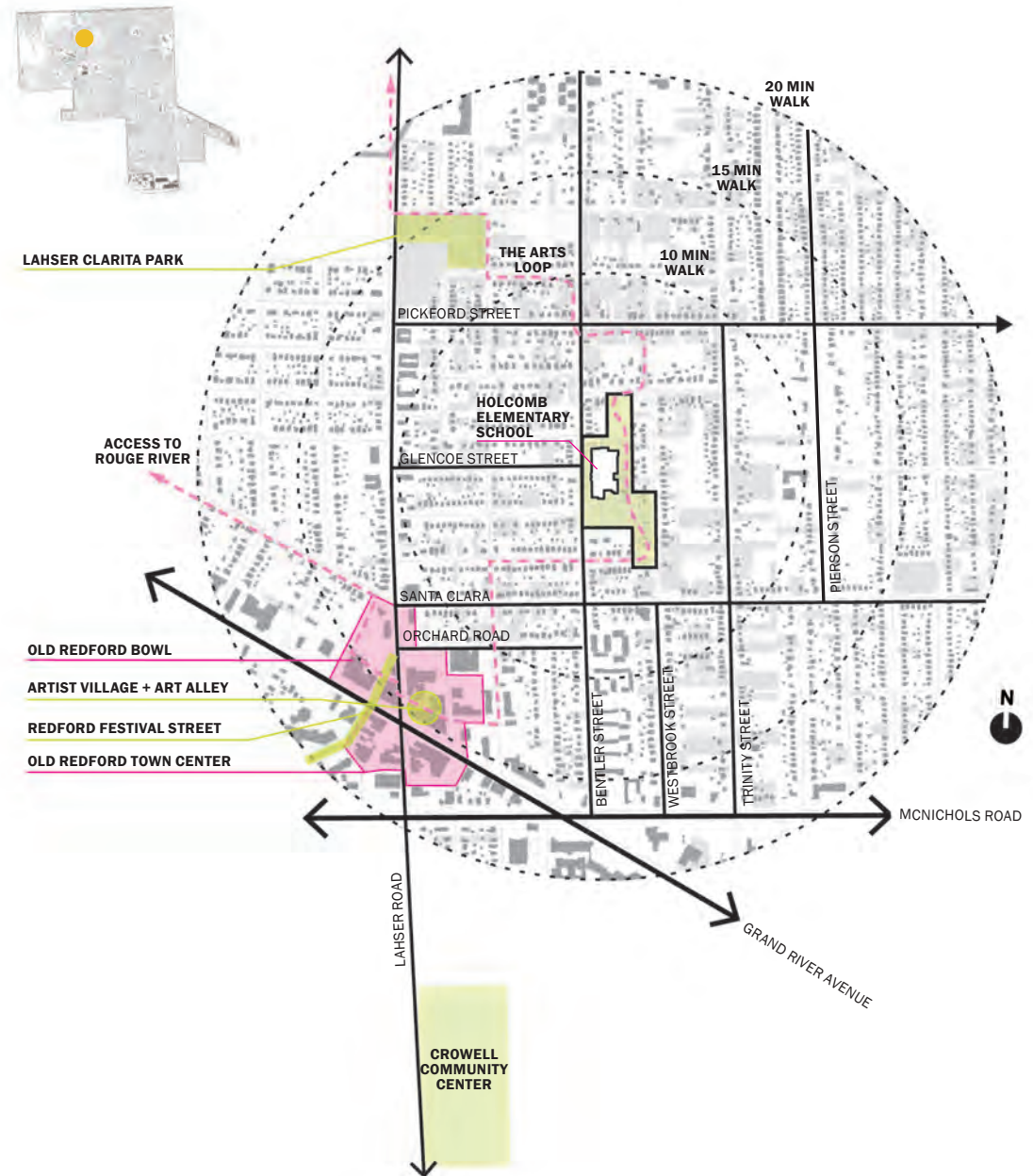
# Holcomb Elementary Reuse

The strategy for the Holcomb Elementary reuse centers on revitalizing an historic building adjacent to the Old Redford neighborhood in Northwest Detroit. Located at 18100 Bentler Street, the publicly owned Holcomb Elementary School currently sits vacant on a 4-acre lot. Founded in 1925 as the Samuel D. Holcomb Elementary School, the building once functioned as a community hub. It served as an elementary school for children and also offered public classes for all residents. It was closed in 2010 and has since sat vacant. Reactivating the building will allow for it to serve as a community anchor once again.

The building has significant restoration potential with beautiful historic facades and structure necessary for reuse. It is centrally located and within walking distance of the Old Redford town center node, an area with a burgeoning artist community and local entrepreneurs. Access and connections to a growing Old Redford business district, along with the community's major transportation corridor, Grand River Avenue, are also benefits of this site. The location, coupled with its historic significance, creates an ideal opportunity to redevelop Holcomb as a multiuse community institution.



Former Holcomb Elementary School in 2017



# Holcomb Elementary Reuse



- Public Space
- Adaptive Reuse
- Open Green Space
- Parking
- Arts Loop

22,360 sq ft  
ARTS LOOP PUBLIC SPACE

26 units  
ADAPTIVE REUSE RESIDENTIAL

Several concepts were explored for the reuse of the Holcomb Elementary School that would provide the neighborhood with a community hub as well as reprogram the building to provide new uses that residents need.

One concept includes redevelopment of the site to create a campus-like atmosphere. Varied residential typologies would meet diverse housing needs. This could include housing for couples that want to scale down living conditions, for families that want to move into the area, and for artists that need access to larger spaces. Senior housing could also be incorporated into the building or a workforce development school could acquire space. The concept selected will depend on developer interest and the market viability of the proposal.

The development of a campus-like landscape surrounding the building will create new opportunities for the community to engage with the former school. The open green space can be reserved for gardens and neighborhood agriculture; fitness trails and cafes can be incorporated as part of an improved public realm. An event lawn can provide spaces for more structured games and activities. The open space around the former school can help Holcomb return to its former glory, serving once again as a community anchor, or the grounds could facilitate other connections to area destinations. For example, as part of the Old Redford area, this development could form a new town center and strengthen the relationship between other sites, like the former Rogell Golf Course, connected by the proposed Arts Loop.



The Arts Loop at a Revitalized Holcomb



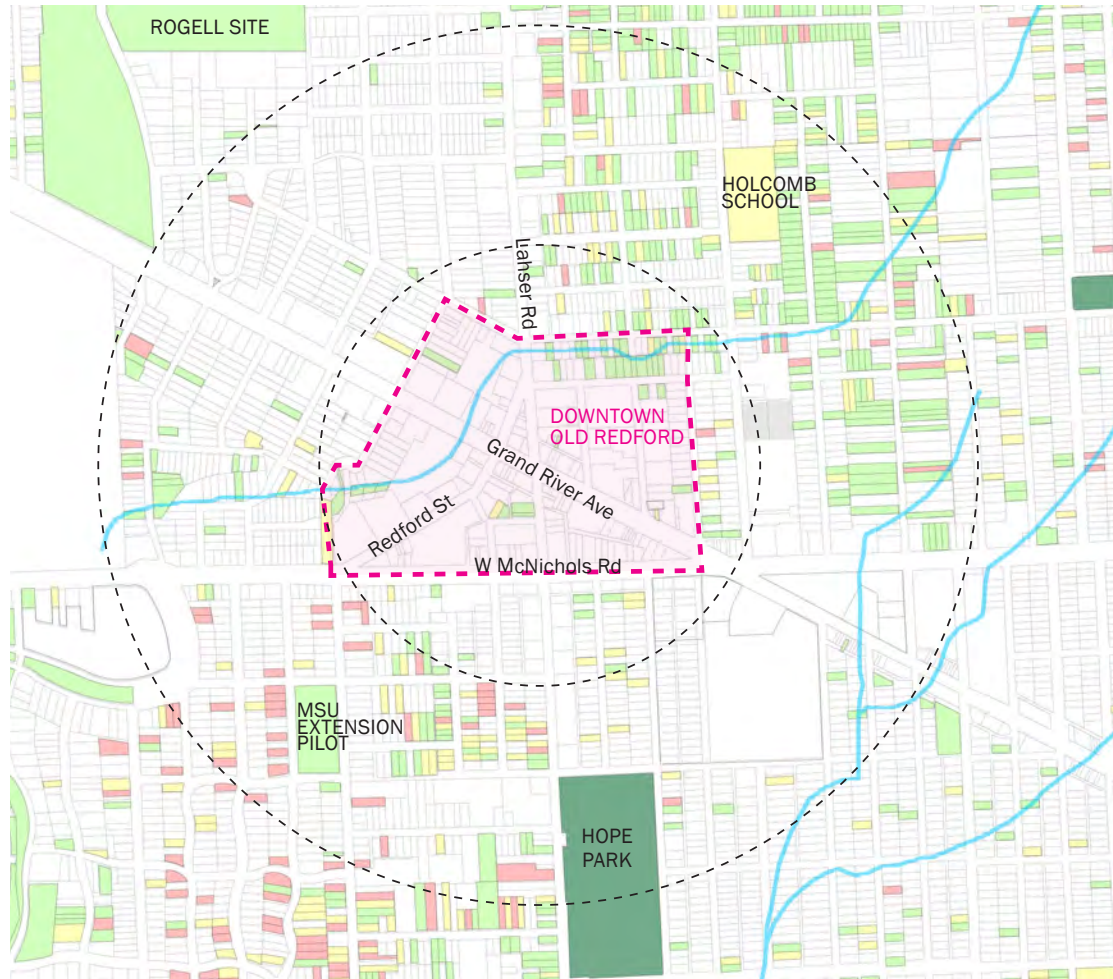


# Old Redford Stabilization

Business activity, community interests, market opportunities and transportation linkages in Old Redford at the intersection of Lahser Road and Grand River Avenue present a great opportunity for focused planning and development. Building off the strategy presented for the former Holcomb Elementary School, the Old Redford Stabilization near-term opportunity identifies a process for the redevelopment of vacant and underutilized structures and parcels within proximity of Old Redford.

There are nearly 600 publicly owned parcels within this area that have the potential to play an important role in a reinvigorated landscape for this neighborhood. The Detroit Land Bank Authority (DLBA) has classified these public parcels into many ongoing programs for sale, reuse, redevelopment and management.

As part of an overall survey, the design team evaluated and recategorized these programs taking a holistic view of existing conditions and developing an active approach to reuse and management of public land. Parcels were reclassified to identify which parcels contained structures, which of those containing structures are slated for demolition, and which parcels are currently vacant lots without structures present. As part of the green stormwater infrastructure master strategy, parcels were also studied for their relationship to existing topography, historic stream corridors and historic floodplains.

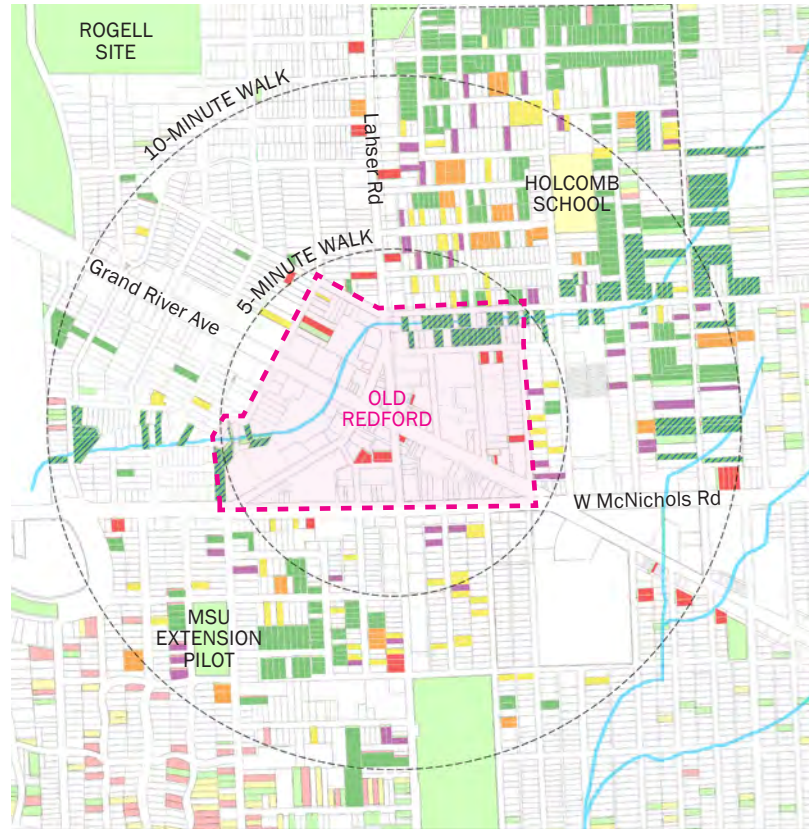


- Parcel contains structure
- Parcel contains structure but is slated for demolition
- Parcel does not contain any structures
- Privately owned parcel
- Existing park
- Historic stream corridor

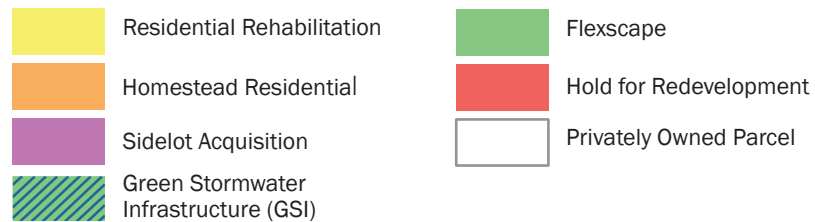
# Old Redford Stabilization

The vision for this area includes an active hub in Old Redford with mixed-use development, commercial and retail businesses, a marketplace, and memorable destinations around a new neighborhood trail, the Arts Loop. Reenvisioned public parcels create an eclectic and walkable neighborhood that includes the rehab of structures through existing DLBA programs, and potential for new “homestead” sales that bundle adjacent vacant lots with vacant homes for rehab. DLBA does not currently have a homestead program, but offers vacant structures for purchase through Rehabbed-and-Ready, Own-It-Now, and Auction programs, while lots are available separately. Side Lot and Community Partner programs provide residents with opportunities to purchase and improve existing vacant structures and parcels. These programs help steward vacant land while building equity in the community.

The Old Redford area will serve as a model for holistic management of publicly owned parcels that integrates community assets and resident desires with infrastructure and workforce needs. The recommended land use is determined by a specific set of identified criteria referred to as the Land Reuse Toolkit. The toolkit guides decision-making about how land should be repurposed for maximum benefit. This approach is called the Flexscape Program. Flexscapes are a strategy to help raise property values through promoting better maintenance of vacant land, while simultaneously holding parcels for future redevelopment. Almost all blocks within this area have an opportunity for a Flexscape parcel or assemblage of parcels. These sites create block-focused green space amenities whose management may fall to a block club, residential neighborhood association, business improvement district or potentially a larger community group or private organization. Flexscape options provide community members with a range of uses and associated maintenance needs to accommodate resident interests.



## LAND REUSE RECOMMENDATIONS



### LOW MAINTENANCE



NATIVE HABITAT/ REFORESTATION



STORMWATER GARDEN

### MEDIUM MAINTENANCE



OPEN LAWN



ORCHARDS

### HIGH MAINTENANCE






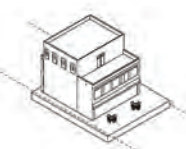
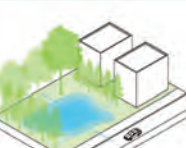

BLOCK PARK



COMMUNITY GARDEN

FLEXSCAPES

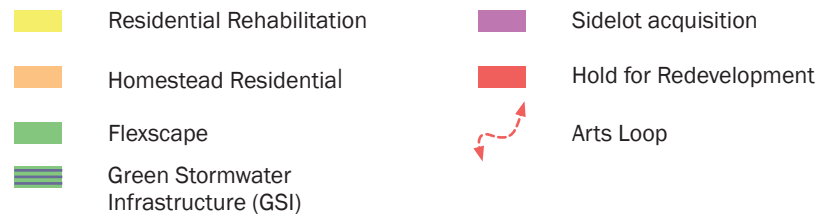
# Land Reuse Toolkit

	<p><b>RESIDENTIAL REHABILITATION</b></p> <p>Residential Rehabilitation projects are single-family parcels that will help to fill “missing teeth” on highly occupied blocks by recreating homes using existing structures. These homes should be knit into the aesthetic character of the neighborhood and represent community values. DLBA promotes Own-It-Now, Rehabbed-And-Ready, and Auction programs.</p>	<p><b>PARCEL CRITERIA</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Parcel contains existing structure</li> <li><input type="checkbox"/> Parcel is outside historic floodplain</li> <li><input type="checkbox"/> Site block has over 50% occupancy</li> <li><input type="checkbox"/> Parcel is 10-minute walking distance of bus/transit stop</li> <li><input type="checkbox"/> Parcel contributes to a residential cluster</li> </ul>
	<p><b>HOMESTEAD RESIDENTIAL</b></p> <p>The homestead residential sites take advantage of contiguous unoccupied parcels adjacent to existing residential structures to create homestead estates within the neighborhood. This assemblage of parcels provides a single-family residence with the opportunity to create productive landscapes, greenspace or art installations on private property.</p>	<p><b>ASSEMBLAGE CRITERIA</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Assemblage contains one parcel with structure</li> <li><input type="checkbox"/> Parcel is outside historic floodplain</li> <li><input type="checkbox"/> Site block has over 50% occupancy</li> <li><input type="checkbox"/> Parcel is within 10-minute walking distance of bus/transit stop</li> </ul>
	<p><b>SIDELOT ACQUISITION</b></p> <p>DLBA’s sidelot acquisition program offers public parcels to residents for the purchase price of \$100. These lots can be put to productive use by existing residents or can be used to create resident-driven homestead residential sites.</p>	<p><b>PARCEL CRITERIA</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Parcel does not contain a structure</li> <li><input type="checkbox"/> Parcel is adjacent to occupied structure</li> <li><input type="checkbox"/> Parcel is outside historic floodplain</li> <li><input type="checkbox"/> Parcel is within 10-minute walking distance of bus/transit stop</li> </ul>
	<p><b>HOLD FOR REDEVELOPMENT</b></p> <p>Redevelopment parcels have potential for reuse or redevelopment of sites to include future mixed-use, commercial and/or retail, office or multifamily housing projects. Located along some of Northwest Detroit’s strongest commercial corridors, these sites have good exposure and accessibility.</p>	<p><b>PARCEL CRITERIA</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Parcel is outside historic floodplain</li> <li><input type="checkbox"/> Parcel is located on or near major commercial corridor or shopping destination</li> <li><input type="checkbox"/> Parcel is within 10-minute walking distance of bus/transit stop</li> </ul>
	<p><b>GREEN STORMWATER INFRASTRUCTURE</b></p> <p>Parcels or assemblages identified for green stormwater infrastructure either fall within the historic floodplain or provide significant capacity for water storage within the region. These sites have the potential to be integrated community spaces with interactive components and unique identity.</p>	<p><b>PARCEL/ASSEMBLAGE CRITERIA</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Parcel or assemblage is within historic floodplain</li> <li><input type="checkbox"/> Parcel or assemblage has significant capacity for water storage</li> <li><input type="checkbox"/> Parcel or assemblage presents opportunity for multi-functional benefits and uses within the neighborhood.</li> </ul>
	<p><b>FLEXSCAPES</b></p> <p>Flexible strategies for rehabilitation and management of parcels provide a range of land use options suited to resident interest and community needs. Flexscape uses on parcel assemblages can include reforestation, community gardens, lawn or stormwater management, as well as other identified strategies.</p>	<p><b>ASSEMBLAGE CRITERIA</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Assemblage has identified organizations prescribed for maintenance</li> <li><input type="checkbox"/> Assemblage is large enough for community land use designation</li> <li><input type="checkbox"/> Site connects to other parks, trails, open spaces or green stormwater infrastructure projects</li> </ul>

# Old Redford Stabilization: Holcomb Area

The Holcomb area provides an example of how this land reuse strategy can be implemented at a smaller, neighborhood scale as part of an overall redevelopment strategy. This plan integrates the rehabilitation of the former Holcomb Elementary School into the land use strategy, serving as a catalyst to create the energy for further redevelopment of adjacent vacant land parcels. Strategy details listed below illustrate one scenario through which this land reuse program could benefit the surrounding Northwest Detroit community:

1. Rehabilitation of Holcomb Elementary School
2. Arts Loop connects Old Redford Town Center to surrounding residences and planned amenities
3. Vacant lots adjacent to Holcomb Elementary School are activated by green space and flexscape programs such as orchards, neighborhood plots, native planting, open lawn and stormwater ponds
4. Existing residential homes are complemented with rehabbed homes
5. Side lots are acquired by adjacent residents and used for personal or flexible community programming
6. Stormwater facility to capture rainwater from surrounding areas, low-maintenance planting
7. Synergy is created in areas where a variety of programs are within close proximity to each other; this is especially important in connections between rehabilitated existing homes, renovated homesteads and flexible landscapes
8. Reforestation of existing vacant lots to create a habitat corridor extending to former Rogell Golf Course
9. Properties located on commercial street or between stabilized structures are potential development sites



Homestead Rehabilitation on Karl Street



# The Arts Loop and Rogell

## Neighborhood Context

The Rogell site is located in Northwest Detroit at West Seven Mile and Lahser Roads. The site was formerly an 18-hole golf course. It is located just a half-mile from the Old Redford neighborhood. South of the site, the Malvern Hill and Greater Sandhill communities include stable residential areas with active and enthusiastic residents. The Berg-Lahser Neighborhood, located across West Seven Mile Road from Rogell, includes another great residential community and four school sites. A number of children walk through the site along Berg Road to get to school.

