

JANUARY 25,  
2024



JOE  
LOUIS  
GREENWAY

# NEIGHBORHOOD PLANNING STUDY

COMMERCIAL + SMALL BUSINESS

# WELCOME!

---

## TODAY'S AGENDA:

- About the JLG Neighborhood Planning Study 5 min
- What we **HEARD**: Community Input 5 min
- What we **FOUND**: Data Analysis 10 min
  - Retail + Office
  - What does this mean for small businesses? 10 min
- Draft strategies and **IDEAS** 10 min
- Questions 15 min
- Breakout Discussions 5 min
- Next Steps



JOE  
LOUIS  
GREENWAY

*The Joe Louis Greenway is a recreational pathway that will unify Detroit's neighborhoods, people and parks. Through this greenway, we strive to honor Joe Louis by providing equitable spaces through arts, programming, and economic opportunities for all*

JOE LOUIS GREENWAY

# INTRODUCTIONS

## CITY OF DETROIT

### PLANNING & DEVELOPMENT DEPARTMENT



**ANTOINE BRYANT**  
Director



**DARA O'BYRNE**  
Deputy Director



**KAREN GAGE**  
Director of Design  
and Development  
Innovation



**MICHELE  
FLOURNOY**  
Urban Designer,  
Greenways and Open  
Space Coordinator



**JOSEPH KEMP**  
City Planner,  
Engagement  
Coordinator, Joe Louis  
Greenway



**DANIEL  
STEFANSKI**  
Real Estate  
Development  
Manager, Joe Louis  
Greenway



# INTRODUCTIONS

## CITY OF DETROIT

### GENERAL SERVICES DEPARTMENT



**CHRISTINA PELTIER**

Project Lead,  
GSD



**DAVID TOBAR**

Construction  
Administration,  
GSD



**ADAM JADUN**

Project Manager,  
DPW



**IDREES MUTAHR**

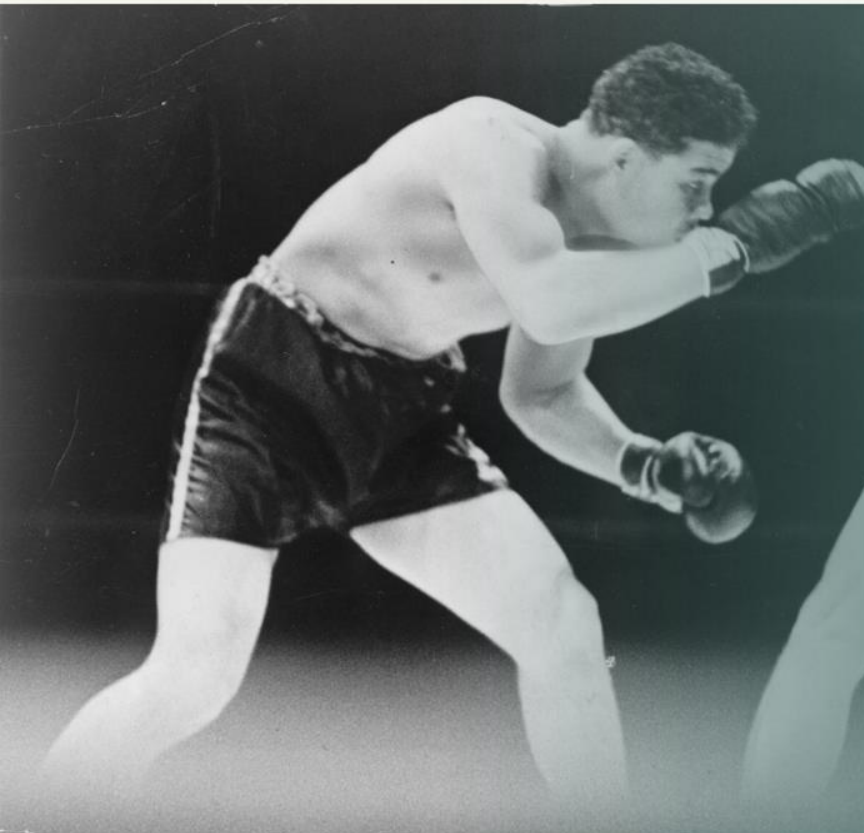
Project Manager,  
GSD



**CANDACE CALLOWAY**

Construction Coordinator  
GSD

# JOE LOUIS GREENWAY PARTNERSHIP



The **Joe Louis Greenway Partnership** is a 501c3 non-profit committed to ensuring the JLG is a space that celebrates the strength and determination of its surrounding communities through **accessible, family-friendly programming, beautification,** and ongoing **community engagement.**

*We focus on health and wellness, education, the environment, and thriving neighborhoods.*

## OUR MISSION



Leona Medley, Executive Director

[WWW.JLGPartnership.org](http://WWW.JLGPartnership.org)

[info@jlgpartnership.org](mailto:info@jlgpartnership.org)

313-482-1333



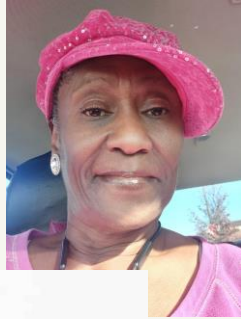
- Sustained advocacy for inclusive local development and investment.
- Corporate and philanthropic fundraising to support the long-term vision of the JLG.
- Broadening Access to Programmed Public Spaces for Seniors, Youth, and Families in Neighborhoods

# NEIGHBORHOOD PLANNING STUDY CONSULTANT TEAM





# CLT

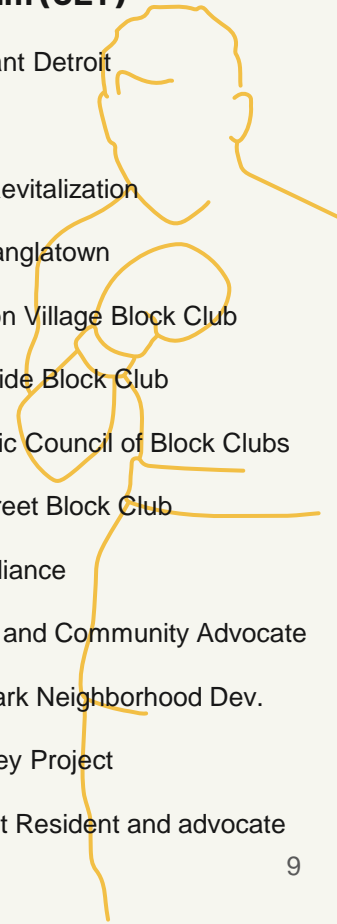


# Members



## Community Leadership Team (CLT)

- **Charlotte Blackwell**, Brilliant Detroit
- **Audra Carson**, Izzie LLC
- **Jeff Jones**, Hope Village Revitalization
- **Ali Lapetina**, Women of Banglatown
- **Miriam Smith**, East Davison Village Block Club
- **Crystal Simmons**, Sunnyside Block Club
- **Sheri Burton**, Midwest Civic Council of Block Clubs
- **Sabrina Luvene**, Esper Street Block Club
- **Deanna Stewart**, Equity Alliance
- **Sharlene Burris**, Resident and Community Advocate
- **Katrina Watkins**, Bailey Park Neighborhood Dev.
- **Erik Paul Howard**, The Alley Project
- **Lisa Rodriguez**, Southwest Resident and advocate



# JLG Framework Plan, 2021

## GOAL 1

THE GREENWAY  
WILL ENHANCE  
RESIDENTS'  
QUALITY OF LIFE  
AND PROMOTE  
COMMUNITY  
DEVELOPMENT

## GOAL 2

THE GREENWAY  
WILL PROMOTE  
EQUITY

## GOAL 3

THE GREENWAY  
WILL BE A UNIFYING,  
CONNECTIVE,  
MULTI-MODAL  
TRANSPORTATION  
NETWORK

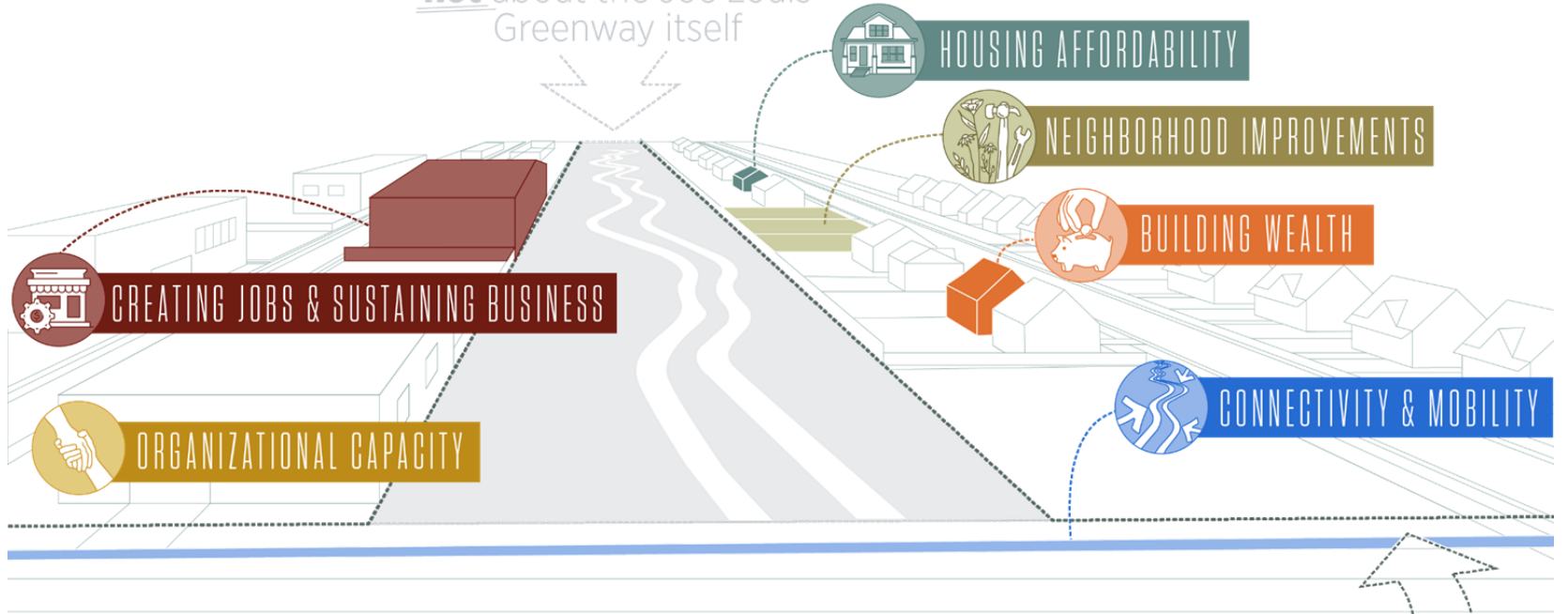


INCLUSIVE GROWTH STRATEGY

HOUSING AFFORDABILITY + WEALTH CREATION

CREATE JOBS + SUSTAIN & GROW BUSINESSES

This **JLG Planning Study** is not about the Joe Louis Greenway itself



This **JLG Planning Study** **\*is\*** about making sure the investment in the greenway **benefits the neighboring communities**