Northwest Detroiters are interested in developing trails to connect area residents to community assets and each other. The proposed Arts Loop will connect residents to the Rogell site, Old Redford and other community destinations. The trail will include locations for engagement with public art, nature experiences and vacant land reuse projects. The trail will have a different character in locations adjacent to single-family homes determined through community engagement during design. The trail near higher density areas features more programming with a focus on attracting visitors for recreational uses.

The Arts Loop is an opportunity for meaningful representation of community values and history. It should be defined by residents and cherished by trail users. Destination sites should instill excitement, interest and be a “must see” location to attract new users to the neighborhood and keep local residents engaged with trail ownership and maintenance.



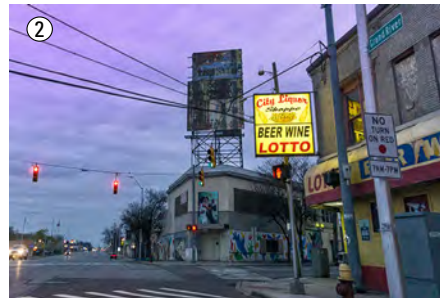
Plan View and Illustrative Section of Arts Loop at Former Old Redford Bowl (Future Marketplace)

# The Arts Loop

The Arts Loop was identified by the community as the neighborhood trail they would like to see implemented first and has been designated as a near-term project.

The Loop's character and design should reflect the growing artist and artisan community in the Old Redford Neighborhood. The trail will weave through the neighborhood, using some on-street facilities as well as carving a path through vacant lots to connect with an open space program at the former Rogell Golf Course. The Arts Loop will wind through three prominent areas for redevelopment: the Holcomb site, Old Redford business district and the former Rogell Golf Course. The trail will engage with numerous existing spaces that are significant to the community.

While the trail route will be determined through a subsequent design and engagement process, a conceptual diagram shows how on-street pedestrian facilities can connect to off-street paths through nodes of activation on vacant publicly-owned lands.



Arts Loop Near Former Holcomb Elementary School Redevelopment Site





# Rogell Master Plan

## Existing Conditions

The former Rogell Golf Course site is 120.8 acres. Remnants from golf operations exist throughout the site. This includes the old clubhouse and equipment to operate irrigation and other mechanical systems.

The site has significant topography with expansive views across to both West Seven Mile Road and the neighborhood to the south. The Griffin Drain carries water from across the northeast edge of the site and empties into the Rouge River on the southwestern end. The Rouge River runs through the western edge of the site. Remnants of former bridges cross the river in two locations.

An existing parking lot is located on the northwestern end of the site. The lot is currently used by patrons of the Greater Grace Temple, who park here during services.

The site is accessible by car along Berg Road, a small residential street. The road has deteriorated over time and currently floods during major storm events.



# Rogell Master Plan

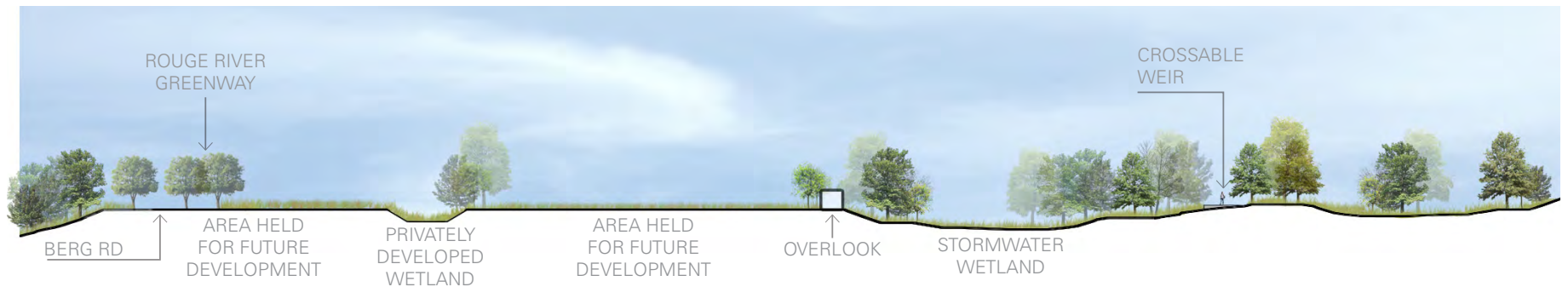
## Design Vision and Program

The vision for the former Rogell Golf Course is to create a regional park in Northwest Detroit integrated with new development. This park will bring nature to the city, connecting area residents to a winding trail system and a series of wetlands and grassy meadows, as well as an open event lawn for community entertainment, sports and outdoor education for students from nearby schools. A portion of the site will be held for development to provide a space in the community for potential opportunities.

The concept also includes a major piece of Northwest Detroit's Green Stormwater Infrastructure (GSI) strategy and will be an important site for water retention and detention. Rogell has the potential for significant water capture and treatment. A series of wetlands will serve multiple functions beyond stormwater management, including providing naturalized features within the park, reestablishing historic riparian habitat, and acting as an educational element, helping residents to learn about the treatment potential of constructed wetlands and how the hydrology connects to the Rouge River.



Potential Plan for Rogell Incorporating GSI



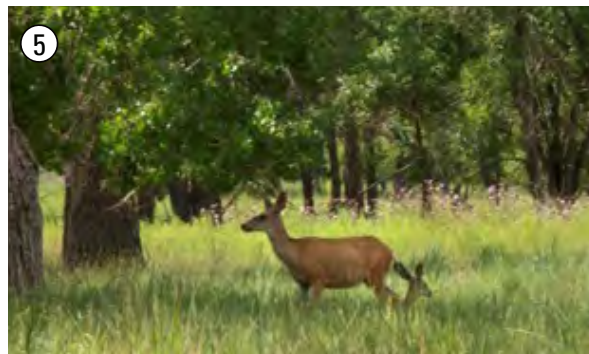


Wetlands (Photo by BlueCanoe, 2012)



Trails

Rogell Habitat, Planting Areas and Trail System



Wildlife Habitat



Outdoor Education



Bridges (Photo by Daniel Mayer, 2011)

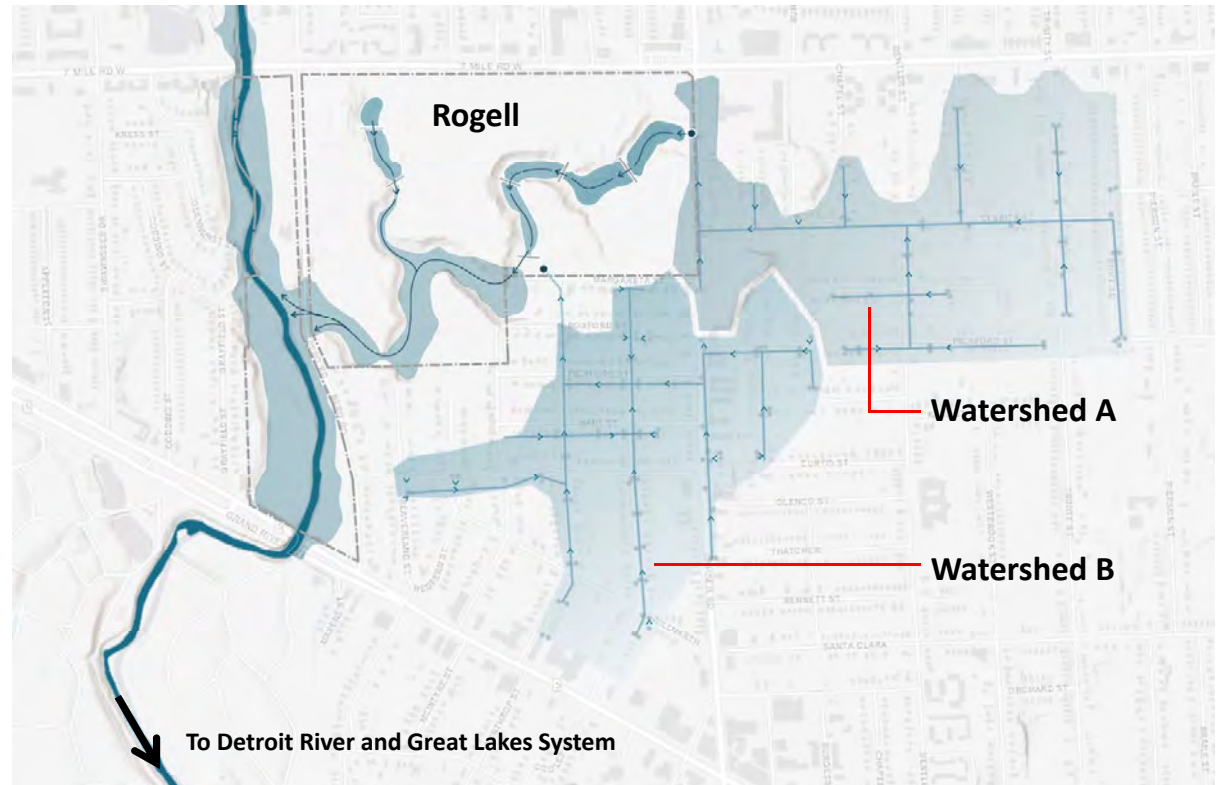
# GSI at Rogell

## What is Green Stormwater Infrastructure?

Green Stormwater Infrastructure (GSI) is an alternative method for managing stormwater that uses natural and engineered systems and processes to reduce and treat runoff from pervious and impervious surfaces. Northwest Detroit's current gray infrastructure system is designed to move stormwater away from the built environment and pump it to a treatment facility. GSI methods applied across Northwest Detroit will work to store, slow and treat water on site, relieving the combined sewer system from increased volumes and velocities of stormwater entering the system during storms.

Rogell offers an ideal opportunity to install GSI to manage water from some of the adjacent neighborhoods located in Watershed A and B, as well as any development that occurs on site. Additionally, the existing conditions of the Rouge River, Griffin Drain, and their associated riparian and wetland habitats have important environmental values for the entire Northwest community, as well as those downstream.

GSI at Rogell will serve to manage stormwater, conserve and restore natural landscapes, and protect native habitat. Future site design should employ both natural and engineered systems.



Existing Watershed Conditions around Rogell and Potential for GSI Systems

## Multi-functional Benefits of Green Stormwater Infrastructure

- Reduces flooding
- Reduces public expenditure on stormwater infrastructure
- Increases recreation opportunities
- Improves water quality
- Improves air quality

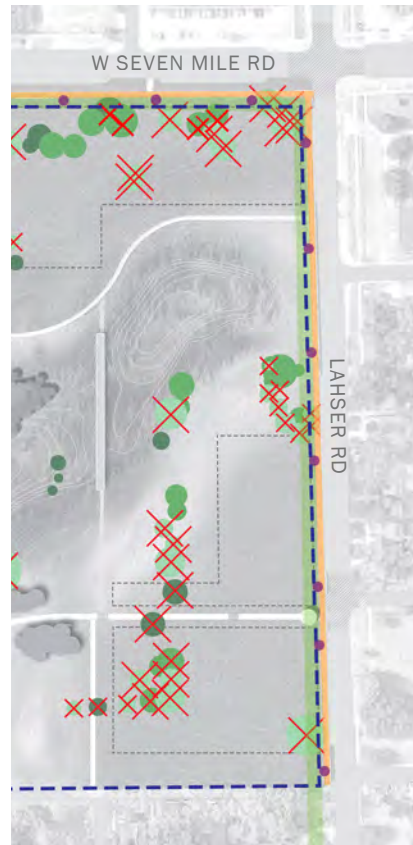
Rogell Stormwater Park Concept Vision - View towards West Seven Mile Road








### Improving the Edge

A first step to achieving the vision at Rogell and reconnecting the community to the site is to address the edge conditions along West Seven Mile Road and Lahser Road. At a March 2017 community meeting, 70 percent of meeting participants indicated that they would prefer to see a natural forest and native planting along the edges of the former golf course.

A series of five low-cost improvements is proposed to establish this natural edge and beautify views into the future park. The first step is to repair the existing fence that separates residents from the site and creates an unattractive appearance. The second step is to remove overgrown and invasive vegetation, creating a clearing along the edge for future paths, trails or sidewalks. The third step is to begin a strategic tree and shrub planting regimen along the edges that help to reestablish some of the native habitat and add visual interest to the park. The fourth and fifth steps include the repairing of sidewalks and the installation of walking paths and amenities that will begin to allow area residents and neighbors to walk along the edges of the former golf course.



#### LEGEND

-  Step 1: Fence Restoration
-  Step 2: Prune and Remove Overgrown Plants
-  Step 3: Mow along Fence Line
-  Step 4: Repair Sidewalk
-  Step 5: Add Amenities



Existing conditions



Step 1: Interim repairs to perimeter fence



Step 2: Clear underbrush



Step 3: Mow along fence while under development



Step 4: Repair sidewalk



Step 5: Add amenities and identify park gateways

View into Rogell Park from the Clubhouse



# Grand River Avenue

Grand River Avenue is Northwest Detroit's most traveled corridor. It provides a quick, direct connection to the downtown and runs diagonally across the site. One of the main goals of this framework plan is to demonstrate how changes to Grand River Avenue and its public right-of-way can have a transformative effect on the community. The corridor should align with the priorities of Northwest Detroit residents. Near-term projects will concentrate investments along Grand River Avenue in two areas of stability, Old Redford and Grandmont Rosedale. These projects have potential to bring positive benefits to the entire study area.

Old Redford and Grandmont Rosedale both have a lot to build on, and enhancements to Grand River Avenue will help encourage economic development. Old Redford currently has a concentration of two-story buildings with potential for mixed-use redevelopment. The area surrounding the Lahser Road intersection has developed an important concentration of local businesses, complemented by the Artist Village. The physical composition of Grand River Avenue should respond to surrounding businesses and support this burgeoning community hub.

The Grandmont Rosedale area on Grand River Avenue also has a number of local business and sites that are well suited for redevelopment. Streetlights have been recently installed and there is great opportunity in this location for improved retail that attracts residents and visitors.

Streetscape concepts for Old Redford and Grandmont Rosedale integrate best practices for streetscape design, known as the Streetscape Toolkit. These strategies should be carefully implemented on sections of the corridor to enhance and improve the overall pedestrian experience.



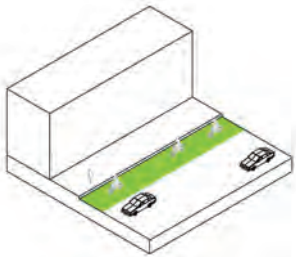
Old Redford



Grandmont Rosedale

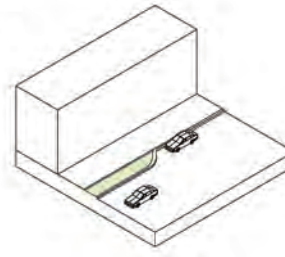


# Toolkit Strategies to Enhance Grand River Avenue



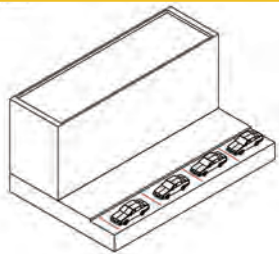
## BIKE LANES

Bike lanes along Grand River will allow cyclists to travel the roadway at a preferred speed without interference from vehicular traffic or conflicts with pedestrians. Bike lanes should be distinguished from other travel lanes by using color, lane markings, signage and intersection treatments.



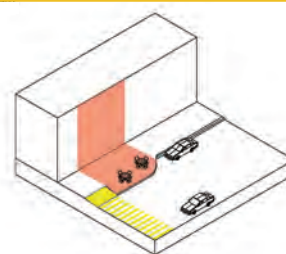
## CURB EXTENSIONS (BULB-OUTS)

Curb extensions are multifunctional streetscape improvements that visually and physically narrow the roadway. This feature creates safer and shorter crossings for pedestrians while increasing the available space for amenities like street furniture, planting and trees. The opportunity to incorporate GSI features into curb extensions should be considered.



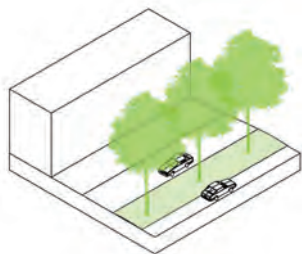
## ON-STREET PARKING

Access to on-street parking may continue to be an important element to the success of retail businesses along Grand River Avenue. Parking spaces should be clearly marked to avoid the use of parking lanes as travel lanes.



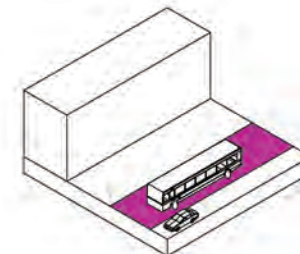
## PARKLET

Parklets are curb-side amenities that dedicate space typically designated for parking to public space. Parklets can be the result of partnerships between local businesses and the City and may offer seating, planting and distinctive design character that celebrate the corridor.



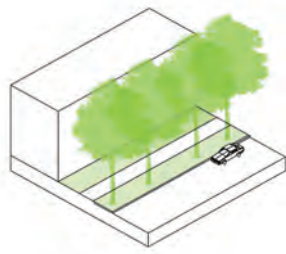
## VEGETATED MEDIAN

A vegetated median along Grand River Avenue can facilitate the success of many community desires including improving pedestrian crossing safety, improving the aesthetic quality of the Avenue, moving traffic slowly, and potentially managing local stormwater.



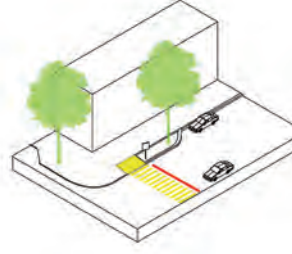
## ENHANCED TRANSIT

Grand River Avenue has some of the highest ridership routes in the City. Creating ease of travel, efficiency and access to bus routes and stops will be a key element for the future success of multimodal transportation in Northwest Detroit.



## VEGETATED BUFFER

The installation of trees and other vegetation as a buffer between sidewalks and moving traffic along Grand River Avenue will increase pedestrian comfort, reduce urban heat island effects, and beautify the Avenue throughout the year. This amenity also provides an opportunity to develop a branding program along the street that incorporates signage and lighting.



## ENHANCED CROSSWALKS

Pedestrian safety and comfort is paramount to the success of crossing Grand River. All signalized intersections should include at a minimum striped crosswalks to reinforce yielding of vehicles. Enhanced crosswalk paint that incorporates art or community branding should also be explored at key intersections. Street lighting must be provided.

# Redford Festival Street

Redford Street between Grand River Avenue and Lahser Road provides a wonderful opportunity to create a very visible and identifiable intervention that builds on the success of the Artist Village. Because this section of Redford Street is a relatively short non-arterial street with low traffic volumes, it is a candidate for conversion into a festival street.

A festival street is a roadway that is designed to be easily closed during events to vehicular traffic and converted to a pedestrian, plaza-like space. During events, mobile or lightweight features like planters on wheels, foldable bollards, or access gates can be used to temporarily close the street to cars.

This type of design on Redford Street can bring several benefits to the Old Redford community even during its regular state while open to traffic.

As a visible public space with access to Grand River Avenue, the character of this festival street would add to the identity and recognition of Old Redford and Artists Village as a unique and vibrant district in Northwest Detroit. A festival street can also contribute to a sense of community in the neighborhood by establishing a venue for gathering, celebration and events that represents the neighborhood and gives people an opportunity to socialize and experience their community. Green stormwater infrastructure in the form of trees and additional vegetation can also be integrated into the streetscape to help with water management as part of functional changes to the streetscape.



Redford Festival Street Vision



Cherry Creek North  
Denver, CO



Downtown Carmel  
Carmel, Indiana



Cherry Creek North  
During an Event



Downtown Carmel  
During an Event

Festival Street Precedents



# Grand River Avenue in Old Redford

Grand River Avenue in Old Redford has a wide, 120-foot right-of-way. This space could be better allocated improve multimodal travel and pedestrian comfort. The proposed condition includes four travel lanes, a center turn lane, on-street bike lanes, and on-street parking. Corner curb extensions and strategically placed midblock crossings decrease crossing distances for pedestrians and increase safety. The extensions frame the striped, on-street parking, to prevent moving vehicles from using this space as a travel lane.

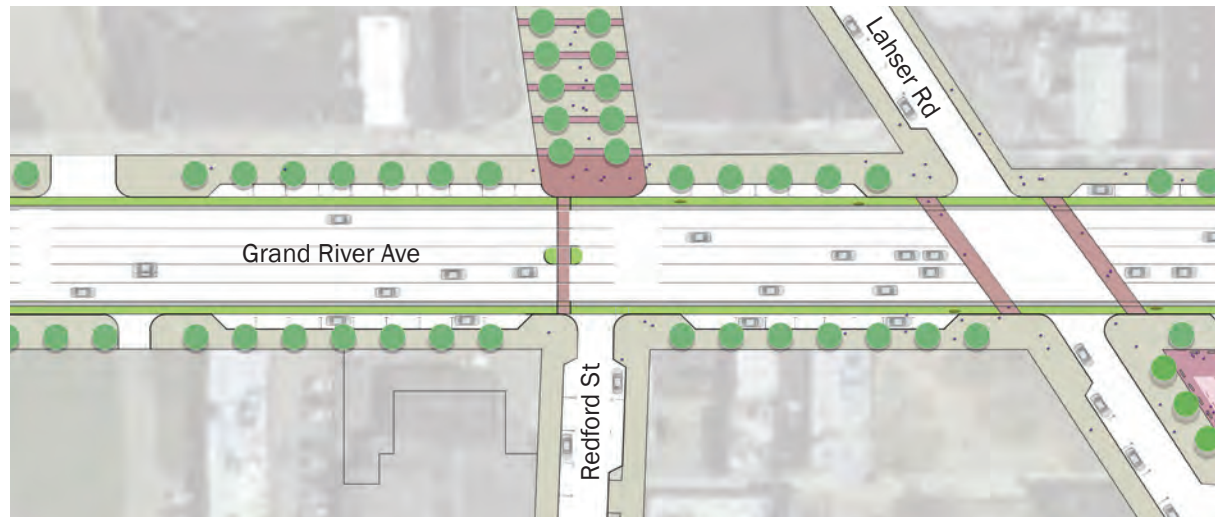
In this configuration, the on-street parking is located adjacent to the curb to provide surrounding businesses the opportunity to occupy parking spaces and expand sidewalk offerings, such as outdoor dining. Eight-foot bike lanes are proposed in both directions and can be buffered from traffic with recycled plastic bike lane dividers known as armadillos. These should be sized to allow slow moving cars to traverse them for parking, while giving fast moving through-traffic a reminder of lane limits.

This is just one potential configuration that will be tested with community members during the streetscape design phase. Regardless of the final street section, recommended improvements include:

- Street trees
- Pedestrian lighting with a banner program
- Bike racks
- Site furnishings such as benches and trash receptacles
- Bus stop shelters
- Improved striping for parking, bike lanes and ladder-style crosswalks



Proposed Street Section on Grand River Avenue Between McNichols Road and Cooley Street



Plan Showing Location of Proposed Festival Street and Alignment along Grand River Avenue



Before



Midblock crossings allow for safe pedestrian passage across Grand River Avenue

Festival street enlivens the area through programming and entertainment

New trees and plantings along Grand River Avenue serves to capture stormwater and beautify the corridor while also helping to slow traffic

A buffered bike lane allows for safe bicycle access through the neighborhood and creates direct connections to downtown

Simple striping identifies parking lanes along Grand River Avenue and protects drivers and cyclists from potential collisions

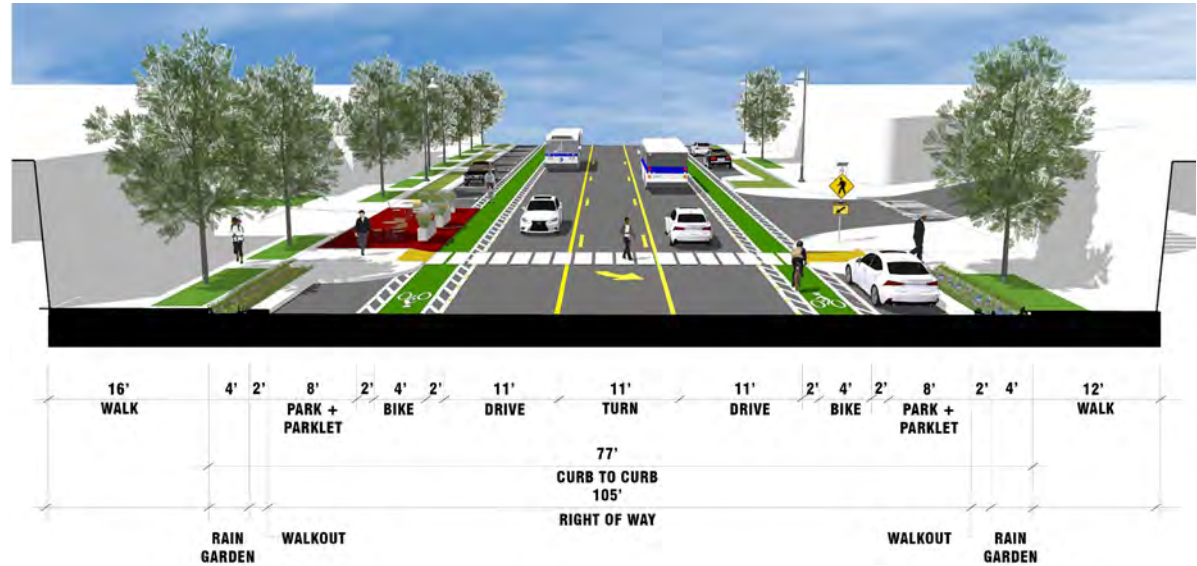
# Grand River Avenue in Grandmont Rosedale

## Alternative One: Three Lanes

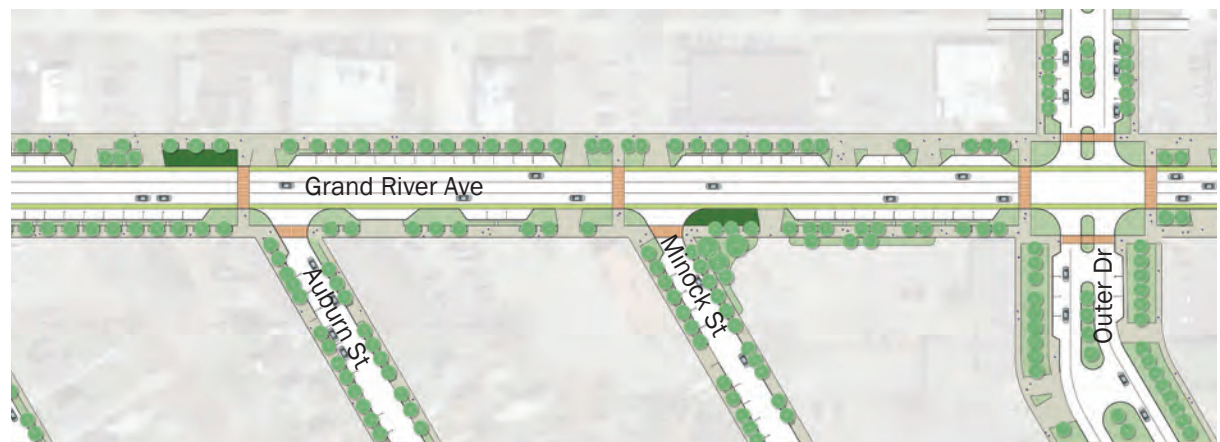
In the Grandmont Rosedale area, the public right-of-way is 105 feet wide. In Alternative 1, Grand River Avenue receives a road diet, converting from four drive lanes and a center turn lane to two drive lanes and a center turn lane. This allows for the addition of green stormwater infrastructure, striped on-street parking with curb extensions and bike lanes. The change from five lanes to three can significantly impact the way Grand River Avenue functions. While this will change the full road capacity for cars, it will also establish a much more pedestrian- and bicycle-oriented street that is conducive to a vibrant retail atmosphere.

Midblock crossings are strategically located to decrease crossing distances for residents and increase safety. Curb extensions frame striped, on-street parking to prevent moving vehicles from using them as travel lanes. Both green stormwater infrastructure and on-street parking are located adjacent to the curb so surrounding businesses can have the opportunity to occupy parking spaces to expand sidewalk offerings. Full 8-foot-wide bike lanes are proposed in both directions and can be buffered from traffic.

The road at Puritan Avenue and Planview Avenue is adjusted to create a parklet, or small park, in an area currently dominated by concrete and asphalt. This, along with enhanced areas for outdoor dining, will create a cadence of activity along Grand River Avenue.



Proposed Section of Grand River Avenue Between Evergreen Road and Warwick Street



Plan View of Proposed Changes to Grand River between Auburn Street and Outer Drive



Buffered bike lanes allow riders to move safely through the corridor and connect with businesses

Three-lane configuration provides enough room for outdoor dining, enhancing the public realm

Marked crossings help move people from one side of the road to the other safely and efficiently

Striping provides clear indications of where to park and where to travel, providing a safer environment with less traffic conflicts

New trees and plantings contribute to a more vibrant, walkable atmosphere and offer environmental benefits

# Grand River Avenue in Grandmont Rosedale

## Alternative Two: Four Lane Shift

In Alternative Two, Grand River maintains four travel lanes, with turn lanes only at strategic locations. To accommodate left-hand turn lanes, a shift occurs in the street cross section where space allocated to on-street parking is given to a dedicated left turn lane.

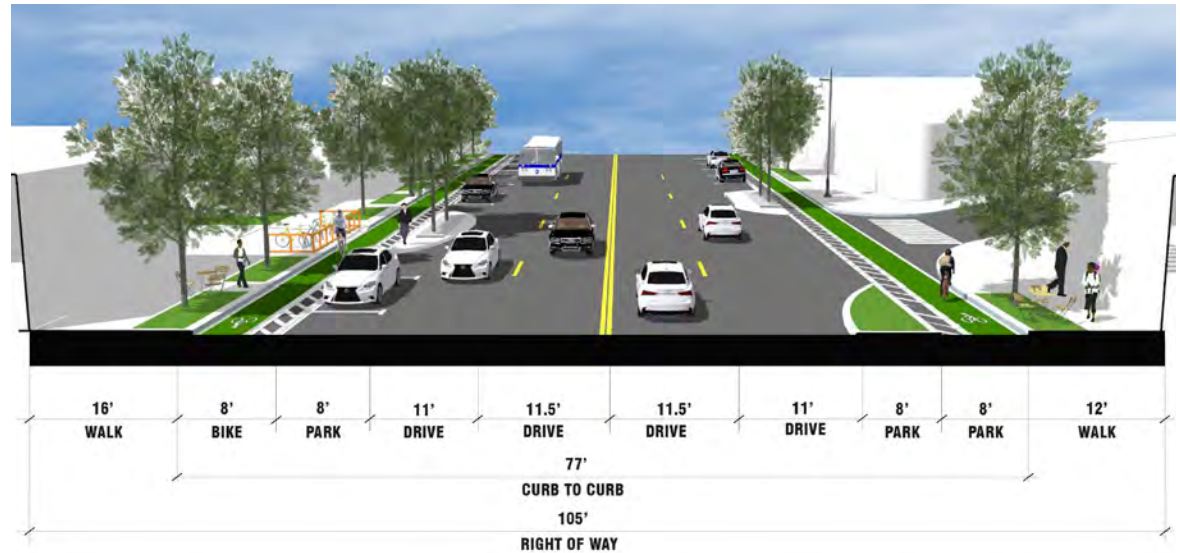
The standard street cross-section includes bike lanes that are protected by on-street parking and four lanes of travel. Final engineering design can determine if it is feasible to allow the center drive lanes to turn left. Midblock crossings are located at islands where the lane shift occurs.

In the summer of 2018, in partnership with the City of Detroit, the Michigan Department of Transportation (MDOT) completed a traffic study focused on the streetscape recommendations in this plan. Traffic volumes, left turning movements, frequency of bus service, and other traffic and safety concerns will inform the final proposed street designs.

In the fall of 2018, MDOT will begin a design process for Grand River Avenue incorporating recommendations for streetscape and mobility improvements prioritized by the City of Detroit and community-led plans as well as the results of the traffic study. Due to the challenge that the narrower right-of-way poses in Grandmont Rosedale, continued community engagement with residents and business owners will help prioritize amenities and road spaces to accommodate pedestrian, cyclist, transit and vehicle use while building an environment supportive of small business and retail growth.



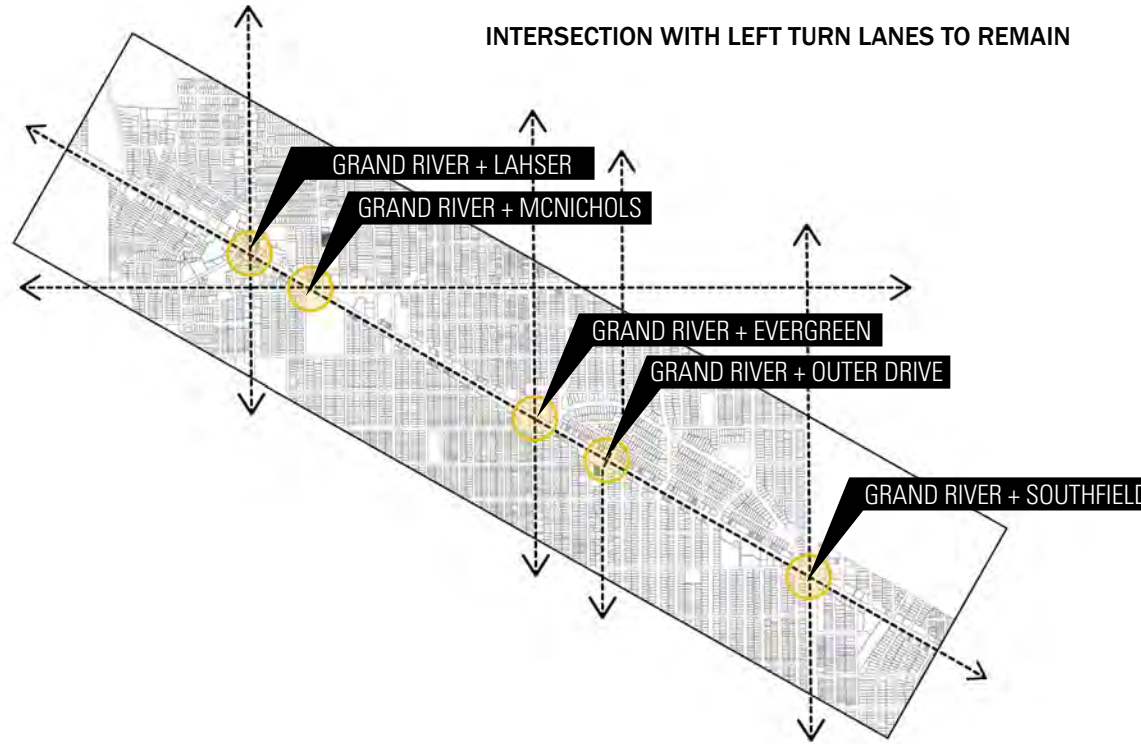
Configuration with a Turn Lane



Configuration with Parking



# Grand River Avenue in Grandmont Rosedale



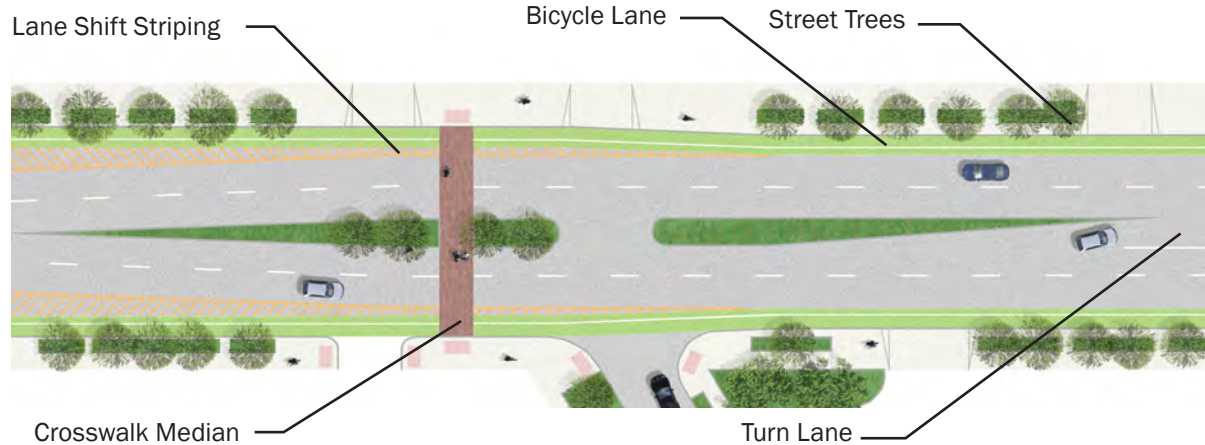
## Alternative Two:

### Four Lane Shift Turn Lanes

The four lane shift alternative removes on-street parking at major intersections including Lahser Road, McNichols Road, Evergreen Road, Outer Drive and Southfield Freeway, to allocate space for a designated left-hand turn lane. Small curb extensions of three feet can be added at these intersections.

The transition from four travel lanes to a dedicated turn lane requires a turn lane stacking distance as well as a transition zone between street sections on both sides of a major intersection. Because of these characteristics, it is preferable to maintain the shift in a minimal amount of intersections. Additionally, on-street parking will be lost in these zones requiring the use of adjacent side streets for parking.

## TURN LANE TRANSITIONS



# GRANDParklet

The goal of any Grand River Avenue modification should be to enhance the public right-of-way for all users, including cyclists, pedestrian, and business owners. The alternatives include opportunities for outdoor dining and seating as well as installations that can become identifiable nodes, such as the proposed parklet at the intersection of Puritan and Plainview Avenues.

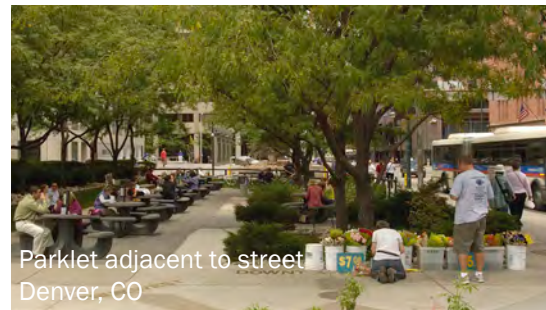
As one of Detroit's original radiating streets, Grand River Avenue cuts through the urban grid at awkward angles. While this can be confusing for visitors, it also creates moments that can be reimaged for something better. With a minimal amount of secondary road realignment, the small pedestrian island that is currently surrounded by pavement at Puritan and Plainview Avenues can be transformed into a parklet and contribute to pedestrian and vehicular safety.

These small parklets are ideal in small, irregularly shaped parcels of land and are an excellent way to create new public spaces without investing in major large-scale redevelopment. They can bring respite and beautification along major corridors while also having a positive economic impact to surrounding properties acting as a gateway to the Grandmont Rosedale commercial corridor visible to commuters and visitors.

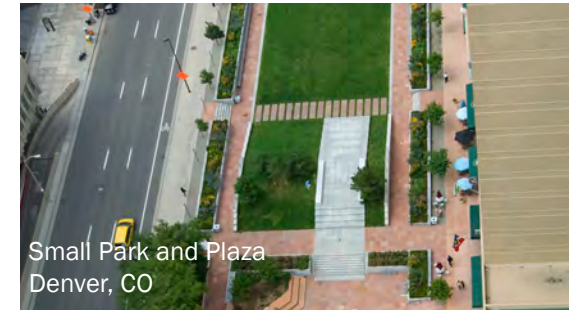
In the spring of 2018, the City of Detroit, the Grandmont Rosedale Development Corporation and Design Core Detroit hosted pop-up events at the location of the proposed parklet, closing down the street and filling the space with games, food trucks, colorful pavement markings and seating areas. The event provided an opportunity for the City to test out the idea and receive feedback from the community.