# IMPACTS FROM OTHER GREENWAYS



**South Platte River Greenway**  
Denver, CO

- Homes within a ½ mile of the South Platte River were valued 17% below the rest of the city in 1970 prior to Greenway, and 36% greater than the rest of the city as of 2017
- This transformation accounted for \$18B in home value appreciation, \$64M in additional tax revenue, and \$100M in additional school funding in Denver as of 2017

Source: [Doedderlein and Binnings, 2017](#)



**Midtown Greenway**  
Minneapolis, MN

- From 2000–2019, property located within 500 feet of the Greenway increased in value by \$1.8B, and property located within 1 mile increased in value by \$7.9B
- During this time, more than \$360M was spent on residential building permitting fees within 500 feet of the Greenway, generating at least 2.5K new housing units

Source: [Midtown Greenway Coalition, 2021](#)



**Indianapolis Cultural Trail**  
Indianapolis, IN

- Visitor spending is estimated to range from \$963K to \$3.2M for each segment of the Trail annually
- 50% of business owners located on the Trail have seen an increase in customers and 48% have seen an increase in revenue since the trail opened, leading to the creation of 40–50 new full-time jobs and 60 new part-time jobs

Source: [Majors and Burow, 2015](#)



**The 606**  
Chicago, IL

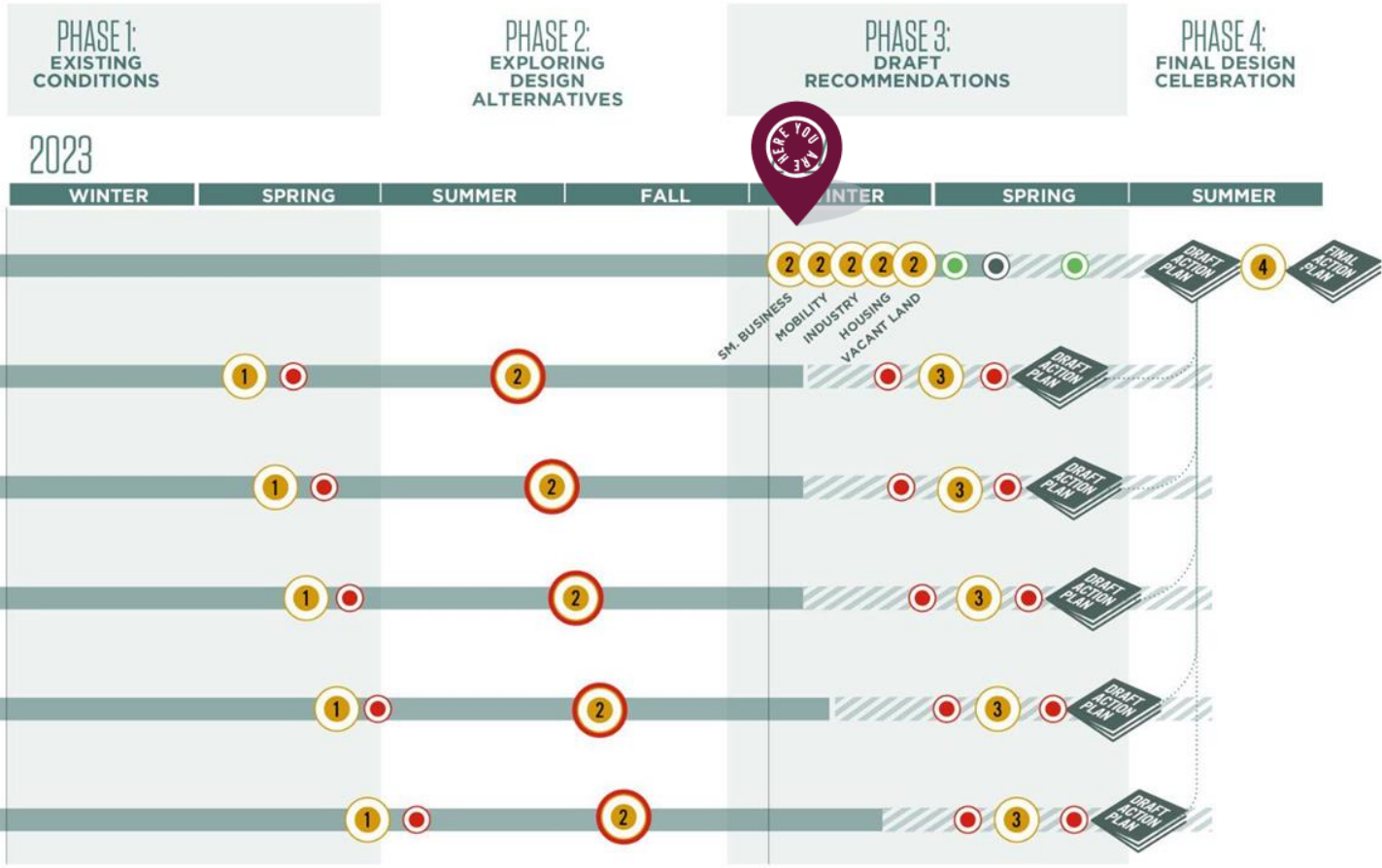
- From 2011–2015, per capita crime rates in neighborhoods along The 606 – especially low-income areas – fell significantly more than in similar Chicago neighborhoods farther from the trail
- Property crime rates fell fastest in the areas immediately adjacent to the 606, and gradually rose as proximity to the trail decreased

Source: [Harris, Larson, and Ogletree, 2015](#)



# JLG PLANNING STUDY

## OVERALL TIMELINE



-  PUBLIC COMMUNITY MEETINGS
-  CLT SMALL GROUP CONVERSATIONS
-  WALK + TALKS
-  ORGANIZATIONAL STAKEHOLDER FORUMS
-  CDO FOCUS GROUP



# TODAY!

We want to know your thoughts about the draft strategies for the Greenway

**01:**

Are these draft strategies **heading in the right direction?**

**02:**

Is there an idea that **excites you?**

**03:**

Are there potential strategies missing that **you would like to see?**





## KEY QUESTIONS:

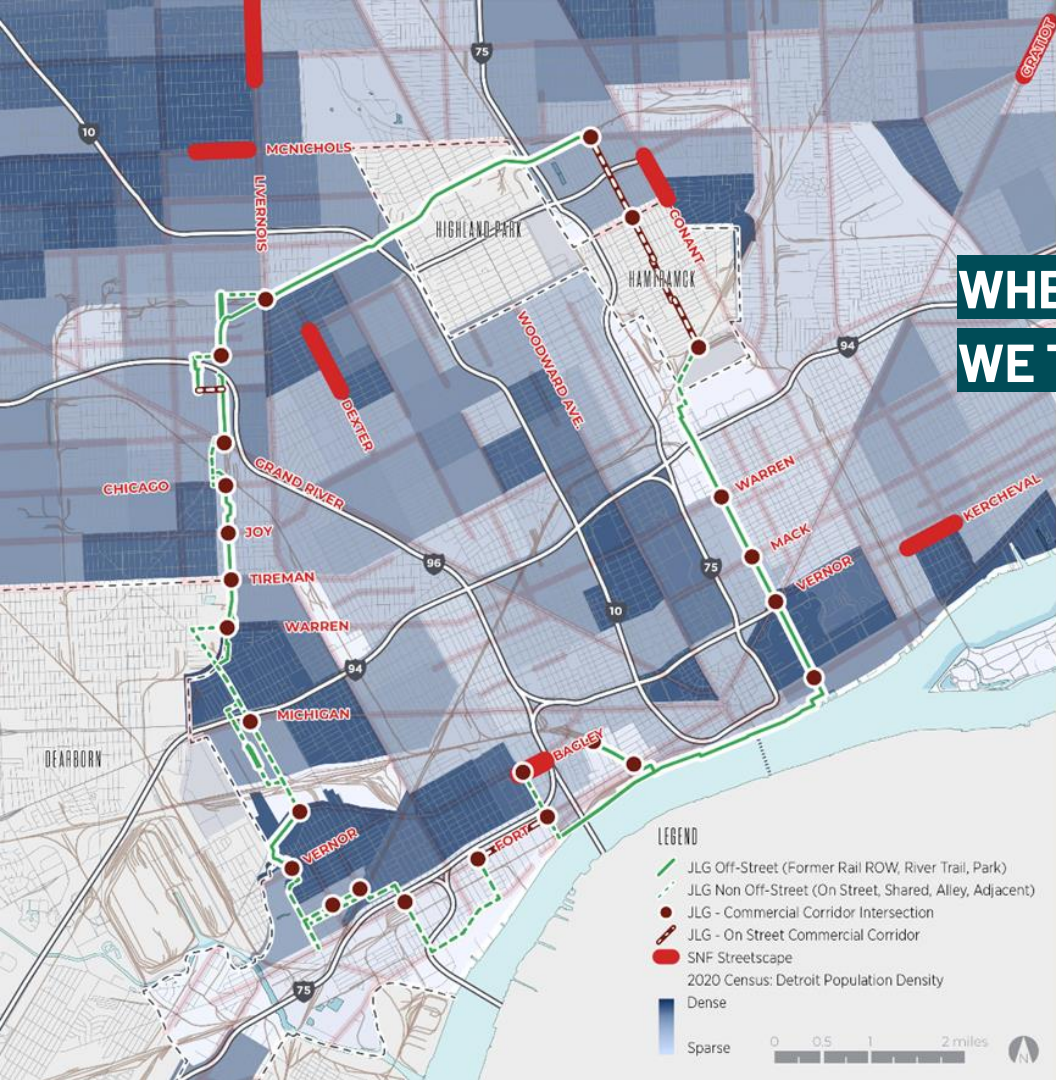
- How do we **connect trail users to small businesses** close to the greenway?
- How do we create opportunities for small businesses and entrepreneurs to **formally set up shop along the greenway?**