Parklet Vision



Parklet adjacent to street  
Denver, CO



Small Park and Plaza  
Denver, CO



Planted seating area  
Lincoln, NE



Seating area  
Salt Lake City, UT

Parklet Precedents



Enlargement Plan of GRANDParklet



Pop-Up Event Hosted by City of Detroit in May 2018; Photo by Mar Mnz Drinks x Design: GRDC and Design Core Detroit Commerce Design Event



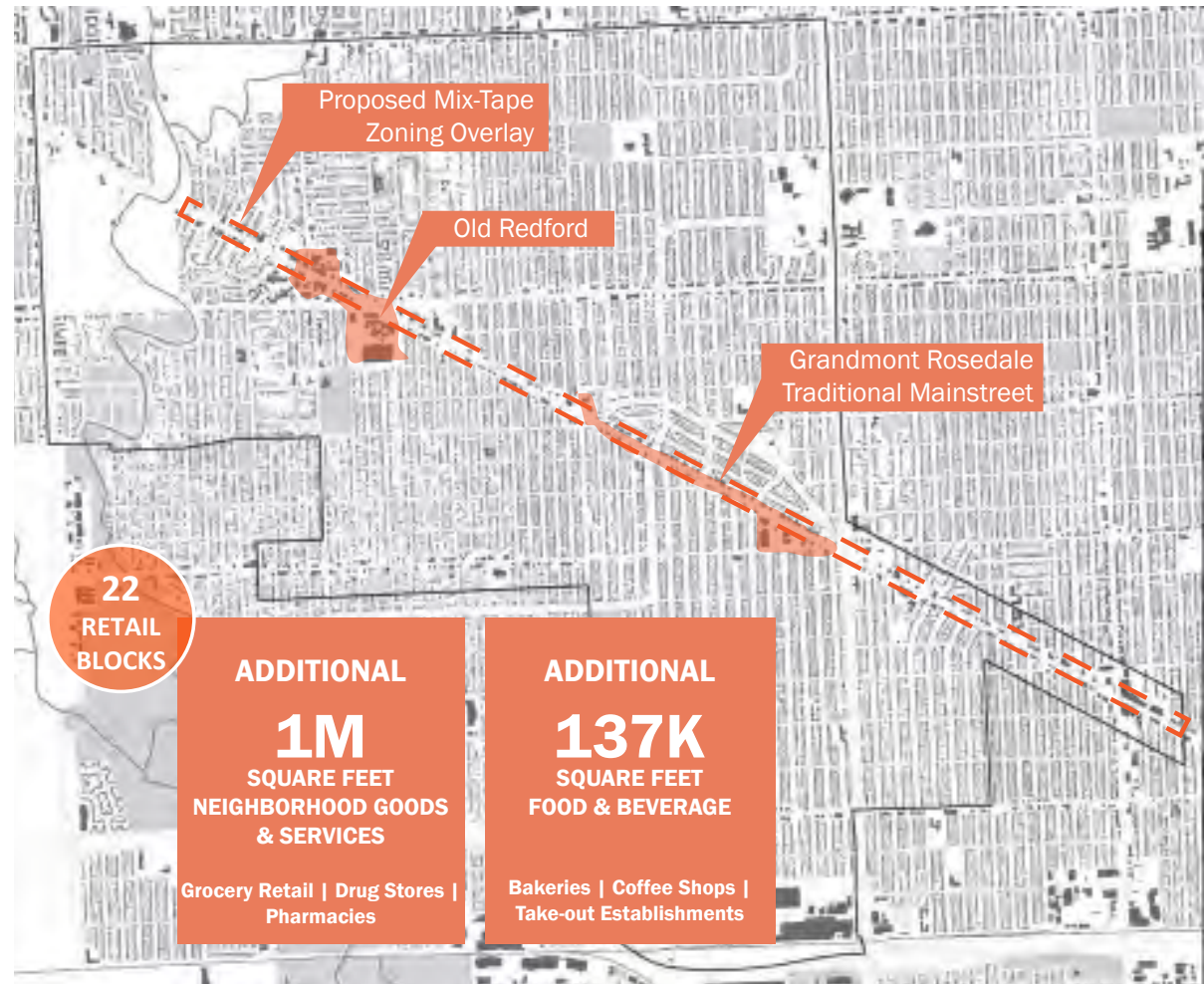
Rendering of GRANDParklet

## Building Economic Growth in Two Nodes

There are several market conditions that make it difficult for retail to perform well along this corridor, even with significant unmet demand in two retail categories: Neighborhood Goods & Services (NG&S) and Food & Beverage (F&B). These reasons were indicated in the Retail Market Analysis in the Existing Conditions Chapter (page 33) and include a lack of clustering, high travel speeds, crowded or poorly designed signage for existing retailers, and renovation/rehabilitation costs for building out retail space. These all impact the ability for retail along this corridor to meet the needs of its potential customers.

As Northwest Grand River Avenue is a commuter corridor, there is demand for auto-centric F&B options. However, there is an opportunity for a retail clustering strategy to develop around the two existing nodes of Old Redford and Grandmont Rosedale with sit-down restaurants clustered with other retail types. Working with the City, the Detroit Economic Growth Corporation (DEGC) can encourage small business growth in these nodes through existing programs including Motor City Match, Motor City Restore as well as assisting new development with financing incentives.

The City of Detroit is currently working to create a new “Mix-Tape” zoning overlay to make it easier for businesses to open and activate the commercial corridors. Additional zoning changes within the retail nodes to support increased density as well as transit-oriented development are also recommended.



1. Add a Mix-Tape Zoning Overlay over the entire Grand River Corridor
2. Leverage DEGC incentives and small business programs to fill vacant retail in nodes
3. Rezone areas within the development nodes as SD2 and plan for Transit-Oriented Development

# Economic Development and Retail Strategy



Motor City Match (MCM) connects new and expanding businesses with Detroit’s quality real estate opportunities, providing them with funding and tools to fuel the City’s entrepreneurial revolution. There are currently two MCM winners in Old Redford and four in Grandmont Rosedale with six properties still available for match within the priority retail nodes.



Motor City Re-Store gives Detroit’s neighborhood businesses a boost in curb appeal through matching grants that improve their storefronts, making commercial corridors more walkable, more attractive, and better for business. After just one round of grants, there are already two Re-Store winners in Old Redford and two in Grandmont Rosedale.



## Mix-Tape Zoning

Mix-Tape Zoning: Imagining Detroit’s Future on Commercial Corridors. The recommended zoning overlay would be implemented citywide in key commercial corridors to support economic development with less red tape. The overlay would allow for residential units above commercial uses as a matter of right, as well as light industrial uses if a retail component is included. Pedestrian-oriented design standards would contribute to the public realm and increase building transparency, and parking requirements would be eased to account for small business, on-street and shared parking solutions.



## NEAR TERM: Activate Vacant Buildings



“The Obama Building”

Two-story Mixed-use and One-Story Retail



City Owned

21533 Grand River



City Owned

21607 Grand River



19566 Grand River

Priority Property

Square Feet of Retail

3,500 sf + 7,500

7,000

1,500

1,750

**7**

**LONG-TERM  
RECOMMENDATIONS**

The framework's long-term recommendations build upon the near-term strategies to provide a vision for what Northwest Detroit can become. These improvements are not projects for immediate execution but require long-term coordination of city resources and efforts to be realized. These frameworks serve as strategic blueprints to reshape the Northwest Detroit neighborhood through the key goals of creating **density at target neighborhood nodes**, **refining the character of the streetscape** and promoting new forms of transit, **rehabilitating significant historic buildings**, and **creating new greenways and neighborhood trails**. These frameworks are neighborhood wide and comprehensive, moving beyond catalytic projects to reenvision all of Northwest Detroit.



Long-term Vision for Rouge River Greenway at Rogell

# Housing and Economic Opportunity Long-term Goals



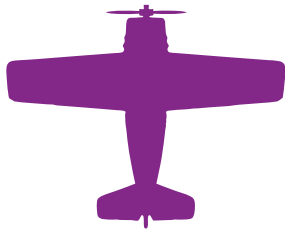
## CATALYZE GROWTH BY ACTIVATING UNDERUTILIZED RESOURCES

Strategies combining new additions and the adaptive reuse of existing underutilized properties aim to activate adjacent resources. Resulting growth comes from a synthesis of these existing and new connections when change in one area becomes a catalyst for another.



## ADAPTIVE REVITALIZATION FOR PLACEMAKING

Adaptive reuse that considers the surrounding context should be used as a tool to sustain the long-term activation and use of a building. New programming should respond to and complement the existing conditions of the place. Reuse should also consider a more public use of facilities to ensure broader community benefits.



## PRESERVE HISTORIC CHARACTER

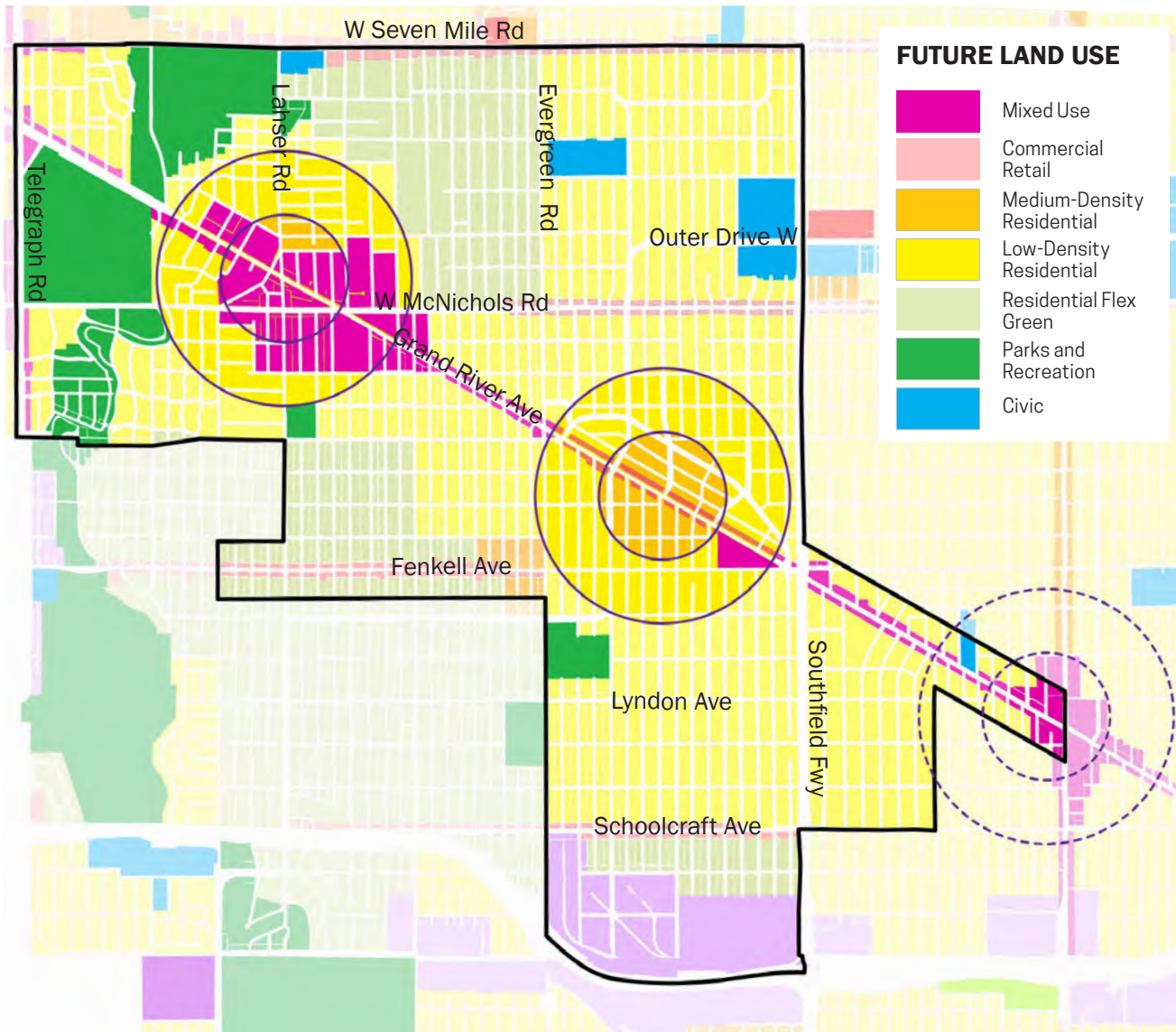
The integrity of buildings is to be restored consistent with the character and quality of the original design. Special attention should be paid to the unique characteristics of the buildings that have potential to highlight a sense of place. Unique or historically relevant architectural features should be prioritized, especially those specific to their time and place.



## ACHIEVABLE SOLUTIONS TO SUPPORT CURRENT GROWTH

Emphasis is placed on creating solutions that can be implemented seamlessly into the neighborhood, specifically centered around identified nodes of growth. Such solutions are derived from the context and aim to provide new amenities to key areas to strengthen clusters and catalyze growth across the neighborhood.





### Creating an Active Market

Northwest Detroit’s Grand River Avenue corridor is not only the centerpiece of the region, but serves as a key feature of the neighborhood—connecting businesses, residents, parks, trails and public space to the key multimodal transportation network of the area and beyond.

The corridor has valuable strengths including a variety of local businesses, committed and organized neighbors and neighborhoods and incredible potential for streetscape enhancements. Building on these strengths, the strategic development framework identifies key nodes at important intersections along the corridor.

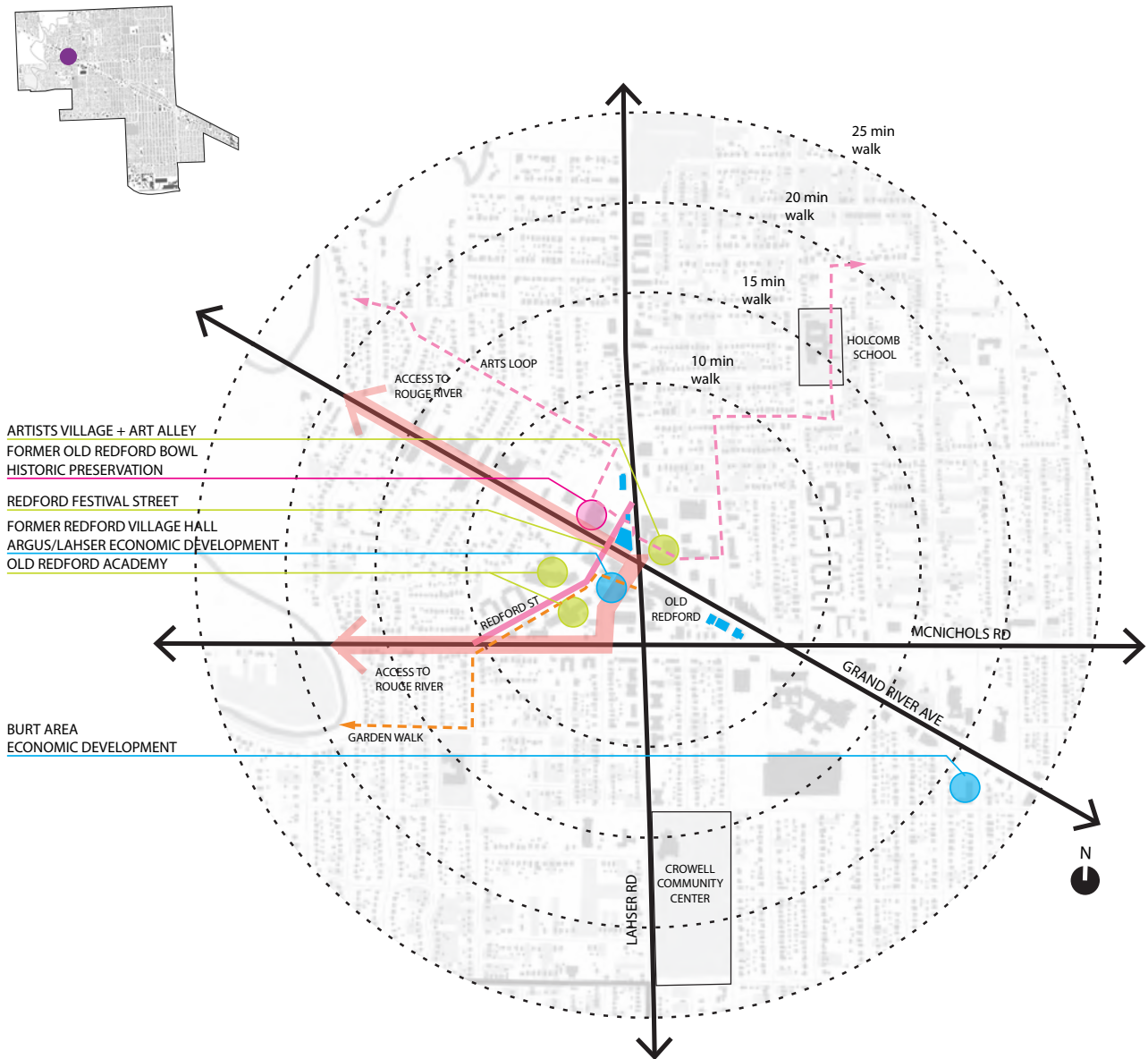
Each node strives to continue to build value, strength and density within a walkable area at intersections that are “Bus Rapid Transit (BRT) Ready.” Focusing development energy with strategic infrastructure improvements and a holistic approach to development of mixed-use buildings and services. An approach to this corridor that centers on the development of nodes to spur economic development and growth will help set Northwest Detroit on a path for a successful future.

# Leveraging Public Assets and Historic Building Stock

Historic building assets were identified across Northwest Detroit as potential rehabilitation sites prime for adaptive reuse. Many of the sites were located in the Old Redford neighborhood. If some of these sites are developed concurrently, there is high potential for a large positive impact by integrating and reinforcing the unique character of Old Redford.

This area is already beginning to see investment from the private sector. An historic building at the intersection of Grand River Avenue and Lahser Road, colloquially referred to as “the Obama building,” at the time of this planning framework is in its first phase of redevelopment. After completion, the mixed-use building will house retail and residential units, and will serve as a neighborhood arts center. Both public and private plans are reactivating these historic building assets and providing them with new life for the community.

The following pages include identification of current historic buildings with potential for reuse along with a series of adaptive reuse conceptual vision studies to demonstrate the potential for private buildings to contribute to neighborhood character and revitalization. These projects are long-term visions and do not represent intentions or active funding by either the City or private ownership entities. These studies serve mainly to begin envisioning “what could be” in the area through reactivation.



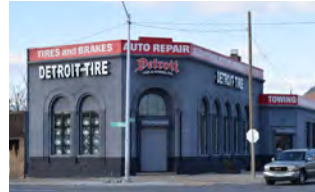
# Identified Historic Assets



Former Masonic Lodge (1923)  
17405 Lahser



Former Old Redford Bowl (1927)  
22132 Grand River



Home Savings Bank (1926)  
22100 Grand River



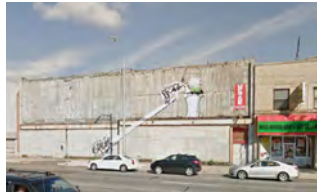
Peoples State Bank of Redford (1917)  
22000 Grand River



Former Fire Station & Redford  
Village Hall (1921) 22050 Argus



Occupied Building (1918)  
21756 Grand River Ave



Unoccupied Building (1928)  
21728 Grand River



Occupied Building (1931)  
21702 Grand River



Unoccupied Building (1936)  
16874 Lahser



Unoccupied Building  
22350 Fenkell



National Bank of Detroit (1965)  
19301 McNichols



Occupied Building (1939)  
20526 Grand River



North Rosedale Park Civic Assoc.  
(1939) 18445 Scarsdale



Occupied Building (1930)  
18200 Grand River



Central Savings Bank (1926)  
18203 Fenkell



Peter Vetla School  
14200 Westwood



Edison Elementary School  
17045 Grand River



Unoccupied Building (1926)  
16845-9 Grand River



Unoccupied Building  
16401 Grand River



Former St Mary's school  
16196 Grand River



Current florist (1936)  
16054 Grand River



Occupied Building (1949)  
15732 Grand River



Former Cunningham Drug Store (1955)  
15500 Grand River



Tower Center  
15400 Grand River



Mammoth Building (1949)  
15401 Grand River

# Adaptive Reuse of Redford Village Hall

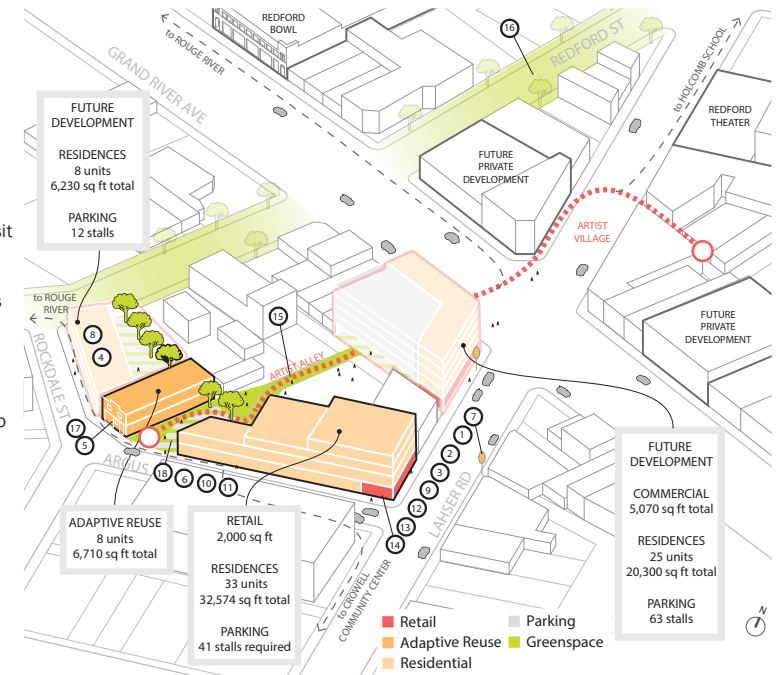
Built originally in 1921, the Redford Village Hall was later transformed into Fire Engine Station No. 54, which operated for 12 years before being renovated into offices. The currently unoccupied building is located between vacant lots.

A mixed-use development would assist in the stabilization of the neighborhood. A strong retail presence on Lahser Road is proposed to strengthen existing retail and connect to transportation via proposed safe pedestrian corridors. The residential component will help promote a vibrant and safe community. A variety of residential typologies from walk-up apartments to live/work units aim to ensure diversity of residents and uses.