JLG at Tireman Ave in the Westside  
Left: Tireman Banquet + Conference Center



# COMMERCIAL CORRIDORS & INTERSECTIONS

**WHERE ARE WE TODAY?**

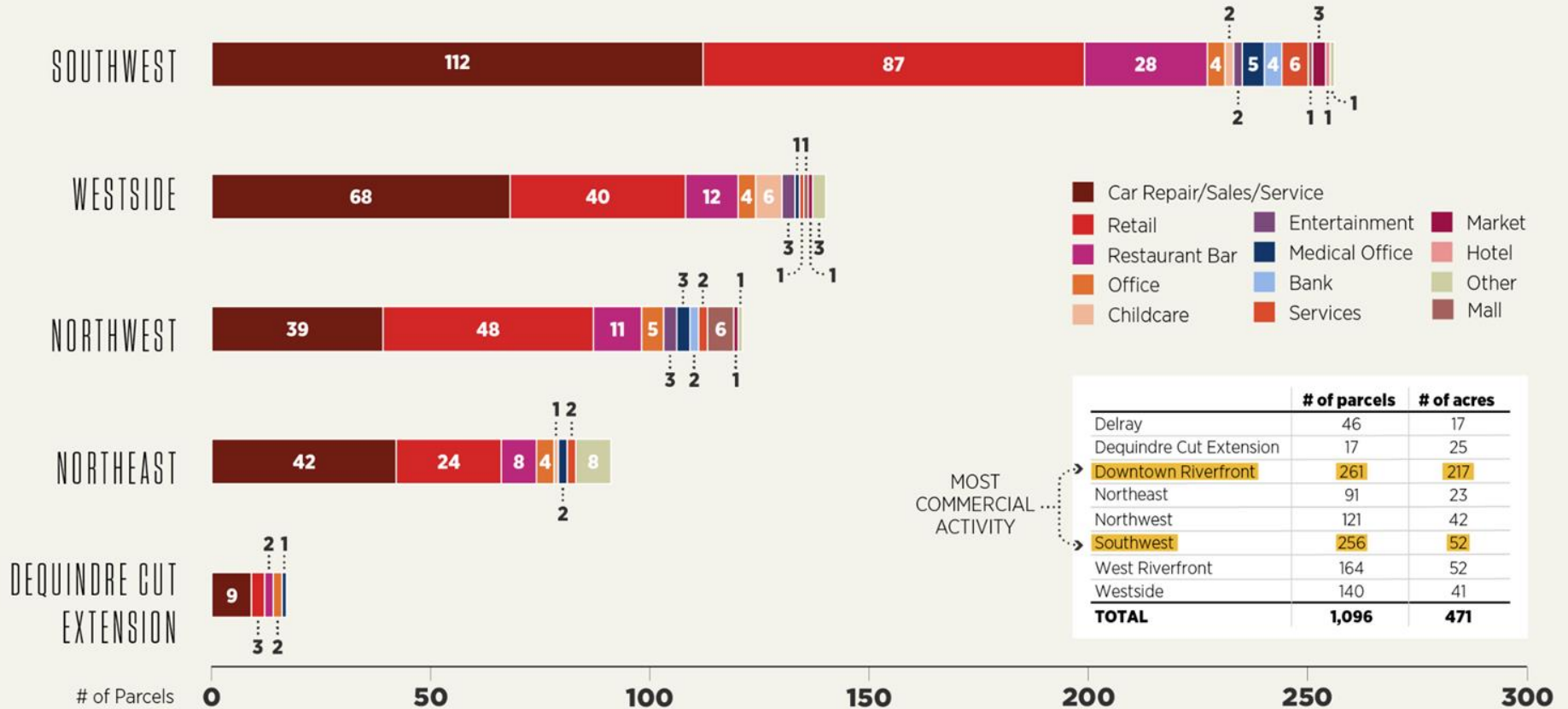


JLG Northeast, East McNichols

**Within a half mile of the Greenway...**

**The Greenway intersects with 23 commercial streets, and is along 4 corridors.**

# ACTIVE COMMERCIAL USE BY TYPE





# COMMERCIAL MARKET ANALYSIS



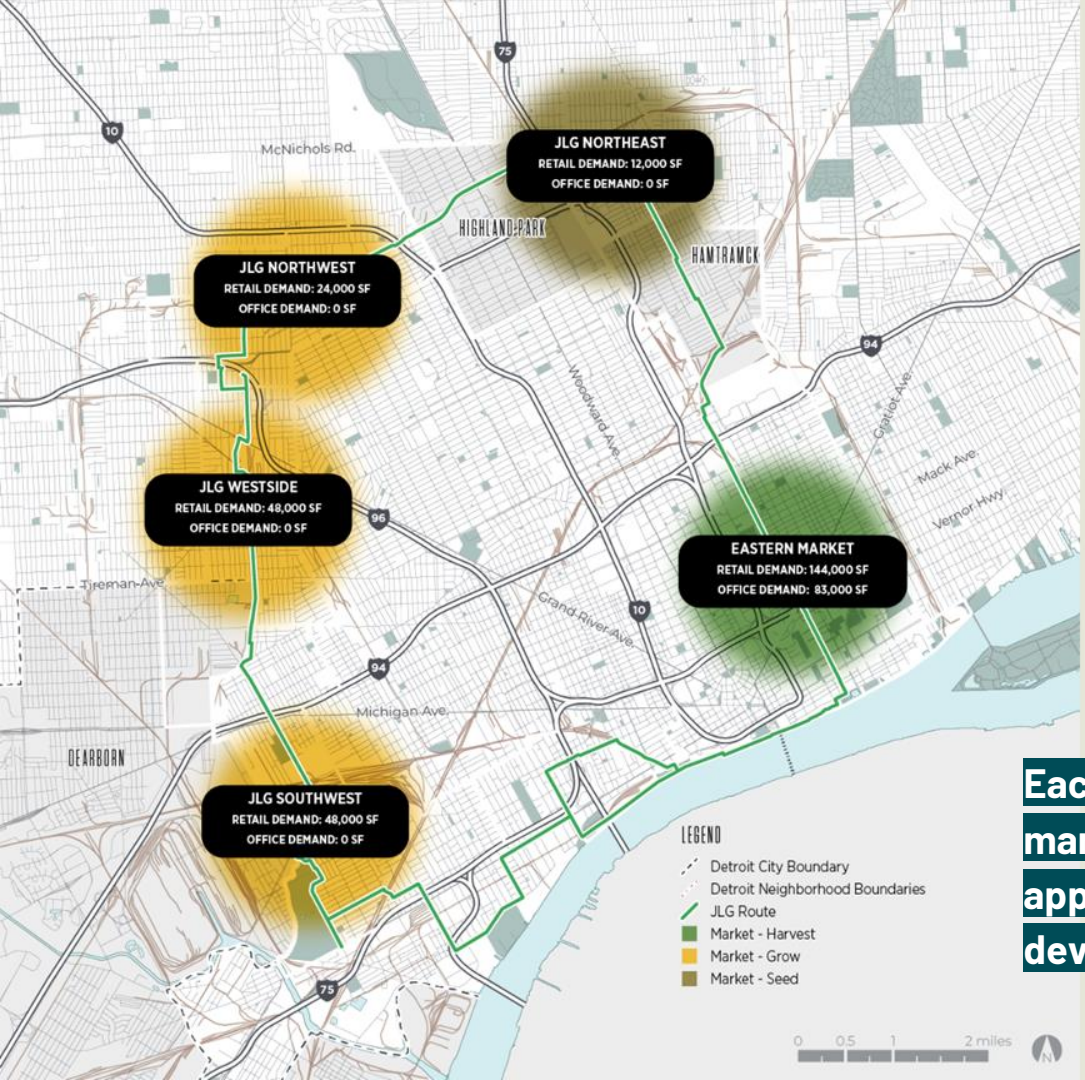
**HARVEST MARKETS:** Support demand for local retail and mixed use development.



**GROW MARKETS:** Support existing commercial businesses and investments. Prime areas for micro-retail pop ups.



**SEED MARKETS:** Improve perceptions in the short term to support long term development goals.



**Each area has slightly different market conditions and recommended approaches for commercial development strategies**



Residents want to see commercial corridors revitalized and thriving but several factors may impact whether or not new retail is possible.

- **Housing Density** is key to supporting commercial activity at all scales.
- Open a new retail business today face changes in global retail trends, such as the **rise of online shopping, and higher construction costs** for businesses that want a physical presence.
- **There is no "one size fits all" economic development strategy:** different neighborhoods will require different approaches to growth.
- Some corridors have very **negative perceptions** to overcome.



## The Joe Louis Greenway is a catalyst for small business and neighborhood connections along its route:

- The Greenway can bring **more foot traffic and visibility to small businesses and commercial corridors**, supporting economic growth.
- Programming through the Greenway can also **help home-based entrepreneurs throughout the city to scale up** and reach more customers.
- Over the next 5 years, **jobs are expected to increase city-wide, and there will be more opportunities for commercial growth.**





# WHAT ARE OUR GOALS?

1. Empower entrepreneurs
2. Support local businesses
3. Connect residents to jobs



# WHAT ARE OUR GOALS?

1. Empower entrepreneurs
2. Support local businesses
3. Connect residents to jobs

## DRAFT STRATEGIES:

- Target **Blight to Beauty initiatives** where commercial corridors intersect the JLG, including support for businesses and properties to achieve code compliance and plan for the future
- **Strategically invest to better connect commercial corridors** that are within walking/biking distance of the JLG
- Create programs to **support retail activity along the JLG** and create replicable models for non-traditional retail spaces around the greenway.
- Explore a long-term opportunity to **create space for entrepreneurs** alongside the greenway.



# Targeted BLIGHT TO BEAUTY on Commercial Corridors



## Tactical, Immediate Improvements

- SORRT team
- Targeted demolitions
- Boarding and painting vacant buildings
- Tree plantings
- Murals/ City Walls

## Neighborhood Stabilization

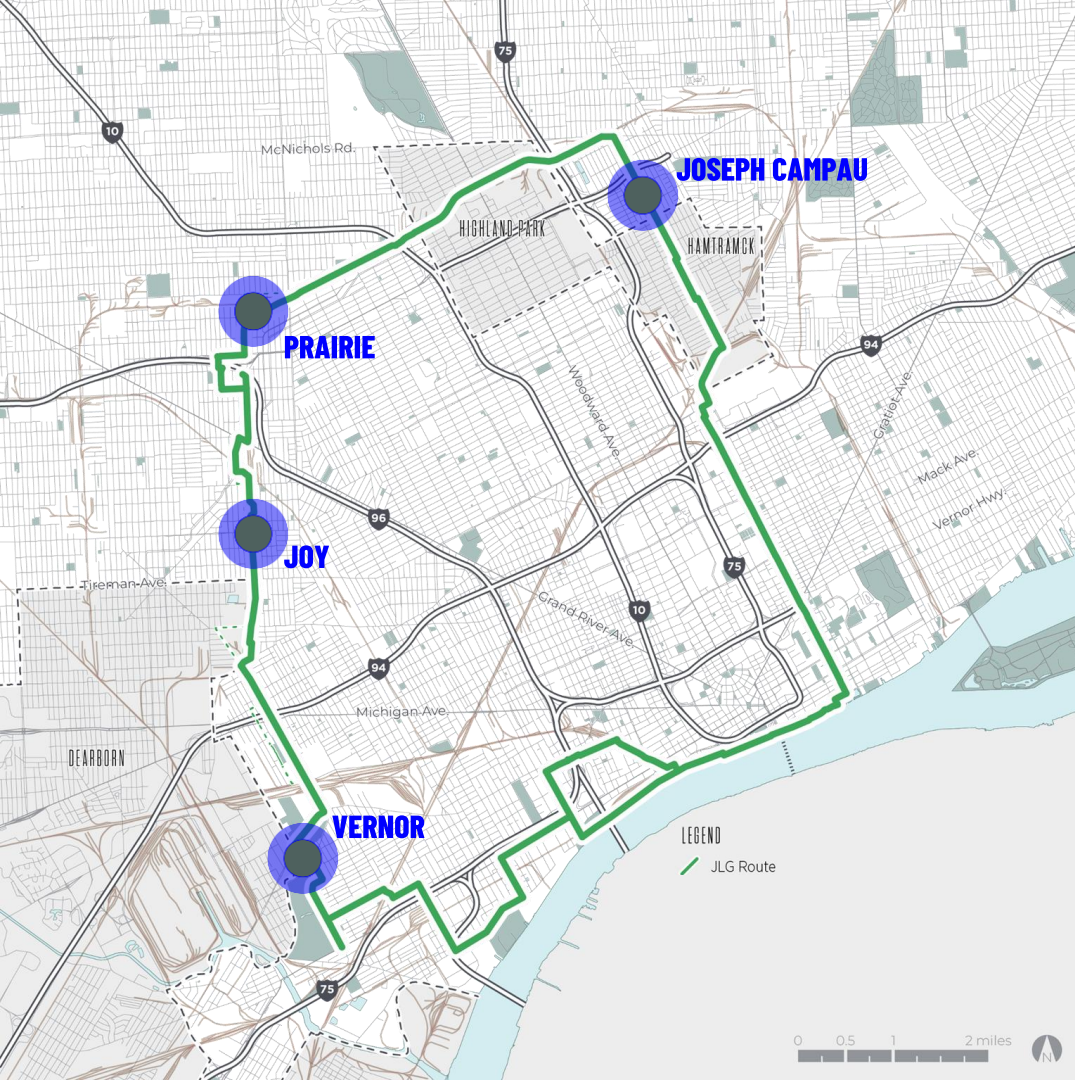
- Clean & Clear of vacant residential lots
- Clean up & Sale of Detroit Land Bank Properties (Own it Now, Auction, Bundled Sales)
- Targeted demolitions

## Safety

- Traffic safety enhancements: Crossings, Paint & Post, Quick build, Quick Impact
- Personal safety strategies: Green Light, CPTED, CVI

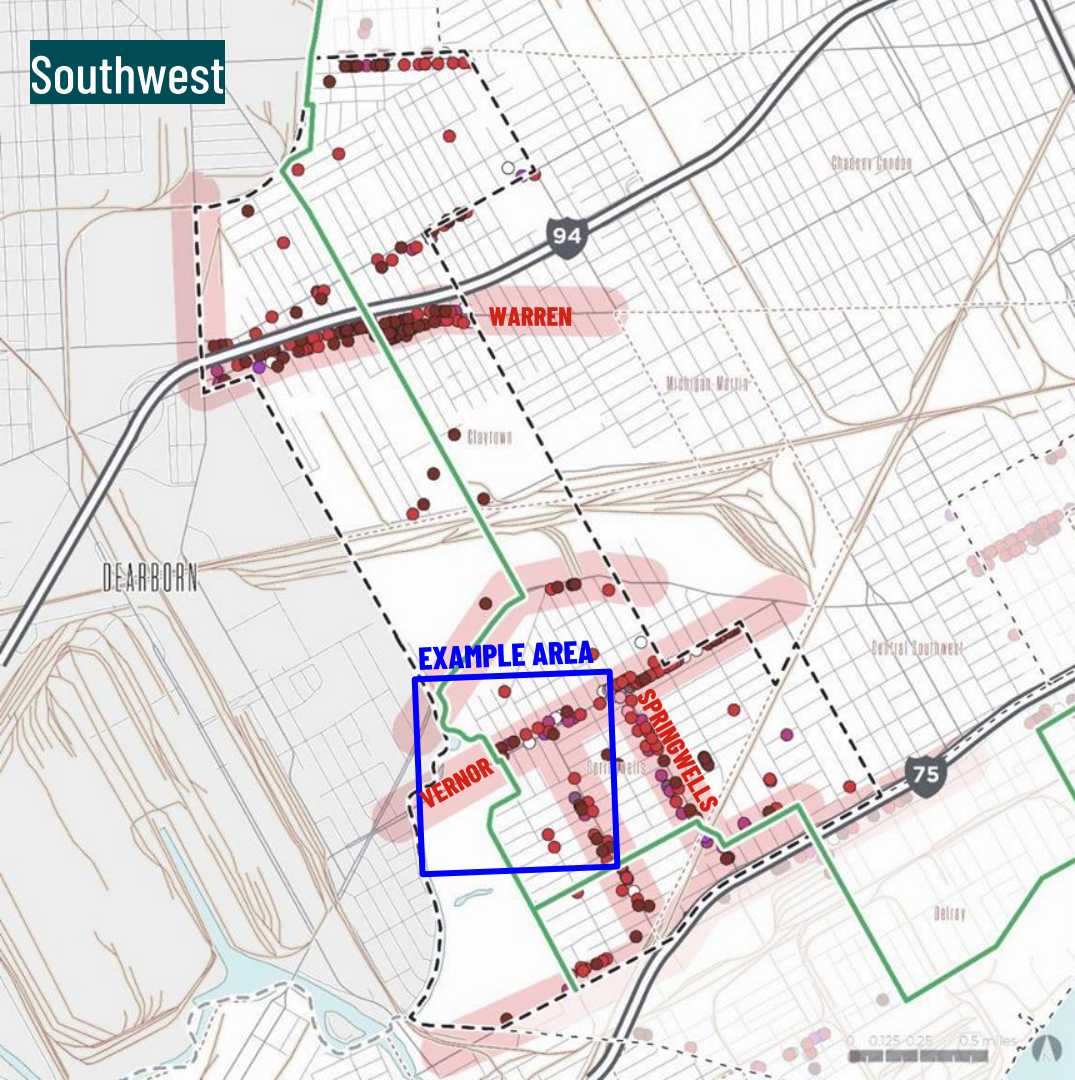






## HOW DO WE GET THERE?

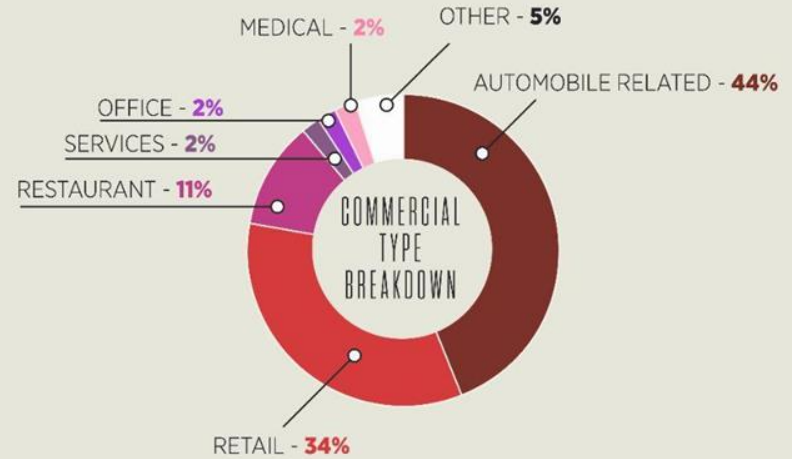
Four example areas around the Greenway were chosen to explore initial strategies based on initial engagement and analysis