The adaptive reuse of the vacant fire station can be combined with the development of vacant lots surrounding the site. This combination of old and new strategies provides for a phased implementation and increases the feasibility of the revitalization plan and its cohesion within Old Redford. The extension of the Artist Alley reinforces the character of Old Redford and promotes growth of private properties as well as encourages retail opportunities and seasonal public programming.

As an economic node, this development will help bring the town center together and accentuate the unique character of the place. It will also strengthen the relationship with the surrounding neighborhoods and the nearby Old Redford Academy. At a larger scale, a more defined town center becomes a place of destination on the Arts Loop and Garden Walk.

1. Encourage mixed-use
2. Live/work spaces or small-scale storefronts
3. Transitional massing
4. Activation of adjacent parcels or structures
5. Activate historic structures
6. Limited/multiuse parking with permeable surfaces
7. Pedestrian connections to public transit
8. Encourage active, productive reuse of buildings
9. Encourage multiple housing typologies
10. Semi-public outdoor space oriented toward public street
11. Porosity at street level
12. Break massing on long elevations
13. Orient building toward primary street to activate frontage
14. Hold commercial street frontage
15. Open spaces and community connections
16. Outdoor seasonal and festival programming
17. Respect scale of existing historic adjacent structures
18. Parking reductions through transit passes and bike parking



# Multifamily New Construction—Burt Road



1. Transitional massing to break down scale of building between retail and residential areas
2. Multiuse parking areas finished with permeable surfaces
3. Encourage multiple housing typologies within single building to meet residents' diverse needs
4. Semi-public outdoor space oriented toward public street to encourage community connections
5. Porosity at street level
6. Break massing on long elevations
7. Orient project massing toward primary street to activate frontage development where able
8. Open spaces activated to strengthen community connections
9. Activation of adjacent and nearby vacant parcels to create more dynamic intervention in residential area
10. Crosswalks to encourage pedestrian thoroughfare between activated open green spaces and residential living

Located between Riverdale and Greenfield residential areas, and close to Brightmoor, this property sits in a transition zone between single-family homes and main street retail. The site has the potential to draw in visitors from the main arterial street, Grand River Avenue. Residents have indicated that a higher density development would fit within the neighborhood context.

The site is situated close to many neighborhood gathering spaces such as the Crowell Community Center, Meijer Supermarket, Redford Library, and Christ the King Catholic School and Church. A residential development would bolster these burgeoning connections and stabilize the area. Adjacent and nearby vacant lots could be reused as active green spaces or provide parking for future growth. These activated sites will engender a sense of community and provide spaces for resident interaction. Further development may also extend to an adjacent site on Grand River Avenue. Currently vacant, this site has potential for activating the retail frontage on the arterial street.

The new development encourages a diverse resident group by allowing for several possible housing arrangements. This higher density development could include co-living, traditional apartments, live/work residences and/or walkups on the ground floor. A mix of residents will increase the project's economic feasibility and complement the existing single-family residences.



**Walk-up housing:** Apartment units have direct access to the street and nearby green spaces can serve as each residential gardens. Low-density apartments are more communal and accessible.



**Live-work housing:** Large expansive spaces at ground level with more private residential spaces above provide flexible spaces with residents with differing needs.



# Old Redford Bowl Revitalization

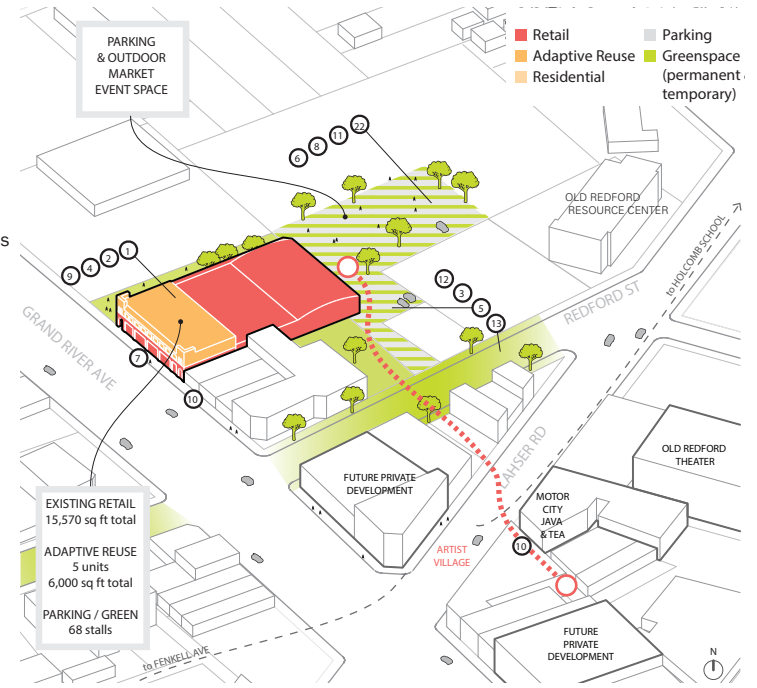
Built in 1927, and originally named the Redford Recreation Bowling Alley, this building was a community gathering place for bowlers until 2001 when a fire damaged the building. Vacant since the fire, it still has a strong presence on Grand River Avenue. Concepts for building reuse consider the site's historic community use for entertainment.

This building has high potential to be eligible for the Local Historic Register, and there are many distinctive architectural features that should be preserved. The two tower-like bookends defining the main facade contain significant features such as alternating colored brick bands and patterned brickwork around the top of the towers.

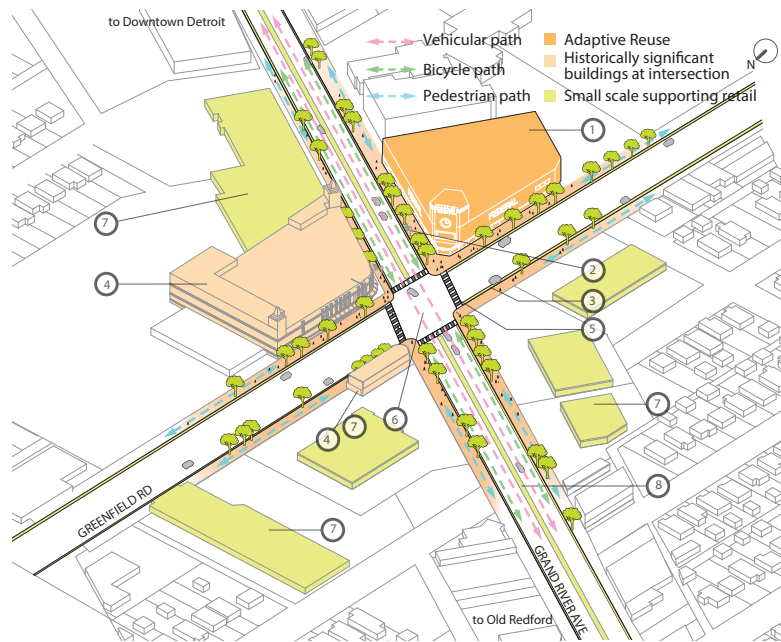
In this concept for reuse, the Old Redford "Artist Alley" extends westwards into the former bowling alley, which is activated by a permanent marketplace program on the ground floor of the building. A small number of residential units occupy the second floor. For special events, the open space behind this building opens into an events space as well as provides for overflow parking.

As a marketplace, this building could serve as a permanent gathering space and attract both residents and the broader community. It has the potential to activate adjacent vacant land and provide support for temporary activities such as seasonal fairs and local celebrations. The location is a prime node due to its location on Grand River Avenue and its immediate proximity to Old Redford, the Arts Loop and Garden Walk, which will connect the town center to the Rouge River Greenway. It should be outfitted with public art to fit with the unique culture of Old Redford.

1. Mixed-use development is encouraged to activate street
2. Live/work spaces and small-scale storefronts consistent with street context
3. Activation of underutilized adjacent parcels and structures for reuse
4. Activate historic structures for reuse
5. Multiuse parking areas finished with permeable surfaces
6. Encourage use of permeable surfaces to prevent water runoff
7. Safe neighborhood pedestrian connections linked to public transit
8. Parking reductions through transit passes and bike parking
9. Encourage a variety of commercial uses and space sizes
10. Catalyze adjacent commercial development where possible
11. Activation of adjacent vacant parcels
12. Unbundled parking options
13. Outdoor seasonal and festival programming



# Mammoth Building Restoration



1. Activate historic structures for reuse by restoring facades as per historic guidelines. There is a high possibility for this building to be eligible for the local or national historic register.
2. Neighborhood pedestrian connections to be linked to public transit.
3. Activate streetscape with bicycle paths and street furniture such as benches. Increase planting along sidewalks to provide shade and shelter.
4. Encourage active, productive reuse of buildings. Retail programming important to maintain pedestrian traffic on streetscape.
5. Crosswalks prioritize pedestrian safety by increasing the visibility of walking activities.
6. Traffic to slow down as it crosses the Greenfield/Grand River Avenue intersection. Increase in foot traffic and retail stores can promote intersection as a destination, not a thoroughfare.
7. Smaller, locally owned retail stores to be encouraged and to complement existing larger retail stores. Variety of retail typologies needed to attract diverse customers.
8. Activate median to enhance streetscape. Medians may act as both stormwater capture or retention areas and pedestrian protection where possible.

The Mammoth Building was originally built as Federals Department Store and opened in 1949. The building was designed by noted architect Charles N. Agree and changed ownership multiple times, but always remained a department store. Historically, this intersection was a critical economic node not only for the nearby community, but for all residents of Detroit and visitors from the surrounding suburbs.

Vacant since the early 2000s, this building is one of three historically relevant sites at the intersection of Greenfield Road and Grand River Avenue. It is joined by the Tower Center at the northeast corner and the former Cunningham's Drug Store at the northwest corner. Revitalization and retail reuse is vital in the activation of this busy intersection.

Preservation of the Mammoth Building would include restoration of the storefront windows and opening the building to activate the pedestrian potential of the street. The bridge connecting to the Tower Center should be removed to assist in resurrecting the building's historic configuration and contribute to creating greater pedestrian activity of storefronts along the street.

Complete streets should be created to encourage foot traffic. The addition of new streetscape plantings, site furnishings, bike paths and pedestrian crossings will create a friendlier pedestrian thoroughfare. Reprogramming will assist in sustaining the reuse of the restored buildings. Considerations of public access to the spaces and incorporation of the existing retail context will increase the longevity of the project.



# Streetscape and Mobility Long-term Goals



## IMPROVE ACCESS

Increase access to multiple modes of transportation that create connections to local businesses and area destinations.



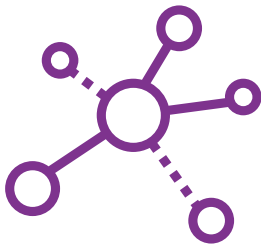
## IMPROVE EXPERIENCES

Improve the quality of traveling through Northwest Detroit by offering streetscape amenities and increasing safety for all modes of transportation, paying particular attention to pedestrian comfort.



## IMPROVE HEALTH

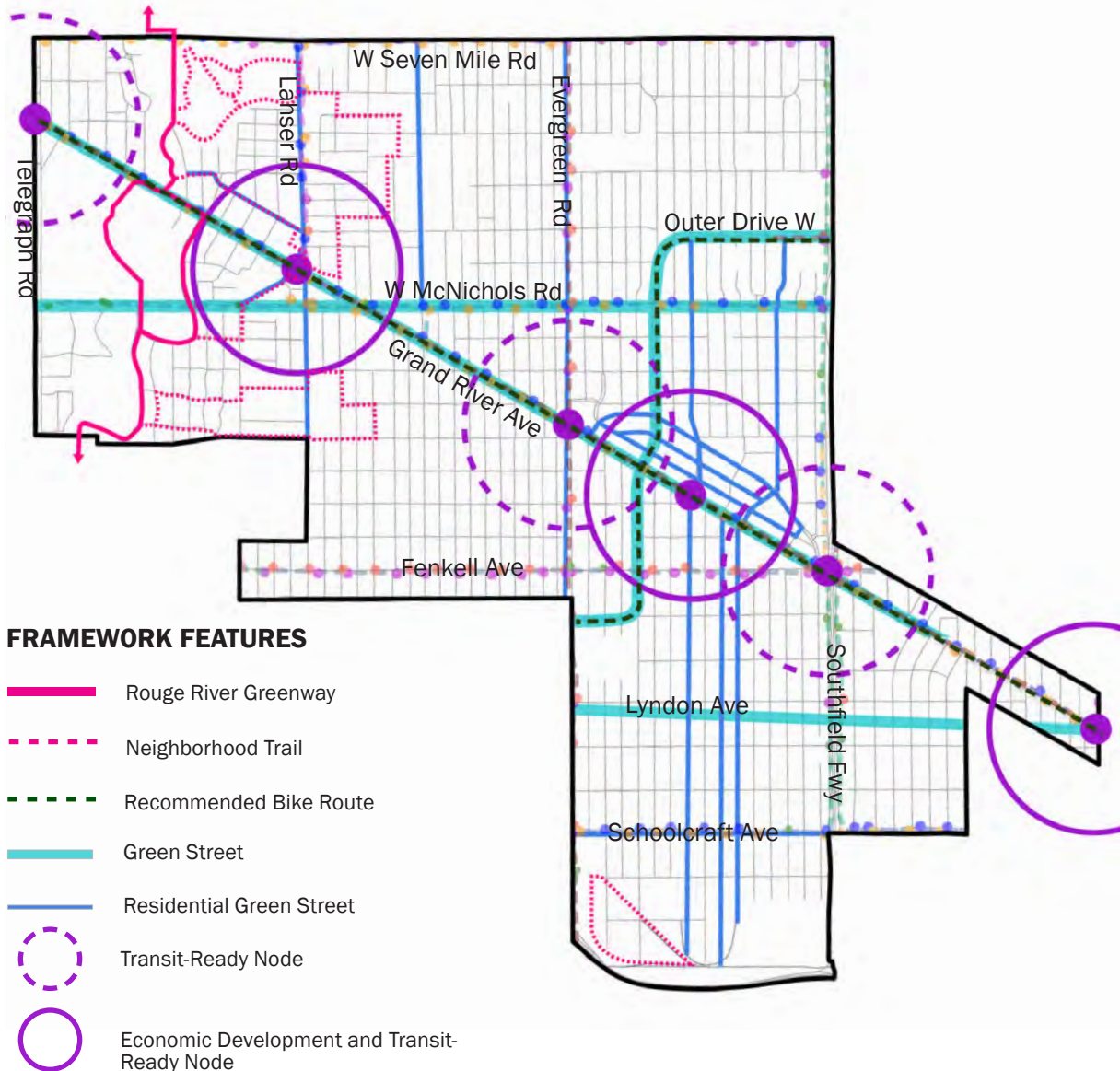
By increasing walkability and improving safety in the neighborhoods, Northwest Detroiters will have greater opportunities for recreation and healthy living.



## IMPROVE CONNECTIONS

Link important destinations, resources and corridors through a safe network of travel by foot, bike, car and bus.





### Creating New Mobility Opportunities

The transportation framework for Northwest Detroit prioritizes strengthening the streetscape corridor along Grand River Avenue, particularly in the areas identified as Transit-Ready Nodes. These are areas that should receive transportation investments to increase opportunities for residents to use transit as well as streetscape improvements to create more pedestrian-friendly, walkable areas. These sites also correspond to areas of opportunity, have the ability to attract new development, increase density and offer mixed-use programming.

New pedestrian connections have been added to connect with natural areas. These new links include a north-south trail that runs along the Rouge River called the Rouge River Greenway. Neighborhood trails through the community connect with the greenway, strengthening east-west connections across the site.

A new loop also created is in the Jeffries-Southfield Industrial Area to provide employees and adjacent residents with a new community amenity and open space to visit during the work day.

Green Stormwater Infrastructure is integrated into residential streetscapes to form new "Green Streets." Rain gardens and bioswales will intercept water from paved areas to help increase the permeability of Northwest Detroit and manage stormwater challenges.

# Grand River Avenue Streetscape Enhancements

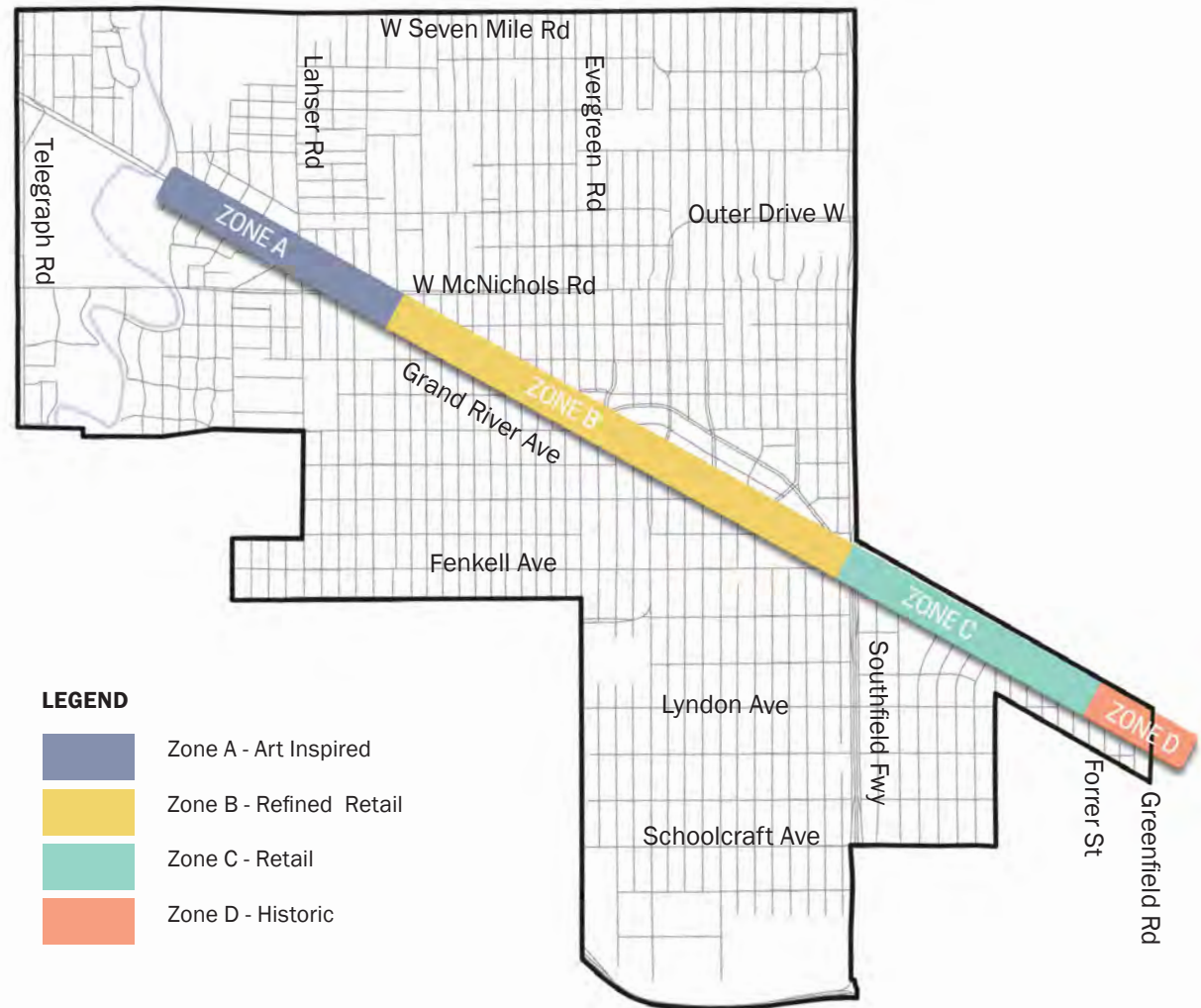
New amenities and site furnishings would greatly change the feel of Grand River Avenue, making it more pedestrian friendly and less of a commuter thoroughway. Well-designed streetscapes help define the character of an area and can provide reasons for people to linger. Four different zones along Grand River Avenue were identified and defined by their existing businesses, architecture, current aesthetics and desired characteristics, as indicated by the community.

Zone A, known as Old Redford, is centered near the corner of Grand River Avenue and Lahser Road. This area, known by locals as the “Artist Village,” is a creative hub for artists, students, business owners and neighbors living and working in the heart of Old Redford.

Zone B spans from McNichols Road to Southfield Freeway and includes the Grandmont Rosedale Development Corporation, a core organization and community force in the area. This zone is characterized by a concentration of small shops and offices, historic residential neighborhoods and a relatively walkable and engaging pedestrian environment.

Zone C extends between Southfield Freeway to Forrer Street. This section is characterized by commercial and office use with great redevelopment potential. The amenities in this area should support a retail environment that may be in transition.

Zone D is centered around the Greenfield Road intersection and includes the Tower Center and Mammoth building. This section of Grand River Avenue is historic with examples of Art Deco architecture. The amenities should complement and reinforce the historic character.