# JLG SOUTHWEST - COMMERCIAL

## Commercial Type Breakdown:

(Number of properties for the entire Southside Planning Area)



## LEGEND

- Automobile Related
- Retail
- Restaurant
- Services
- Office
- Medical
- Other



# Strengthening connections to commercial corridors

LIMITED PUBLICLY-AVAILABLE  
LAND FOR DEVELOPMENT

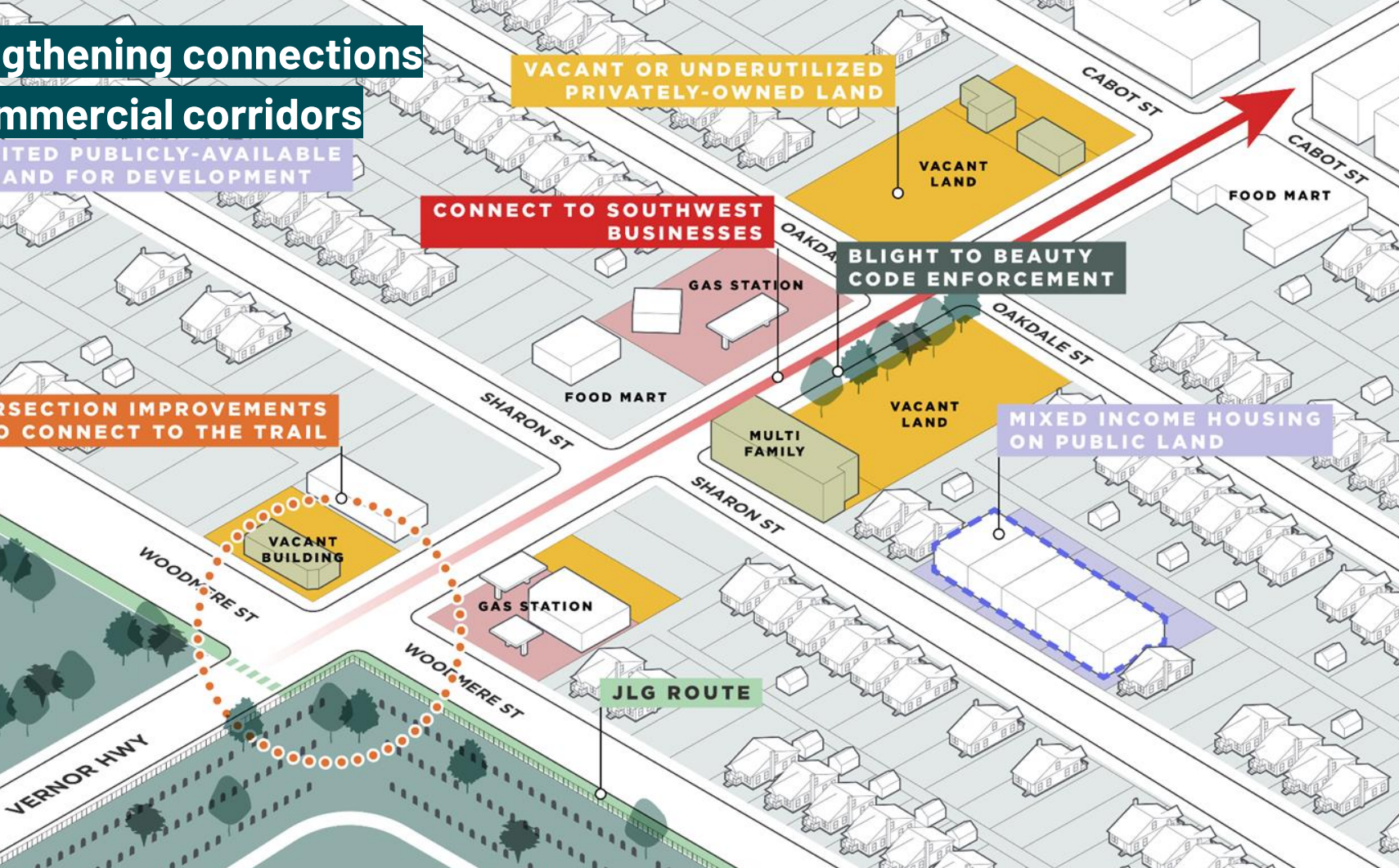
VACANT OR UNDERUTILIZED  
PRIVATELY-OWNED LAND

CONNECT TO SOUTHWEST  
BUSINESSES

BLIGHT TO BEAUTY  
CODE ENFORCEMENT

INTERSECTION IMPROVEMENTS  
TO CONNECT TO THE TRAIL

MIXED INCOME HOUSING  
ON PUBLIC LAND



VACANT  
LAND

FOOD MART

GAS STATION

FOOD MART

VACANT  
LAND

MULTI  
FAMILY

GAS STATION

JLG ROUTE

VERNOR HWY

WOODCRE ST

WOODMERE ST

SHARON ST

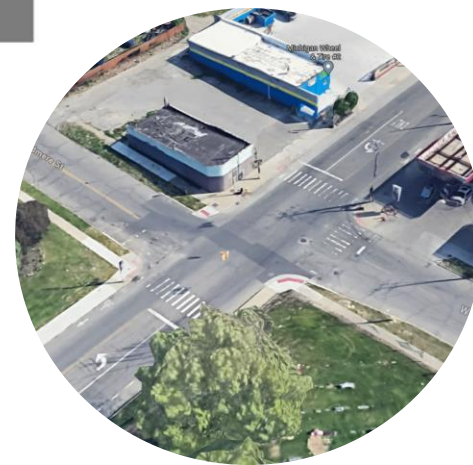
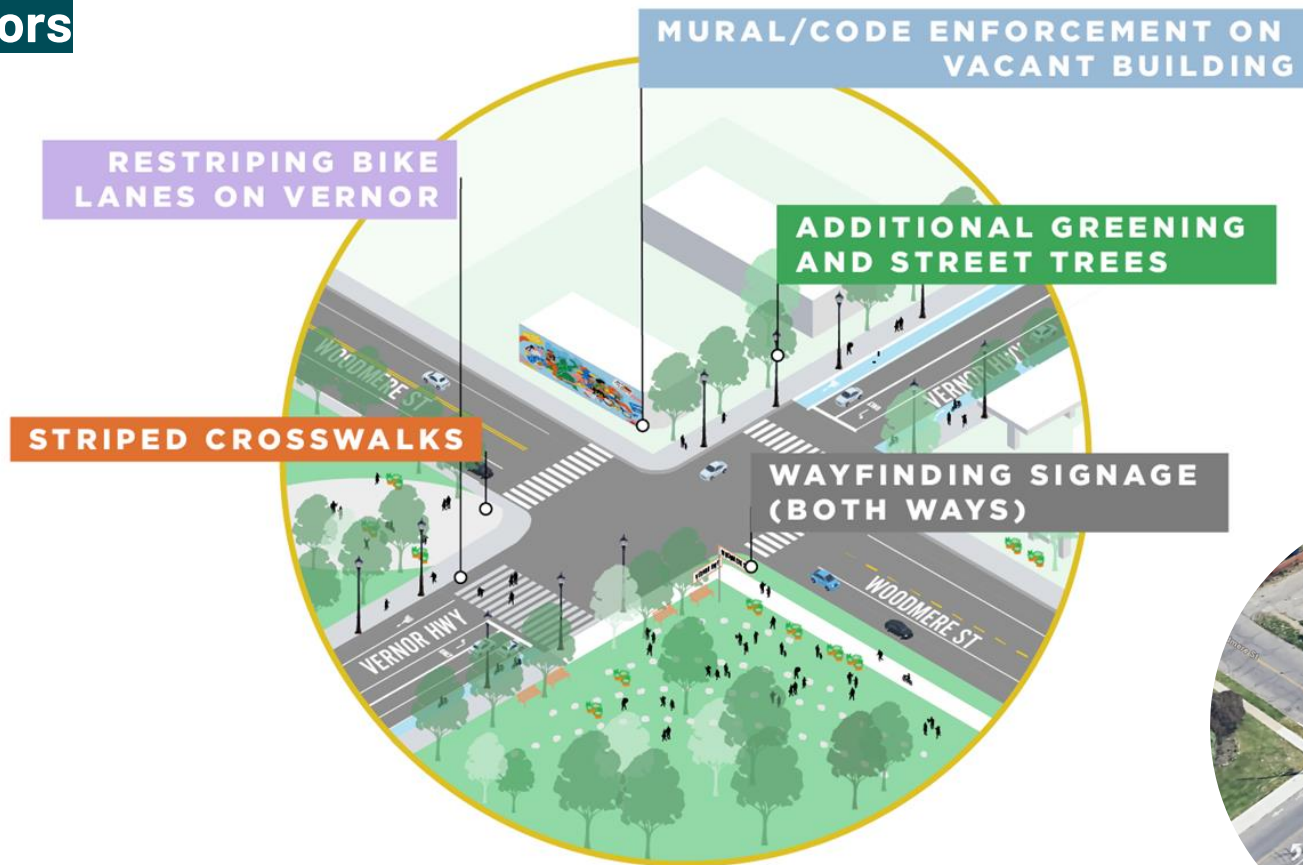
SHARON ST