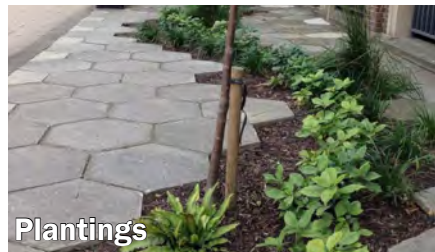
## Character Zone A

### ART INSPIRED

Old Redford has established a unique identity in the development of the Artist Village. Furnishings should be crafted artistic expressions including the use of mosaics and paintings. Plantings should focus on bold groupings with varying color and texture. Bike infrastructure should reflect an artistic take on items such as bike racks and parking.



Furnishings



Plantings



Bike Infrastructure

## Character Zone B

### REFINED RETAIL

This section has a fair amount of retail and the potential for additional commercial and dining. The amenities should support a refined retail experience. Benches should convey a timeless aesthetic. Bike parking should be embedded for a clean look. Planting should be in simple, restrained massing with street trees planted to create a consistent canopy along the avenue.



## Character Zone C

### RETAIL

The section contains a mixture of auto-oriented retail, commercial and office. Benches should complement retail and be made of durable concrete and steel or aluminum in raw, durable finishes. Bike parking can be in groupings embedded in paving. Plantings can include simple, colorful massings and narrow trees should be utilized to achieve a large height over time.



## Character Zone D

### HISTORIC

This section of Grand River Avenue is historic with examples of Art Deco architecture. Amenities should complement and reinforce this character. Benches should be made of powder-coated steel, cast iron and wood in dark colors. Bike parking should be simple and clean, and preferably buffered from the street with low plantings. Planting should be in simple masses with large canopies.



# Future of Mobility—Bus Rapid Transit

## What is Bus Rapid Transit (BRT)?

As defined by the Institute for Transportation and Development Policy, BRT is a high-quality bus-based transit system that delivers fast, comfortable and cost-effective services. BRT employs dedicated lanes with busways, iconic stations typically aligned to the center of the road, off-board fare collection and fast and frequent operations.

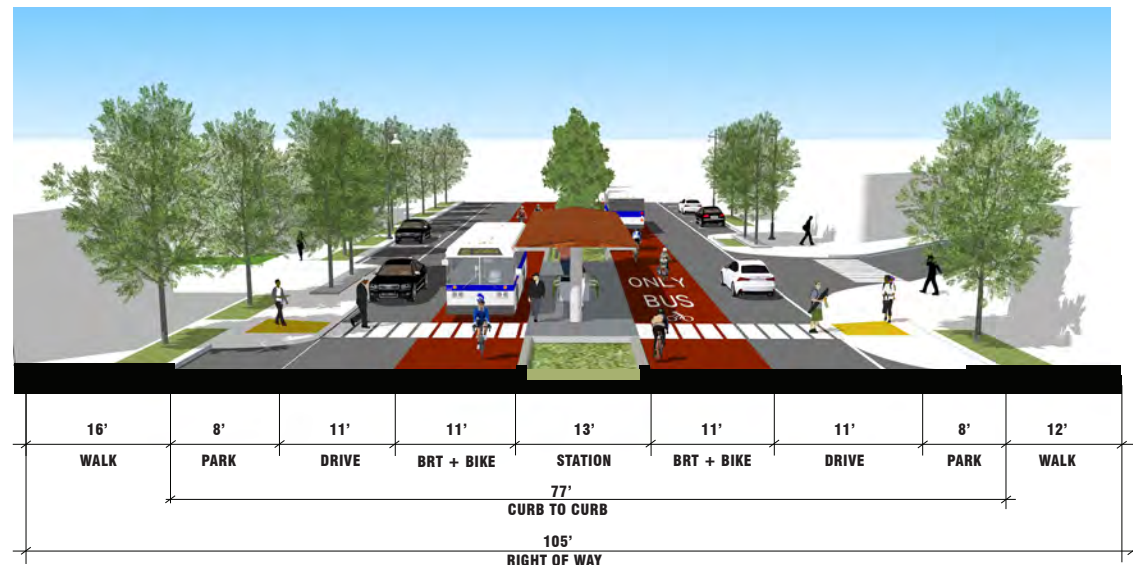
## What are the features that define BRT

1. Dedicated Right-of-way.
2. Busway Alignment
3. Off-board Fare Collection
4. Intersection Treatments
5. Platform-level Boarding

## BRT Benefits for Grand River Avenue

BRT on Grand River Avenue has the ability to create faster connections with the downtown, helping to move residents safely and effectively to their jobs and then back home. BRT stops are part of identified “transit-ready node” areas where development opportunities and reuse strategies can be concentrated to support overall neighborhood revitalization efforts.

BRT will contribute to safer streets for pedestrians. Dedicated lanes for buses help to calm traffic and move vehicles at safer speeds. BRT stations are equipped with lighting, shelters and information systems. These provide safe seating for those waiting for the bus and information about bus arrival. Providing a faster, safer more predictable travel experience can help reduce the need for residents to travel by car, decreasing the amount of parking needed within the area.



Plan and Perspective View: Grand River Avenue with Center Lane BRT

# Parking on Grand River Avenue

Several solutions can contribute to more efficient parking along the Grand River Avenue corridor. First and foremost, Northwest Detroit residents express a desire for investment in alternative modes of transportation, including bike facilities and improved pedestrian infrastructure. Creating safe and attractive routes for pedestrians and bicyclists will help to reduce local car trips and the associated parking needs along Grand River Avenue. The City should also explore opportunities for partnerships between the Michigan Department of Transportation (MDOT) and Detroit Department of Transportation (DDOT) to encourage increased usage of bus transit and implementation of BRT along the Grand River Avenue corridor.

Shared parking and the potential development of parking districts is another way to accommodate parking needs efficiently throughout the day. Centralized shared parking sites at each of the Transit-Ready nodes will create a healthy mix of active businesses, walkable destinations and needed parking. This also provides an opportunity for businesses to share maintenance costs.

Another parking strategy that can contribute to active destinations and Transit-Ready nodes is the concept of multifunctional design for parking sites. Large surface lots should have infrastructure to accommodate a variety of uses such as festivals, markets, concerts or other community gatherings. These types of lots should also incorporate GSI strategies into site redevelopment to capture stormwater runoff and add amenities.

Several area business owners expressed interest in the development of a parking structure at one of the Transit-Ready nodes (Old Redford or the Grandmont Rosedale area). There may be potential need for vertical parking structures as development and investment in these areas increase. There are a few tools that could help fund public-private development of a structure including:

- Special Assessment Bonds for area districts
- Tax Increment Bonds

## Shared Parking Scenario: Saves on Maintenance and Stormwater Charges

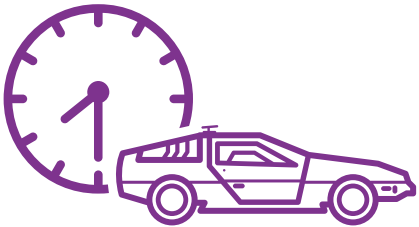


## Recommendations

To improve the parking situation along Grand River Avenue and promote new development opportunities, the following recommendations are proposed:

- 1. Improve Visibility**  
Stripe parking lanes to better define where parking is permitted.
- 2. Make Investments**  
Invest in alternative modes of transportation, including bike facilities and improved pedestrian infrastructure to reduce local car trips and associated parking needs.
- 3. Create Shared Parking Options**  
Identify shared parking options at the Transit-Ready nodes (Old Redford, Grandmont Rosedale, Tower Center), to create a healthy mix of active businesses and needed parking. Explore the use of vacant lots for such sites.
- 4. Centralized Parking**  
Centralize parking at Transit-Ready Nodes.
- 5. Multi-functional Uses**  
Design any new parking for multifunctional uses. Large surface lots should have infrastructure to accommodate festivals, markets and concerts.
- 6. Incorporate GSI**  
Any new surface parking lot should incorporate Green Stormwater Infrastructure (GSI) strategies into site design to capture runoff.
- 7. Go Vertical**  
Define potential for future parking structures. As development and investment in areas such as Old Redford increase, the demand for parking may require a vertical parking structure. It is worth exploring public-private parking financing options, including special assessment bonds for area districts and tax increment bonds.

# Parks, Trails and Public Open Space Long-term Goals



## INCREASE ACCESS

Provide visible and accessible opportunities for residents to enjoy high-quality open space. Create new opportunities to connect Detroiters with natural experiences and Michigan landscapes.



## CONNECT COMMUNITIES

Link residents and pedestrians across neighborhoods through the development of greenways and other connections that offer an alternative to driving and give residents the opportunity to engage with nature.



## AMPLIFY PROGRAMMING

Create new programming opportunities in existing and new park spaces to activate spaces and offer new opportunities for socialization and engagement in the neighborhood.



## STORMWATER AS RESOURCE

Manage stormwater runoff from impervious surfaces, and create a system of green public assets and community spaces that alleviate existing flooding issues.

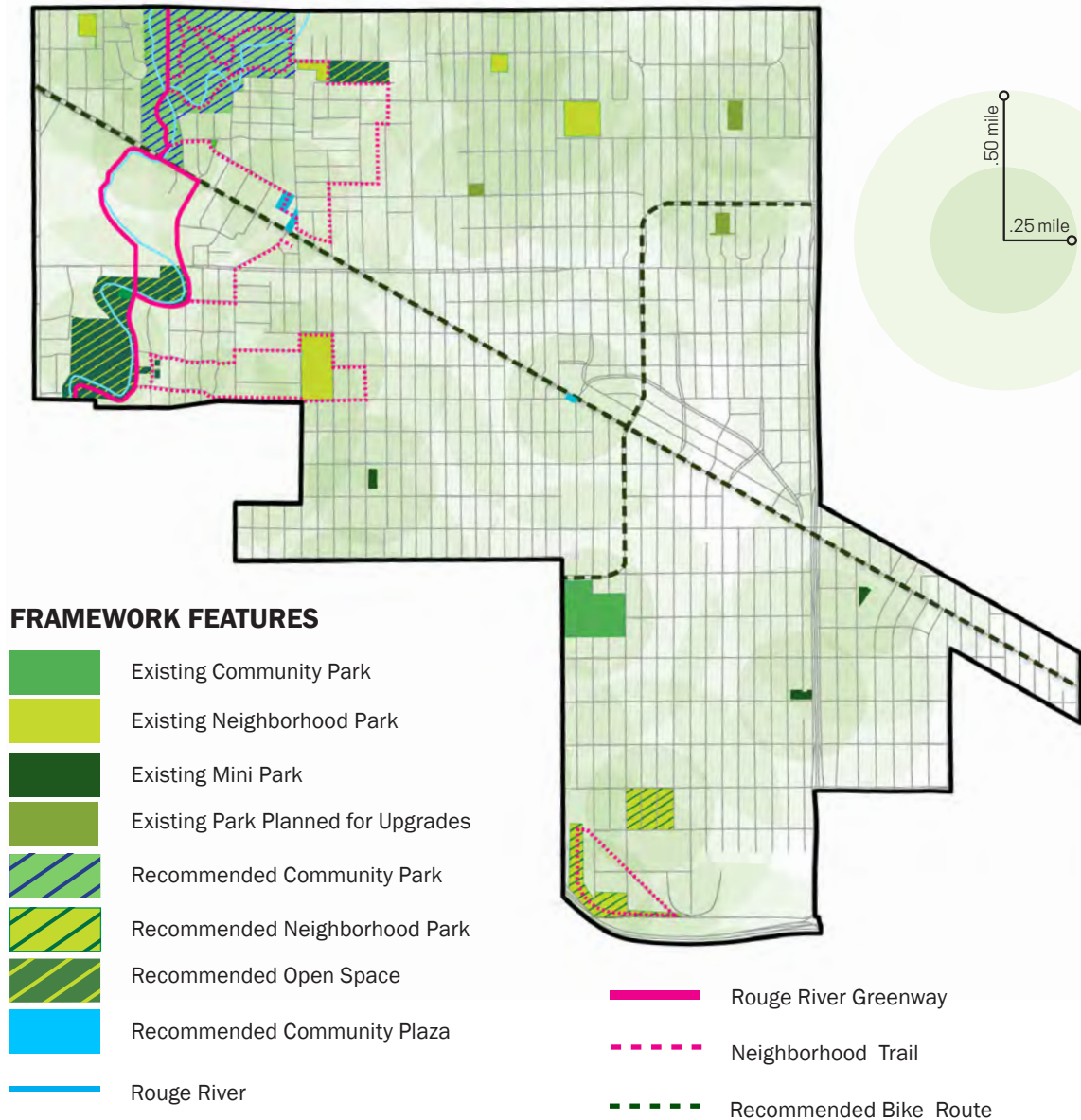
### Creating an Open Space Network

The long-term strategy for the public open space of Northwest Detroit creates new uses for vacant land and provides improved connections to existing green spaces via smaller trails and greenways.

The Rouge River Greenway has the potential to be a significant region-wide amenity situated on the western part of the site and running through what will be a large new open space on the former Rogell Golf Course. These new north-south connections will connect to other park spaces like Eliza Howell Park and provide a trail system that pedestrians and bicyclists can enjoy adjacent to the Rouge River.

Other smaller neighborhood trails, like the Garden and Fitness Trail will also tie into the Rouge River Greenway and offer local residents active, safe, beautiful and fun ways to weave through their community. Parcels along these trails will be incorporated into an overall master green infrastructure strategy that turns these vacant spaces into productive uses. Excess water can be captured within these parcels in rain gardens and swales enhancing the biodiversity of the area and helping to reduce incidences of neighborhood flooding.

This improved system of connections coupled with a robust stormwater management strategy that revitalizes vacant land will entice Detroiters all along the Rouge River Greenway to the area with its improved amenities and programming.



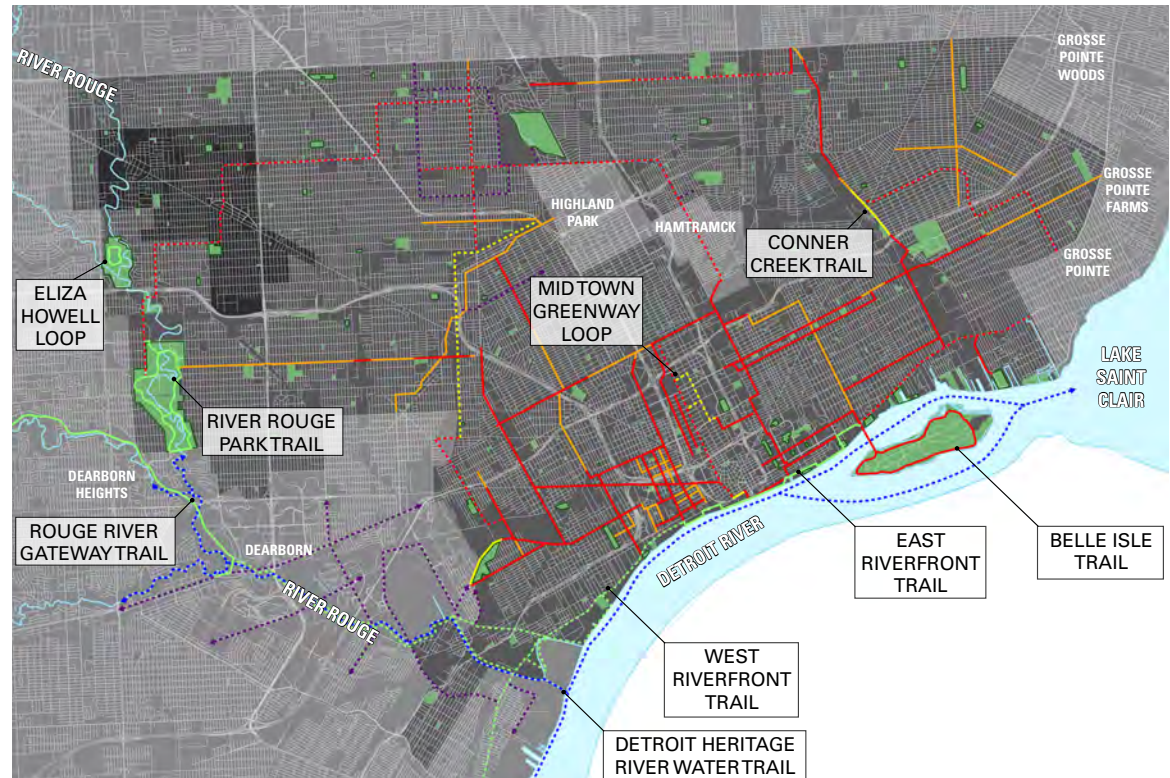
# Connecting to the Regional Trail System

## The Rouge River Greenway

Detroit residents and neighboring communities are voicing an appreciation for alternative modes of transportation and recreation opportunities that connect natural assets, destinations and a variety of neighborhoods throughout the city. New greenways, bike facilities and “loops” are gaining traction and receiving public support in neighborhoods in Northwest Detroit and beyond.

One of the greatest natural assets in the City and particularly in Northwest Detroit is the Rouge River. Established trails and current plans in neighboring communities for the installation of trails along the river create a unique opportunity for expanding Northwest Detroit’s trail system to link to regional assets and establish a recreational amenity that will one day connect all the way to the Detroit River.

The vision for the Rouge Greenway in Northwest Detroit is a multiuse path that engages with the river and connects Northwest Detroiters to a regional network of trails, parks, natural habitats and water recreation sites.



### REGIONAL TRAIL SYSTEM







The DeQuindre Cut is a Local Example of a Successful Greenway in Detroit  
(Photo by the Detroit Riverfront Conservancy)

### Benefits of Greenway Connections

Establishing a greenway in Northwest Detroit not only provides a recreational amenity for area residents but can also create a variety of new assets.

### Identity

An important method for attracting investment, development and new businesses is the establishment of community identity. Creating a greenway along an historic river with regional connections in and out of the city will help to define a valuable identity.

### Educational Opportunities

A greenway is an excellent space to establish an outdoor education program for urban residents to explore topics of stormwater management, native habitats and species of Detroit riparian corridors. Other neighborhood features for consideration include Rouge River history or the history of the neighborhood and its residents.

### Expanding Access

While there are a number of important north-south routes that run through Northwest Detroit, many of these routes are currently dominated by car travel and may feel unsafe for pedestrians or bicyclists. Establishing the Rouge River Greenway will improve north-south access through the region and create opportunities for discovery of other local parks, destinations or community assets.



Signage and Educational Opportunities can Enhance the Trail Experience



(Photo by Blazing Star Gardens)

# The Rouge River Greenway

## Greenway Route

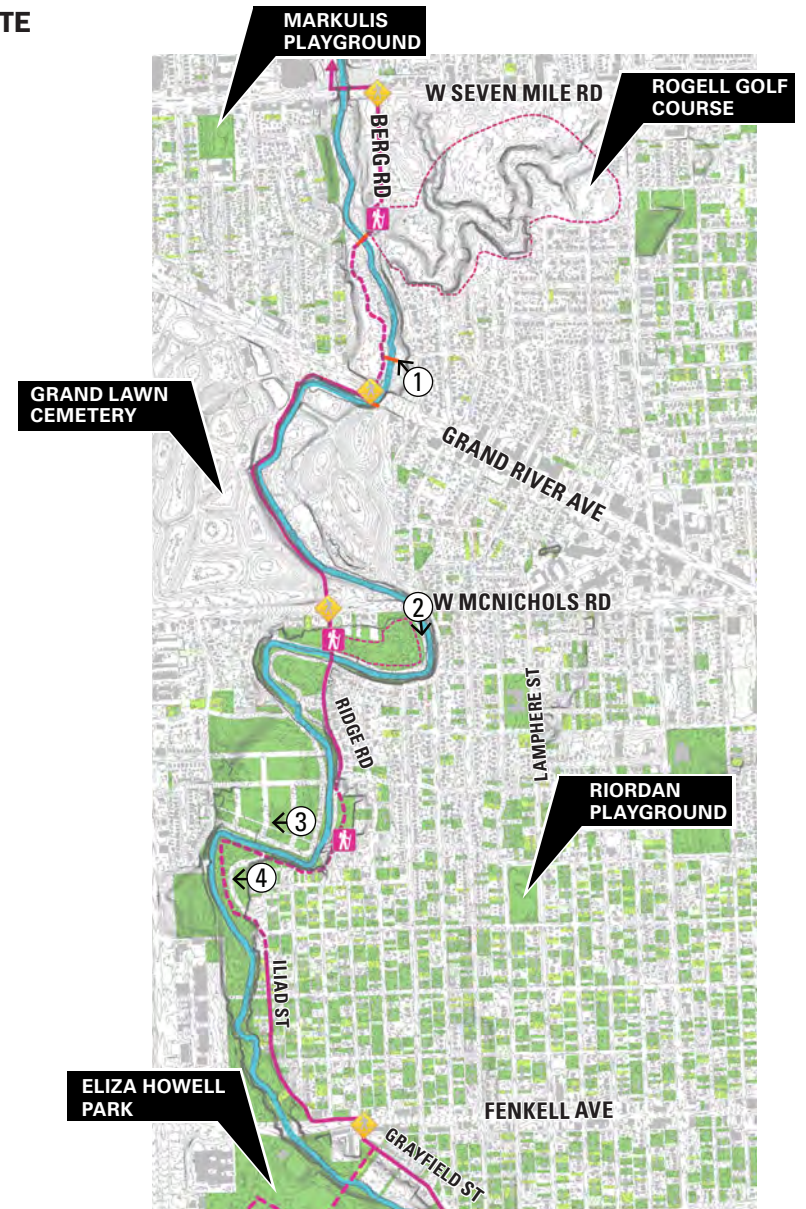
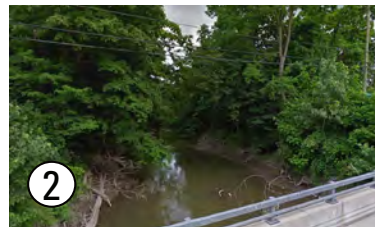
After considering two alternative routes, community members selected a path that engaged closely with the river and used a combination of existing roadways and sidewalks with new pathway construction. The preferred route also connects to Grand Lawn Cemetery pending interest and approval from this community neighbor. Should the cemetery not approve greenway passage, an alternative path will travel along Beaverland Street, south of Grand River Avenue.

The route includes major trailhead sites at the former Rogell Golf Course, McNichols Road, a neighborhood connection aligned with the Crowell Recreation Center, and at Eliza Howell Park. The Rouge River Greenway will utilize publicly owned parcels along the route for greenway amenities, picnic sites and educational opportunities.

The recommended route also will require pedestrian crossing upgrades at major intersections at West Seven Mile Road, Grand River Avenue, McNichols and Fenkell Roads. At a minimum, these upgrades should include crosswalk markings and pedestrian signals for crossing.

## ROUGE RIVER GREENWAY ROUTE

-  Greenway Along Existing Infrastructure
-  New Greenway Infrastructure Needed
-  Pedestrian Crossing Improvements
-  Neighborhood Trail Crossing





Conceptual Vision for the Rouge River Greenway

### Engaging the River

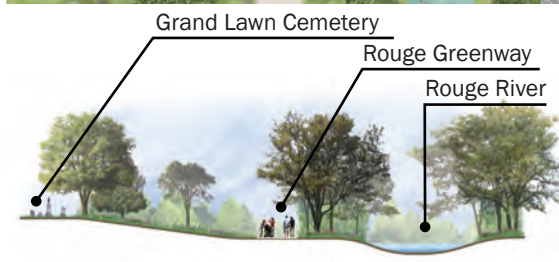
Community members expressed the importance of trail proximity to the river. At Grand Lawn Cemetery, an existing dirt road identifies the potential alignment for a segment of the trail that would have great views of the waterway and ability to pass through a park-like setting along the river.

### Riverside Placemaking

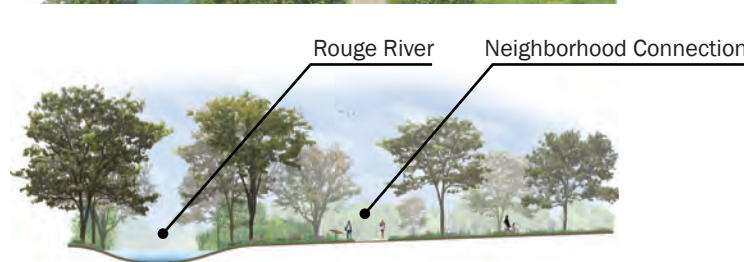
Creating “moments” along the Rouge River Greenway will help create memorable experiences along this trail system. Utilizing public parcels along the path to create spaces for picnics, play or rest will be important features of greenway.

### River Crossings

The greatest opportunities for river viewsheds will take place at unique and memorable crossing locations along the greenway. Bridges create a new way for trail users to engage with the Rouge River from above the water.



Rouge River Greenway at Grand Lawn Cemetery



Rouge River Greenway at Ridge Road

# Neighborhood Trails

## Connecting Communities

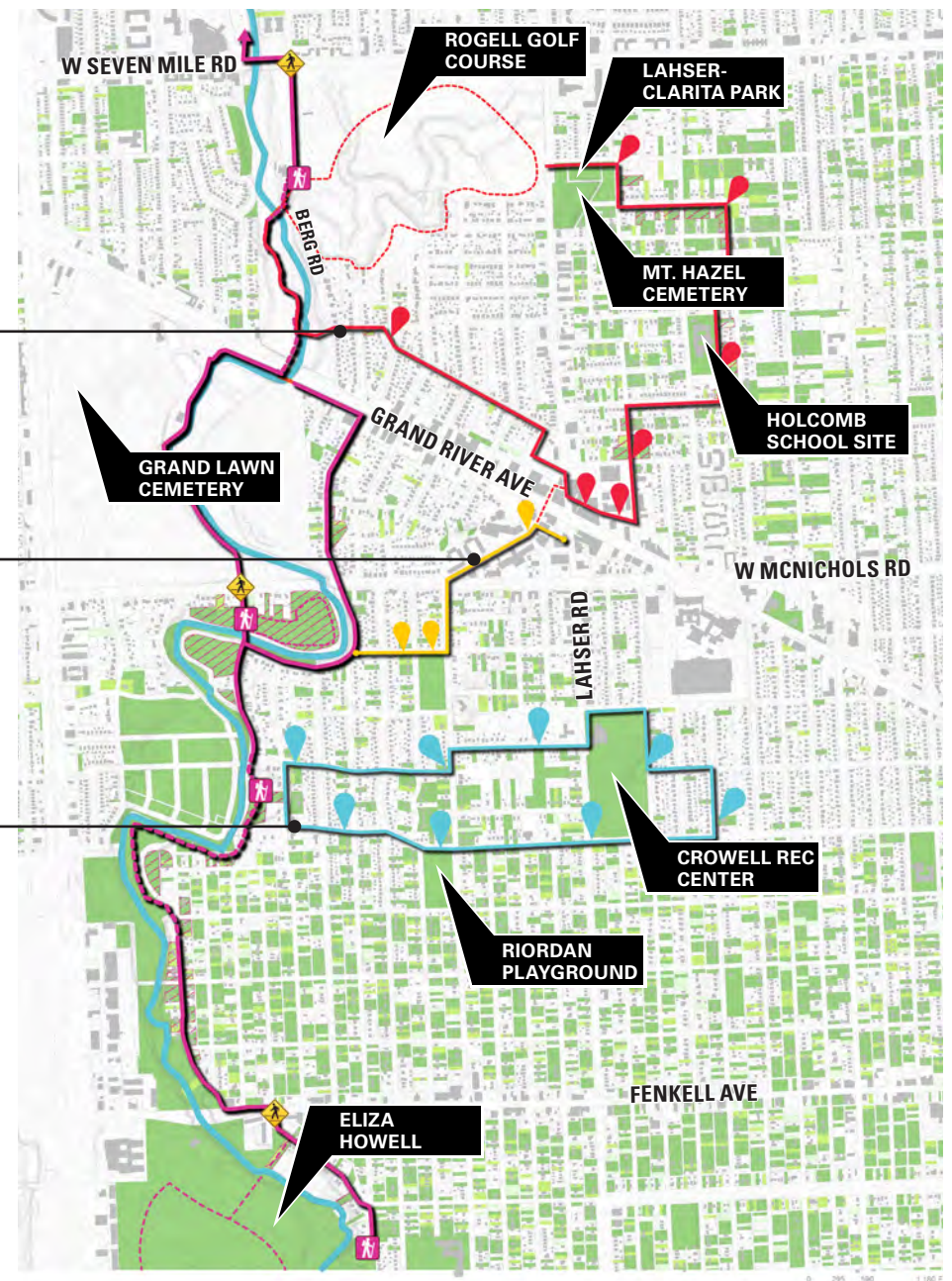
While the Rouge River Greenway creates an exciting new north-south connection, Northwest Detroiters are also interested in developing neighborhood trails to connect residents across the area east to west as well as to community assets, the Greenway and each other.

Three neighborhood trails, each with a unique identity, function and series of community benefits will connect local residents to the Greenway and the river and establish opportunities to experience art, walk along an edible landscape, and recreate outdoors in their neighborhood.

### The Arts Loop

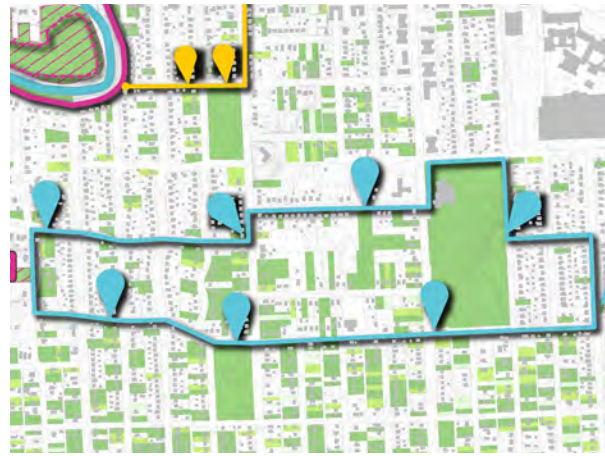
### The Garden Trail

### The Fitness Trail





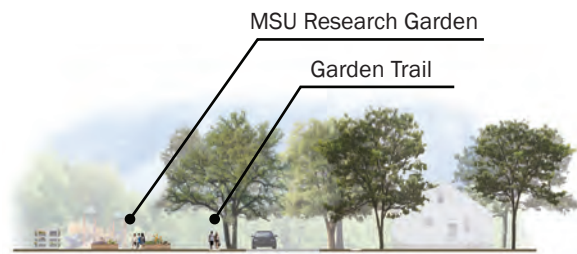
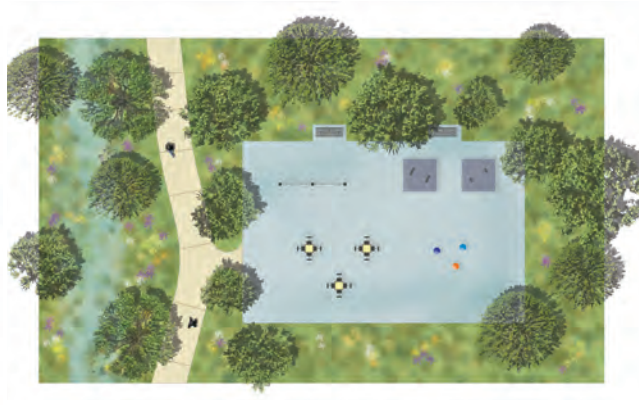
Potential Route and Stops along the Garden Trail



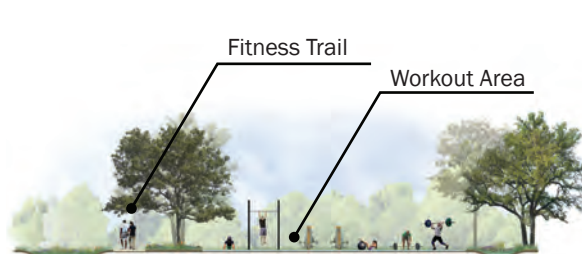
Potential Route and Stops along the Fitness Trail

**The Garden Trail** links Old Redford and the Arts Loop south of Grand River and connects educational opportunities and food spaces at the Old Redford Academy with the future Michigan State University (MSU) Extension Detroit Partnership for Food, Learning and Innovation. This neighborhood trail is lined with fruit trees and productive landscapes, making an “edible path” through Northwest Detroit and serving as a demonstration project for Northwest community gardens.

**The Fitness Trail** creates a neighborhood exercise loop that links the Crowell Recreation Center to the Rouge River Greenway. Publicly owned parcels along the trail provide sites for exercise stations with permanent equipment on site as part of a circuit of fitness. Neighborhood fitness challenges, recreation programs and team sports training will all be important uses to this new community asset.



Plan and Section of the Garden Trail along Grove Street



Plan and Section of the Fitness Trail along Puritan Avenue

# Hydrology and Stormwater Management

## Balancing System Capacities

The approach to developing a Green Stormwater Infrastructure (GSI) strategy for Northwest Detroit integrates an analysis of the natural conditions of the study area with concepts for land use, economic and mobility planning. This integrated strategy insures a comprehensive plan for the future of Northwest Detroit and creates opportunities for complementary uses of GSI projects and landscapes with surrounding neighborhoods, businesses and opportunity development sites. The approach includes strategies for a variety of scales and sites whose combined capacities will protect subwatersheds from the potential of a combined sewer overflow.

As part of this approach, a stormwater budget was created to be used as a tool to help manage resources and implement projects that will generate the greatest volume capture per dollar in Northwest Detroit. The budget assesses the existing infrastructure and provides a toolkit that can be applied to streetscapes, individual parcels and aggregations of parcels across Northwest Detroit to store, slow and clean stormwater runoff.

### How much water do we manage?

Total Rainfall In Northwest Detroit (100-yr storm)	696.24mg
Total Pervious Runoff	239.81mg
Total Impervious Runoff	318.53mg
<b>TOTAL RUNOFF</b>	<b>558.34mg</b>

### How much water can the existing gray system manage?

<b>TOTAL GRAY INFRASTRUCTURE CAPACITY</b>	<b>9.65mg</b>
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### How much water can be managed by green infrastructure?

#### TOTAL RUNOFF MINUS GRAY CAPACITY

**549**  
MILLION GALLONS (mg)

### Northwest Detroit has some existing green infrastructure...

Existing Canopy Interception	22mg
Recent DWSD Projects	.22mg
<b>TOTAL REDUCTION</b>	<b>22.22mg</b>

**526**

MILLION GALLONS (mg)  
OF RUNOFF TO MANAGE  
THROUGH  
GSI AT A 100-YEAR STORM

# GSI Toolkit Strategies

## Single-lot Strategies



**Residential Rain Garden**  
40' x 100' Rain Garden 6" average depth underdrain

**14,960 gal**



**Rain Barrel**  
Individual 55 gallon rain barrel connected to downspout

**55 gal**



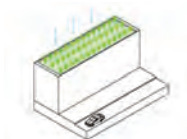
**Vacant Lot - Central Ponding**  
50'x110' lot, 5' setback, 5:1 side slopes. Ex. Old Redford Gardens, Brightmoor (40' x 90' x 1.5' ponding) 12" bioretention soils

**67,320 gal**



**Green Roof - Intensive**  
1000 sf; variable green roof media depth, 1/3 - 18", 1/6 - 4", 1/6 - 36", and 1/3 pavers

**2,369 gal**



**Green Roof - Extensive**  
1000 sf, 4"-deep green roof media. 2005 EPA study found summer retention of 95+%, winter retention < 20%. average annual retention 20-50%.

**748 gal**

## Right-of-way Strategies



**Median : Narrow**  
5'-wide x 40' x 6" ponding. 12" rain garden soils, no outlet to sewer. Maintain existing trees

**1,196 gal**



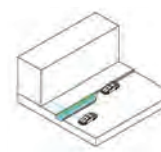
**Median: Medium**  
15'x 40'x 9" ponding. 12" bioretention soils. Tie underdrain to storm sewer. Overflow structure

**4,712 gal**



**Median: Wide**  
25' x 40' x 9" ponding. 12" bioretention soils. Tie underdrain to storm sewer. Overflow structure

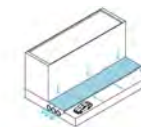
**7,854 gal**



**Bulb Out**  
234 square feet. 18" bioretention soil. 8" filter material. 6" ponding

**2,013 gal**

## Aggregated-lot Strategies



**Porous Paving With Stormtech System**  
1000 sf 16" Tall SC-310 stormtech system with 10" stone above and below

**7,405 gal**



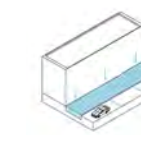
**Productive Land: Forestation**  
1 acre; volume of runoff in gallons reduced by going from current lot (C=0.5) to wooded lot (C=0.1)

**55,934 gal**



**Productive Land: Crops**  
1 acre; volume of runoff in gallons reduced by going from current lot (C=0.5) to crops lot (C=0.2)

**41,950 gal**



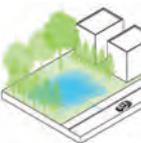
**Porous Paving With Underground**  
1000 sf of porous pavement, with 3' of stone storage below, 30% porosity

**6,732 gal**



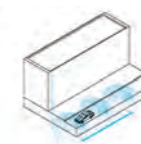
**Productive Land: Hoop House Growing**  
1 acre; volume of runoff in gallons reduced by going from current lot (C=0.5) to agricultural land with greenhouses (C=0.45)

**6,992 gal**



**Central Ponding/Stormwater Park**  
Ponding size and park amenities can vary significantly depending on available land. See page 43 for recommended large-scale facilities.

**.2 - 50 gal**



**Cistern**  
Individual 10,000 gallon underground rain cistern receiving rainfall from business roof drains

**10,000 gal**

# The Right Sites

There is a large amount of water in Northwest Detroit during major storm events that must be managed to protect the health, quality of life and property of area residents. The Northwest Green Stormwater Infrastructure (GSI) Master Strategy identifies publicly owned parcels, major arterials and residential streets where GSI has the greatest potential to achieve GSI strategy goals.

In many cities around the county, GSI projects are evaluated on a basis of construction cost per volume retained or detained. In Northwest Detroit, however, cost per volume is not the only criteria for investment and prioritization. Future projects should strive to achieve multiple social, environmental, economic and aesthetic benefits for the region. As the City moves forward with GSI initiatives and works with community members, the following criteria should be used to help select which individual lots, large storage areas and streetscapes should be prioritized for initial funding of future projects.

## PRIORITIZATION CRITERIA FOR GSI SITE SELECTION

### SINGLE LOT STRATEGIES



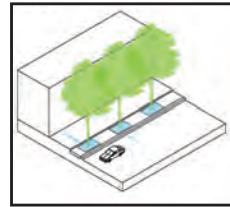
- Lot is on a block with over 50% occupancy
- Lot is located within historic floodplain
- Lot is adjacent to or along recommended greenway routes
- Responsible party for maintenance is identified

### AGGREGATED LOT STRATEGIES



- Capacity for a minimum of 10,000 gallons of retention or detention
- Lots are on a block with less than 50% occupancy
- Lots are located within historic floodplain
- Lots are adjacent to or along recommended greenway routes
- Responsible party for maintenance is identified

### RIGHT-OF-WAY STRATEGIES: ARTERIALS AND MAJOR ROADWAYS



- Right-of-way traffic capacity exceeds 2016 traffic counts
- Canopy coverage along right-of-way is less than 20%
- Active businesses occupy more than 50% of buildings along roadway
- Responsible party for maintenance is identified

### RIGHT-OF-WAY STRATEGIES: RESIDENTIAL STREETS



- Blocks along residential street are over 50% occupied
- Street connects to park, greenway or other GSI project
- Right-of-way has significant volume capacity
- Right-of-way includes existing green spaces, such as wide tree lawns or medians
- Responsible party for maintenance is identified



### GSI Master Strategy

The master strategy for Green Stormwater Infrastructure (GSI) includes three major concepts:

#### 1. Store Water

The master strategy identifies specific sites in each of the area's four subwatersheds that provide an opportunity for large-scale storage. These sites can both remove significant amounts of water from the combined system and provide downriver relief for the existing system, reducing the chance of backups and overflows.

#### 2. Slow Water

There are several publicly owned parcels, facilities and right-of-way locations throughout Northwest Detroit that possess characteristics qualifying the site for GSI integration that would help to slow rainwater movement and reduce flow rates of stormwater runoff.