OAKDALE ST

CABOT ST

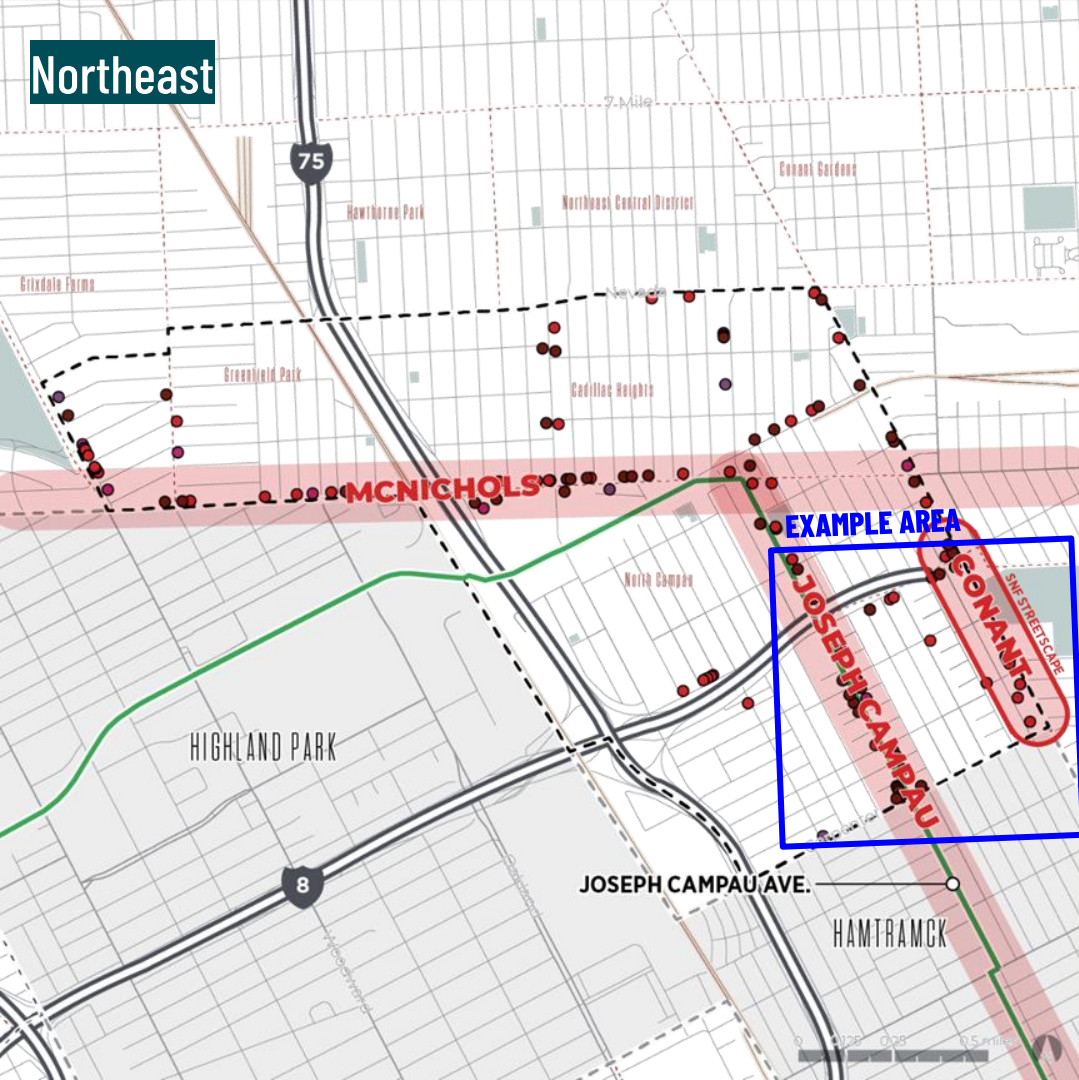
CABOT ST

# Improved Greenway Connections to Commercial Corridors





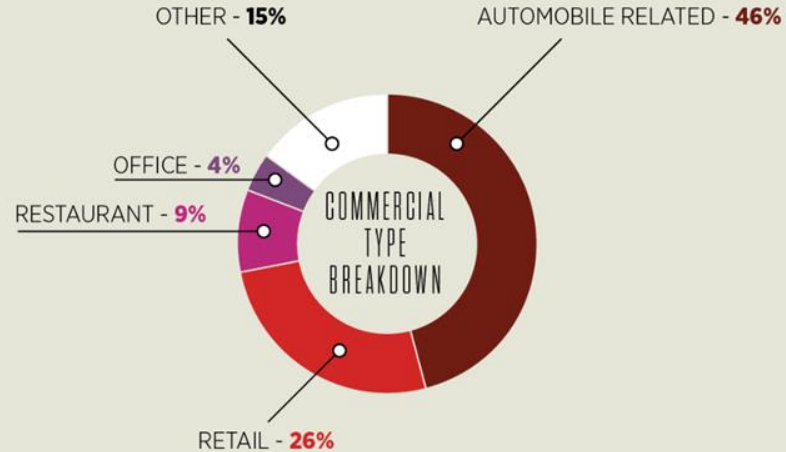
# Northeast



# JLG NORTHEAST - COMMERCIAL

## Commercial Type Breakdown:

(Number of properties for the entire Northeast Planning Area)



## LEGEND

- Retail
- Automobile Related
- Restaurant
- Office
- Other

# Support small businesses & strengthening connections to commercial corridors



## Sylhet Farm Produce Stand

photo source: one new humanity cdc  
<https://www.onenewhumanitycdc.org/blog/sylhet-farm-story>

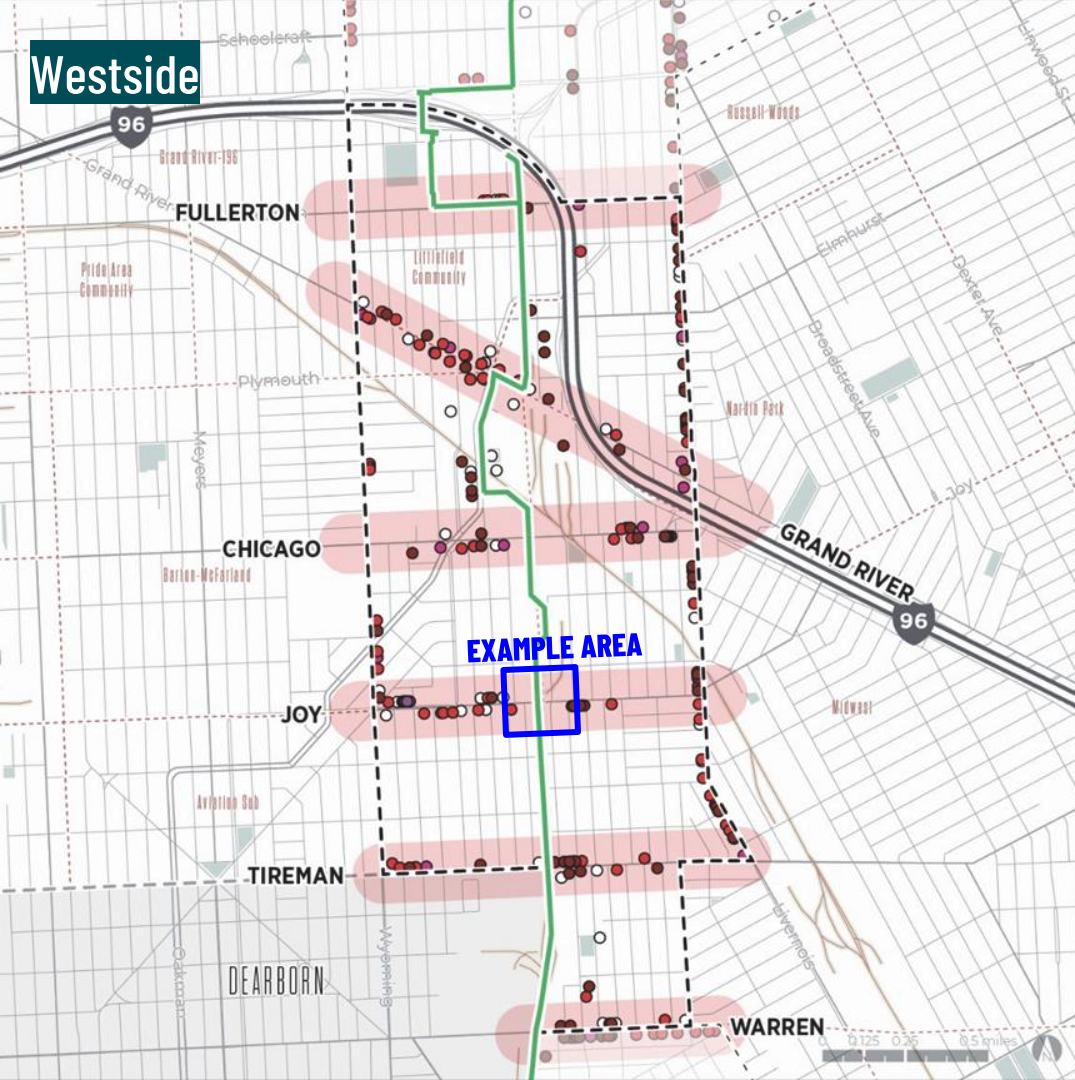
### Example Area Strategies:

- Focus greening enhancements (trees and planters) of the JLG on Joseph Campau from the Davison School to Halleck.
- Better connect Joseph Campau to SNF Corridor Conant on community identified streets Lawley and Halleck.
- Support Sylhet Farm to expand their produce stand facilities on Joseph Campau as a catalyst for more commercial activity.