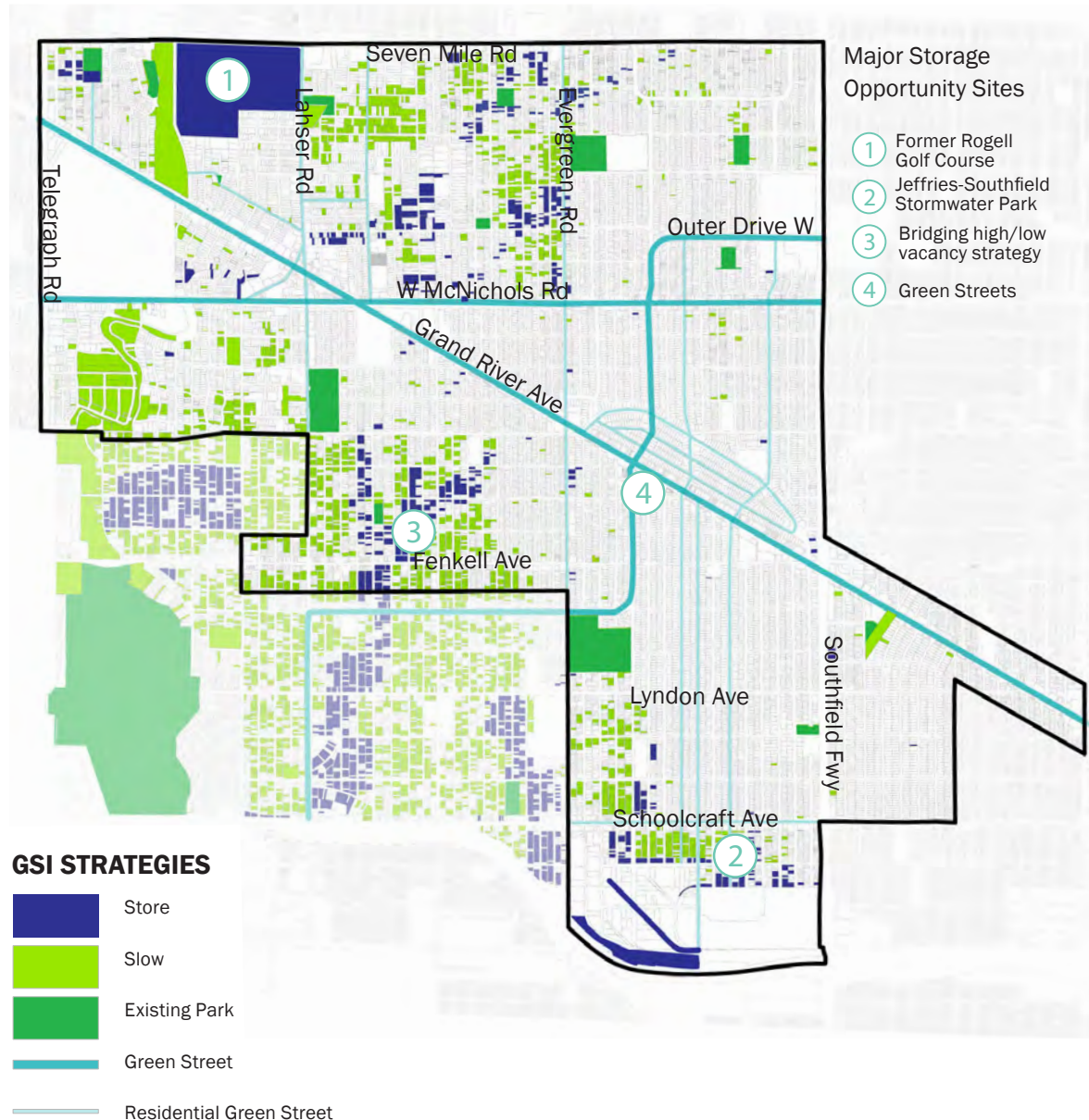
#### 3. Clean Water

Water quality is an important element of the design and function of recommended GSI strategies. By incorporating practices that improve water quality, Northwest Detroit will contribute to local human and wildlife health as well as reduce costs for regional stormwater management.

### Major Storage Sites

To manage the large volume of water in Northwest Detroit, it will be important to create large storage facilities. Several sites have been identified in the area that provide this opportunity, based on the following criteria:

1. Parcels have high potential for assembly
2. Located within or near historic floodplain
3. Size allows for high storage capacity
4. Site presents opportunity for multiple uses
5. Site allows for collaborative design and construction



## Residential Green Streets

Northwest Detroit has experienced severe stormwater flooding. Green Stormwater Infrastructure provides a cost-effective way to capture stormwater and help alleviate the problem. While it is not the only solution required, it can help alleviate the problem. Because an existing water conveyance system is in place in the roadways, utilizing the parkway space between the road and sidewalk presents an opportunity to integrate green stormwater infrastructure along the streets.

For residential streets, rain gardens can be integrated into the rights-of-way (ROW), if the street is wide enough. In this case, rain gardens would be integrated into the parkway space between the sidewalk and roadway. This should only occur in sections without existing trees. For narrow streets, bulb-outs can be used. Bulb-outs can also be added to wider streets. A simple curb cut with a water flow diffuser would allow water from the curb line to enter the rain garden system, which can be expanded with bulb-outs and adjacent vacant parcels. The bulb-outs have the added benefit of integrating traffic calming on residential streets. Many participants at the April 2017 open house expressed that they liked the traffic calming benefit bulb-outs can provide.

One of the concerns voiced by the community is around the potential appearance of rain gardens. Many examples of rain gardens can be found with native plant species that look unkempt and tend to collect debris. To keep a tidy appearance, recommendations include the incorporation of a mowed edge or stone maintenance ring around rain gardens. Plant species should be selected to further reinforce a clean and well-kept look.



Plan Concept for Wide ROW



Plan Concept for Narrow ROW



Conceptual use for residential green street

# Jeffries-Southfield Industrial District

## Existing Conditions

The Jeffries-Southfield Industrial District (JSID) is zoned for M4 Intensive Industrial uses, which permit some typically more objectionable industrial uses. Because of this, the code describes that this use is rarely, if ever, located adjacent to residential districts. The JSID is, however, adjacent to a residential community located to the north. Residents describe conflicts between homes, local residents, pedestrians and existing truck routes who typically enter the District from Schoolcraft Avenue and drive south on residential streets, Artesian Street and Auburn Street. Other transportation concerns include identifying safe routes for workers who ride the bus and walk to JSID from Schoolcraft Avenue. The JSID has significant amounts of impervious surface and, as a result, there are some challenges with stormwater management in this area after major storm events.

## Land Reuse Concept

Long-term recommendations for the JSID include the reuse of vacant sites, the incorporation of new mobility routes and a rerouting of trucks accessing the site.

### 1. Create a Buffer to Separate Industrial Use

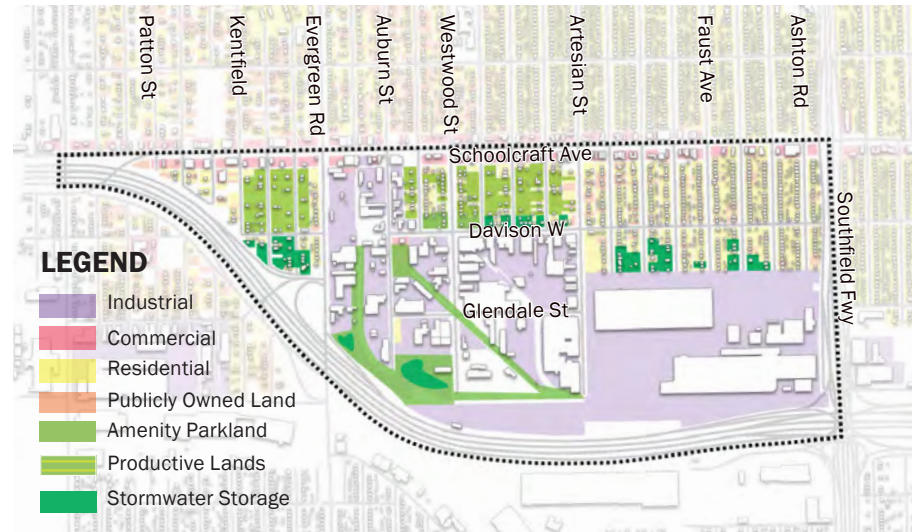
A significant amount of single-family residential parcels to the north of the industrial uses are now vacant and publicly owned. These parcels should be reused to create a buffer between residents and the heavy industrial area. This buffer could function as a park-like entry feature into the district. Strategically selected parcels could also be used for water storage and GSI projects to help manage water falling on the district's impervious surfaces.

### 2. Provide Workplace Amenities

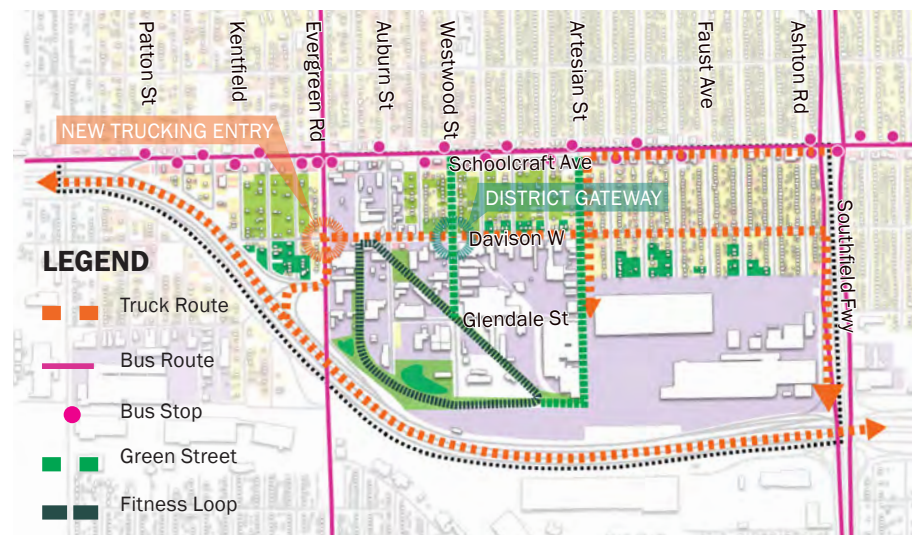
As Detroit-based employers continue to compete for quality workforce, it is important to create a workplace atmosphere where people can enjoy their day. Using unused spaces, like the old rail line, in the district for walking loops, rest areas and outdoor gathering places will give the JSID new amenities to attract and retain employees.

### 3. Reroute Trucks into and out of JSID

The JSID should work with the City of Detroit to re-define truck routes that minimize conflicts between residents, pedestrians, workers and trucks and create the most efficient passage for trucking into and out of the JSID.



New Land Use



New Circulation Routes

8

**CONCLUSION**



# Conclusion

Through the combined efforts of the City of Detroit, community members, and the consultant team, this framework aims to encourage reinvestment and improve the quality of life of residents in Northwest Detroit. The plan reflects the pride and positive outlook local residents have in their community and focuses solutions on near-term and long-term strategies in specific, defined geographies. Encouraging growth in nodes through targeted investments will create a catalytic impact on Northwest Detroit neighborhoods through revitalizing structures and vacant lands. This plan breathes new life into these areas by elevating the aesthetics of architecture and landscapes through new public-realm amenities.

A site inventory and analysis revealed nodes along Grand River Avenue that are primed for growth. These areas were identified for near- and long-term recommendations utilizing four master strategies:

- Support New Housing and Economic Development
- Improve Connectivity and Travel Experience
- Enhance Open and Public Realm
- Integrate Green Stormwater Infrastructure

The community outreach, led by the City of Detroit, was vital in conducting a process that involved residents in setting the agenda, identifying key areas and making decisions to prioritize strategies for implementation.

The near-term strategies aim to stabilize specific areas in the Northwest neighborhoods to initiate reinvestment. The Holcomb School Reuse and Old

Redford Neighborhood Stabilization investments hope to bring new businesses, aesthetics, and sense of place to this target area by packaging sites and incentivizing development. Improvements to open space and public realm amenities as well as an emphasis on programming at Rogell, streetscapes along Grand River Avenue, and the Arts Loop, will engender a greater sense of place among residents and create destinations within Northwest Detroit. Through programming and placemaking these areas will begin to serve as additional nodes of investment.

The long-term strategies provide a more holistic framework for future neighborhood development. Reinvestment in historic structures will allow Northwest Detroit to maintain its roots and create a more economically viable, sustainable community with streetscape improvements promoting local and citywide use of these areas. Creating new open space linkages through local and regional trails and greenways will provide residents new routes to explore within their community and create a lasting resource for the region along the Rouge River. Green Stormwater Infrastructure integrated across the site helps strategically tackle the problem of flooding during heavy rain events. When combined, these strategies will help the City of Detroit create new opportunities for Northwest Detroiters to live in a vibrant, safe and supportive community.

The following pages identify City departments responsible for implementing these strategies and projects. Only through concentrated and collaborative City efforts will these investments be aligned and realized.



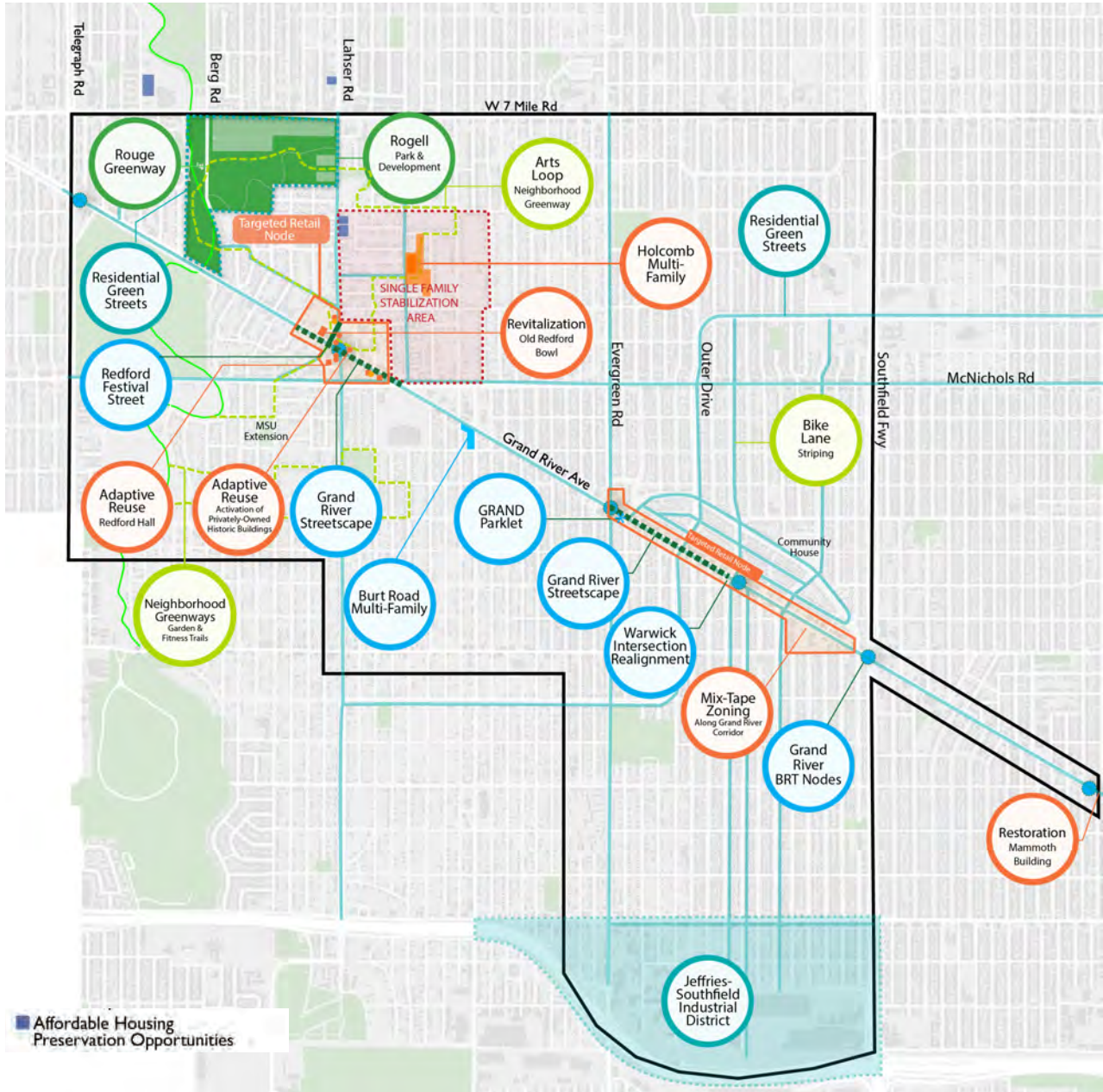


Diagram of Near-Term and Long-Term Investments

INITIATIVE	INITIAL ACTION	END GOAL	RESPONSIBILITY											
			CPC	DDOT	DEGC	DLBA	DON	DPW	DWSD	GSD	HRD	MDOT	PDD	PLA
<b>Framework Plan</b>														
<b>Ongoing Stakeholder Outreach</b>	Publicize framework plan and its initiatives	Monitor and respond to community priorities												
<b>Housing and Economic Opportunity</b>														
<b>Overall Strategy</b>														
Holcomb Elementary School Reuse	Issue RFP and identify potential developer	Renovate and tenant the former Holcomb Elementary School building and achieve responsible maintenance and public open space amenity on surrounding landscape												
Single-Family Stabilization in Old Redford	Leverage DLBA programs (Auction, Own-it-Now, Sidelot and Community Partner) to redevelop vacant lots and structures	Achieve productive use and responsible maintenance for all parcels within the Old Redford Neighborhood area												
Mix-Tape Zoning	Begin process for Re-zoning	Re-zoning Package Approved												
Old Redford and Grandmont Rosedale Growth Plan	Targeted assistance through DEGC programs to tenants and property owners	Increase retail occupancy and responsiveness to community/market interest by opening businesses in improved spaces												
Adaptive Reuse of Redford Hall	Long-Term: Issue RFP and identify potential developer	Mixed-use development to strengthen diversity of housing options in Northwest Detroit												
Multifamily Construction Burt Road	Long-Term: Issue RFP and identify potential developer	Develop new housing to strengthen diversity of housing options in Northwest Detroit												
Adaptive Reuse Activation of Historic Buildings under Private Ownership	Work with property owners to explore opportunity for adaptive reuse of buildings and identify incentives and resources for technical assistance	Redevelop and activate vacant buildings, particularly those of cultural or historic significance												



INITIATIVE	INITIAL ACTION	END GOAL	RESPONSIBILITY											
			CPC	DDOT	DEGC	DLBA	DON	DPW	DWSD	GSD	HRD	MDOT	PDD	PLA
<b>Parks, Greenways and Open Space</b>														
<b>Overall strategy</b>														
Arts Loop	Issue Design RFP for Arts Loop and Vacant Lot Landscape Design	Build meaningful non-motorized connections within Old Redford to neighborhood assets through a network of Public Art Spaces												
Rogell Master Plan	Purchase of former Rogell Golf Course; Concept planning to incorporate future development potential and park space	Support new development along West Seven Mile and Lahser Roads integrated with a reimagined public park of multiuse trails and naturalized landscapes within the former golf course												
Rouge River Greenway	Masterplan and feasibility study to identify route alignment	Connect Detroit's West Side Parks via a multiuse greenway along the Rouge River												
Neighborhood Greenways	Identify parcels to integrate into alignment; Develop master plan	Build non-motorized connections between neighborhood assets and the future Rouge River Greenway												
<b>Green Stormwater Infrastructure</b>														
<b>Overall strategy</b>														
Rogell Neighborhood Stormwater Management Practice	Purchase of former Rogell Golf Course; Concept planning to incorporate green infrastructure and park uses	Build new stormwater capacity through green infrastructure to alleviate strain on existing gray system and reduce flooding, basement backups and direct overflow into Rouge River												
Residential Green Streets	Identify residential streets to receive improvements; Install new rain gardens and swales	Build stormwater management capacity and beautification into neighborhood streetscape improvements												
Jeffries-Southfield Industrial District	Create an advisory committee comprised of local area businesses to champion district-wide goals	Develop green infrastructure solutions to alleviate stormwater drainage costs and contribute to identity and amenity												
Green Stormwater Infrastructure Master Strategy	Identify vacant parcels of appropriate size and location for management of stormwater	Support public and private development of Green Stormwater Infrastructure that contributes to neighborhood priorities												

INITIATIVE	INITIAL ACTION	END GOAL	RESPONSIBILITY											
			CPC	DDOT	DEGC	DLBA	DON	DPW	DWSD	GSD	HRD	MDOT	PDD	PLA
<b>Streetscape and Mobility</b>														
<b>Overall strategy</b>														
Redford Festival Street	Confirm concept design, and test street closure through pop-up event. Gather community feedback	Implemented Streetscape redesign as a shared street supporting neighborhood arts, programming and special events												
Grand River Avenue Streetscape	Confirm concept design, cost and funding beginning with MDOT traffic study in Summer 2018	Implemented Streetscape redesign to support commercial growth and pedestrian friendly environment												
GRANDparklet	Test street closure through pilot project, using temporary materials. Gather community feedback	Convert underutilized road space at a unsafe intersection into a community space and gateway to Grandmont-Rosedale traditional mainstreet corridor												
Grand River Avenue Bus Rapid Transit	Identify and confirm Transit-Ready node locations with resident and interdepartmental stakeholders	Align Streetscape improvements and long-term development to support future BRT connections to downtown and suburbs via Grand River												

## Abbreviations and terms used in this document

BRT	Bus Rapid Transit
CPC	City of Detroit City Planning Commission
DDOT	City of Detroit Department of Transportation
DEGC	Detroit Economic Growth Corporation
DLBA	Detroit Land Bank Authority
DON	City of Detroit Department of Neighborhoods
DPS	Detroit Public Schools
DPW	City of Detroit Department of Public Works
DWSD	City of Detroit Water and Sewerage Department
F&B	Food & Beverage
GAFO	General Merchandise, Apparel, Furnishings & Other
GRDC	Grandmont Rosedale Development Corporation
GSD	City of Detroit General Services Department
GSI	Green Stormwater Infrastructure
HRD	City of Detroit Housing and Revitalization Department
JSID	Jeffries-Southfield Industrial District
NG&S	Neighborhood Goods & Services
MCM	City of Detroit Motor City Match Program
MDOT	Michigan Department of Transportation
PLA	City of Detroit Public Lighting Authority
PDD	City of Detroit Planning and Development Department
ROW	Right-of-way
RFP	Request for Proposals

**A healthy and beautiful Detroit,  
built on inclusionary growth,  
economic opportunity, and an  
atmosphere of trust**

**CITY OF DETROIT**  
MAYOR MICHAEL DUGGAN  
**PLANNING AND  
DEVELOPMENT DEPARTMENT**  
MAURICE COX, DIRECTOR