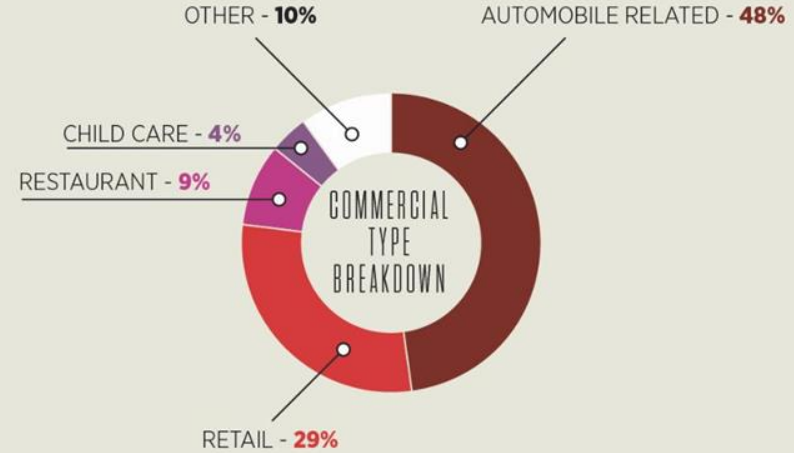
# Westside



# JLG WESTSIDE - COMMERCIAL

## Commercial Type Breakdown:

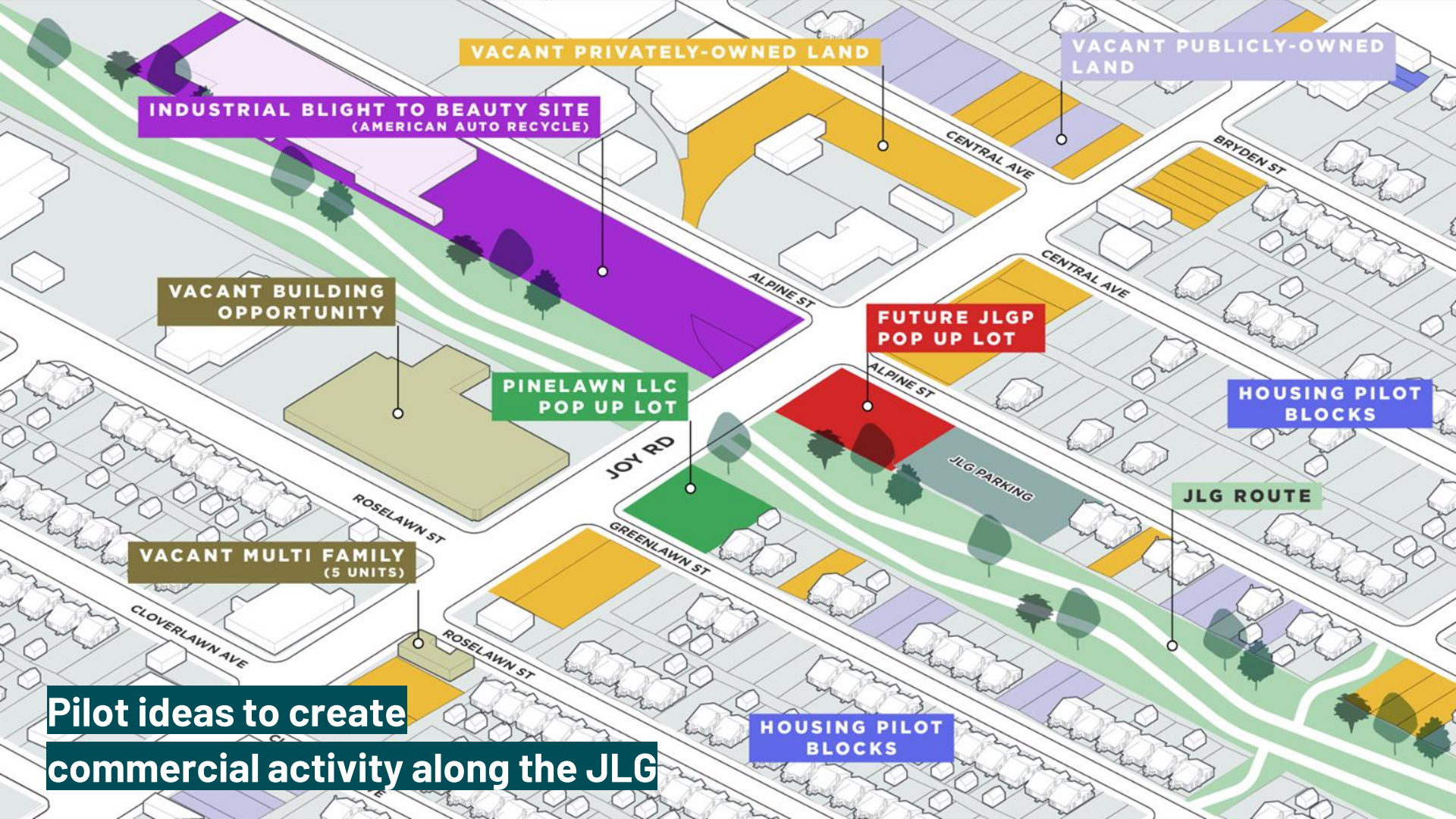
(Number of properties for the entire Westside Planning Area)



## LEGEND

- Retail
- Automobile Related
- Restaurant
- Child Care
- Other





VACANT PRIVATELY-OWNED LAND

VACANT PUBLICLY-OWNED LAND

INDUSTRIAL BLIGHT TO BEAUTY SITE  
(AMERICAN AUTO RECYCLE)

VACANT BUILDING OPPORTUNITY

PINELAWN LLC  
POP UP LOT

FUTURE JLG  
POP UP LOT

HOUSING PILOT  
BLOCKS

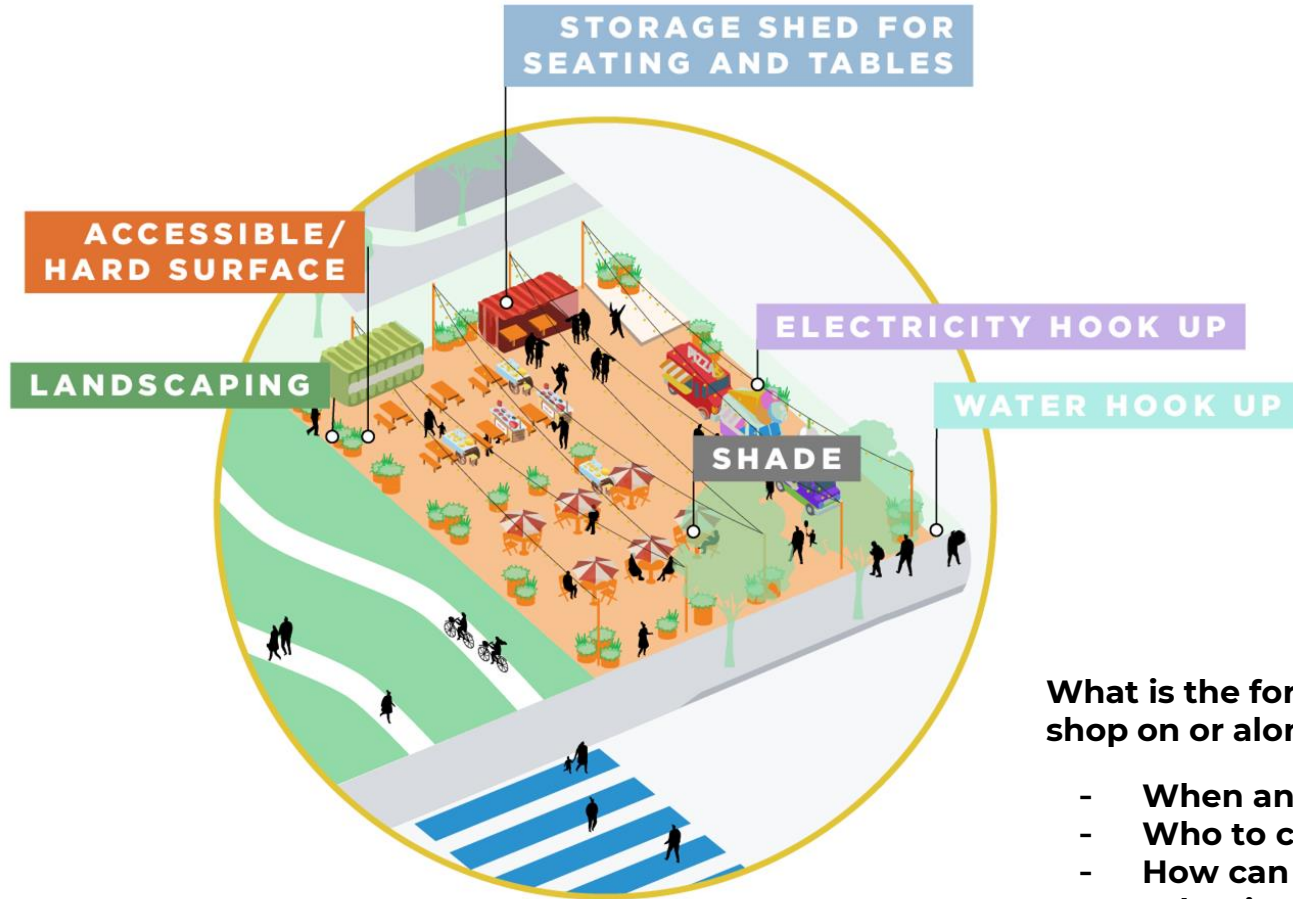
VACANT MULTI FAMILY  
(5 UNITS)

JLG ROUTE

HOUSING PILOT  
BLOCKS

Pilot ideas to create  
commercial activity along the JLG

# WHAT DO WE MEAN BY POP-UP?



**What is the formal process to set up shop on or along the greenway:**

- When and where is it allowed?
- Who to contact?
- How can the City make it easier?
- What is the role of JLGP?



# THE PARTNERSHIP'S FOCUS AREAS



COMMUNITY  
ENGAGEMENT



ACTIVATIONS/  
PROGRAMMING



GREENWAY  
EDUCATION



VOLUNTEERS &  
PARTNERSHIPS



NEIGHBORHOOD  
DEVELOPMENT



GREENWAY  
ENHANCEMENTS



## Activations

- Small Business Pop-Ups
- Fresh Fruit Market
- “Cooking From Your Garden” classes

## Play and Education

- Spelling Hopscotch
- Math and Ride
- Bike Safety
- Horticulture

## Community Leadership

- Capacity Building
- Youth Advisory Group
- JLG Ambassadors

## Health and Wellness

- Senior Stroll
- Health Screenings
- Dancing Your Heart Out

## Planning for Spring 2024 Programming

General Services Department

# Opportunity in the D!

*#TakePart in #FunintheD*



**TAKE PART**  
Opportunity Rising

## OPPORTUNITY IN THE D OUTREACH 2024



Food Trucks, Dry Vendors and Event Businesses are invited to attend one of three outreaches to learn how to #TakePart in Recreation Events, Park Event Partners, Spirit Plaza, Hart Plaza and City Parks!

**FEBRUARY 1ST**  
Heilmann Recreation Center  
19601 Crusade  
1pm-3pm

**FEBRUARY 8TH**  
Crowell Recreation Center  
16630 Lahser  
6pm-8pm

**FEBRUARY 22ND**  
Patton Recreation Center  
2301 Woodmere  
10am-12pm

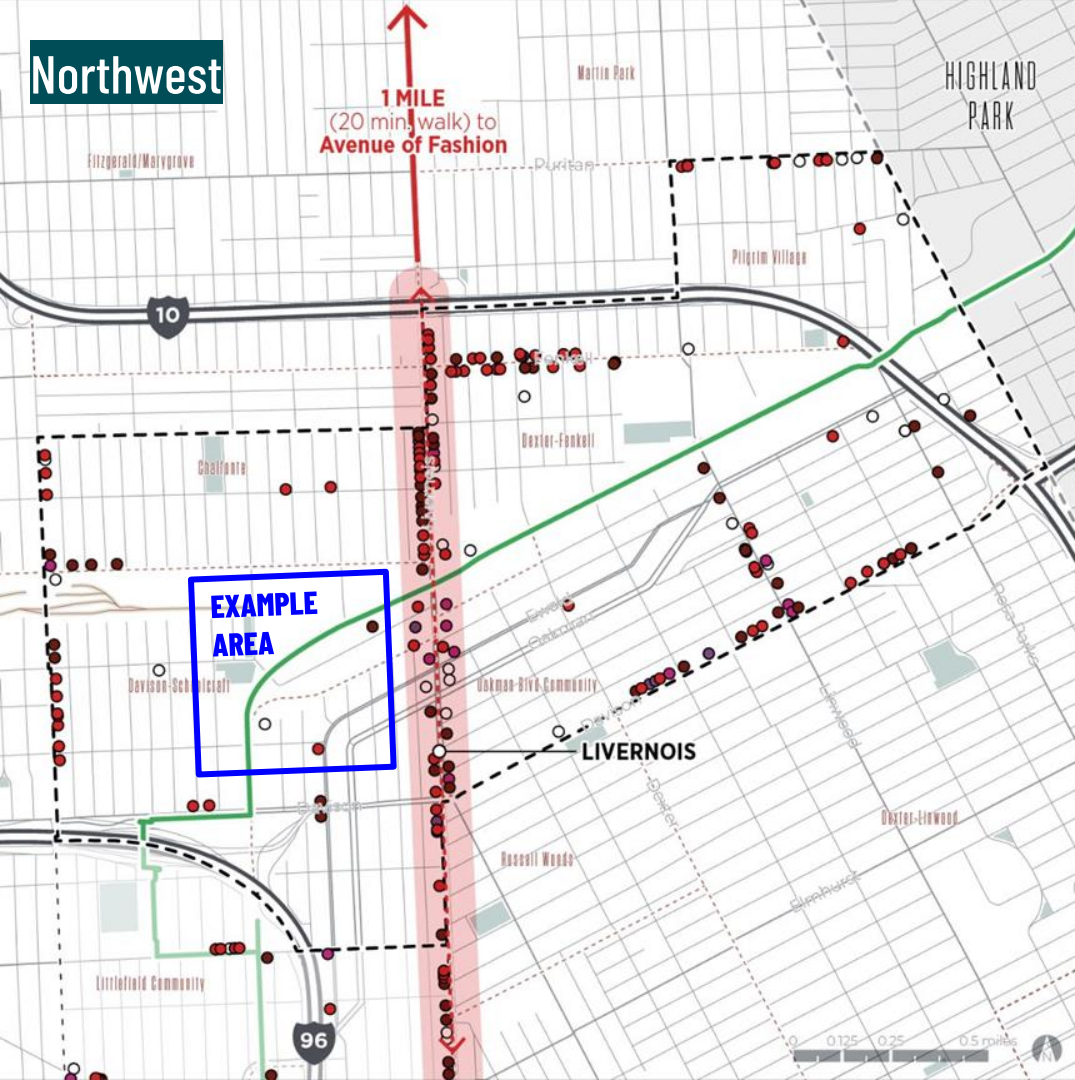
Office of Contracting and Procurement  
Detroit Rec Events Team  
Total Access Events

**Get Connected**

- Fire Department
- Health Department
- Civil Rights, Inclusion and Opportunity Department

- Detroit Economic Growth Corporation
- Hart Plaza Promoter

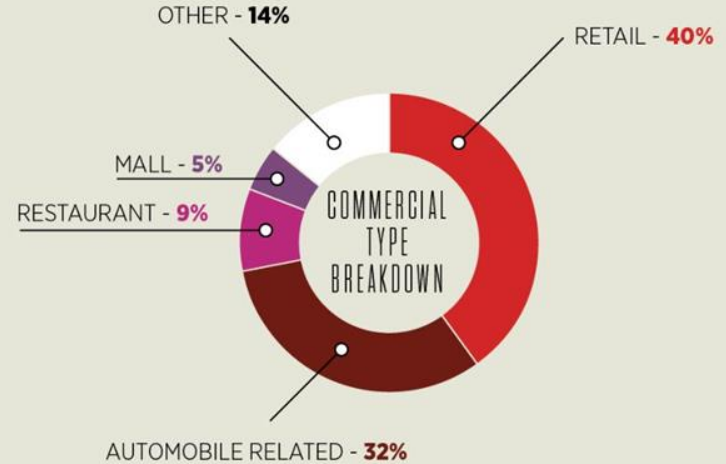
# Northwest



# JLG NORTHWEST - COMMERCIAL

## Commercial Type Breakdown:

(Number of properties for the entire Northwest Planning Area)



## LEGEND

- Retail
- Automobile Related
- Restaurant
- Mall
- Other





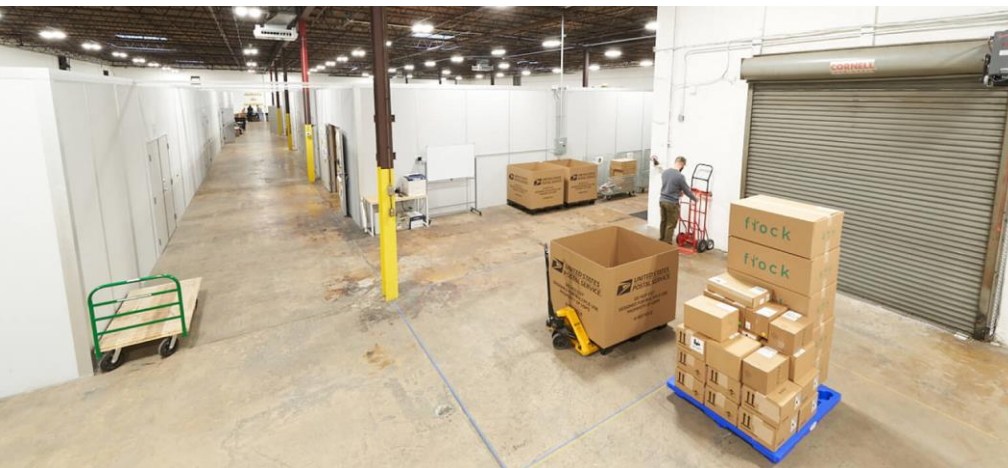
Explore long-term opportunities to create spaces for entrepreneurs alongside the Greenway



# FLEX/ LIGHT INDUSTRIAL BUILDING TYPOLOGY

## DESCRIPTION

- Modern industrial buildings that consist of flexible subdividable spaces
- Allows for scalability to accommodate the needs of different industrial business types
- Can work on a range of different site sizes across JLG neighborhoods
- New product for small to mid-size businesses 4,000-5,000 sq. ft. to 10,000-12,000 sq. ft.



## GOALS

1. Empower entrepreneurs
2. Support existing businesses
3. Connect residents to jobs

### DRAFT Strategies:

- Target **Blight to Beauty initiatives** where commercial corridors intersect the JLG, including support for businesses and properties to achieve code compliance and plan for the future
- Strategically invest to better connect commercial corridors that are within walking/biking distance of the JLG, **illustrated on Vernor and Springwells.**
- Create programs to support retail activity along the JLG and create replicable models for non-traditional retail spaces around the greenway, **illustrated on Joy Rd.**
- Define procedures for existing businesses to **open on the JLG itself.**
- Explore a long-term opportunity to create space for entrepreneurs alongside the greenway, **illustrated in the Northwest Light Industrial District.**



# LET'S BREAK OUT INTO GROUPS!

We want to know your thoughts about the strategies for the Greenway

**01:**

Are these draft strategies heading in the right direction?

**02:**

Is there an idea that excites you?

**03:**

Are there potential strategies missing that you would like to see?



## Next Steps

### 1. Upcoming topic-specific virtual public meetings - Register through [bit.ly/jlgsignup!](https://bit.ly/jlgsignup)

Commercial/Small Business Thursday - **January 25**

Mobility Tuesday - **January 30**

Industrial Thursday - **February 01**

Housing Tuesday - **February 06**

Vacant Land Thursday - **February 08**

1. Stay tuned via [detroitmi.gov/jlgplanning](https://detroitmi.gov/jlgplanning) for more details about upcoming events.

# THANK YOU!

Please join our next virtual meetings, and spread the word with your friends and neighbors!

[detroitmi.gov/jlgplanning](https://detroitmi.gov/jlgplanning)

IG: @jlouisgreenway

FB: Joe Louis Greenway

