

February 6, 2024



JOE
LOUIS
GREENWAY

NEIGHBORHOOD PLANNING STUDY

HOUSING ANALYSIS + SUMMARY

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
- Draft strategies and **IDEAS** 10 min
- Questions & Open Discussion 25 min
- Next Steps 5 min



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

INTRODUCTIONS



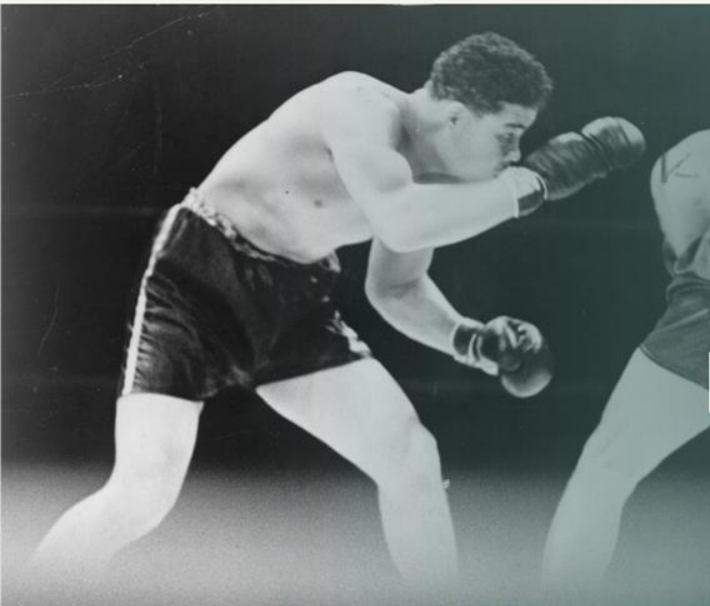
*PLANNING & DEVELOPMENT DEPARTMENT
JOE LOUIS GREENWAY, GENERAL SERVICES
DEPARTMENT OF NEIGHBORHOODS
HOUSING & REVITALIZATION DEPARTMENT
DETROIT LAND BANK AUTHORITY*



JOE
LOUIS
GREENWAY
PARTNERSHIP



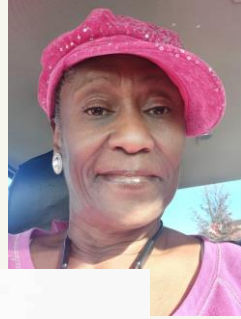
Leona Medley, Executive Director
WWW.JLGPartnership.org
info@jlgpartnership.org
313-482-1333



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.

CLT

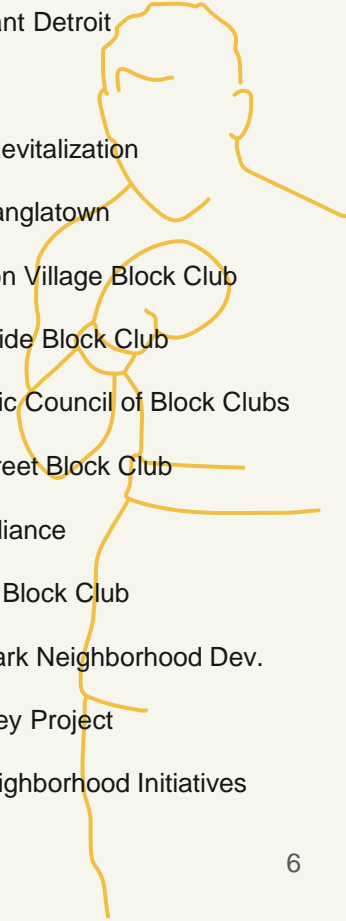


Members



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 Luvane**, Esper Street Block Club
- **Deanna Stewart**, Equity Alliance
- **Sharlene Burris**, Kenyatta Block Club
- **Katrina Watkins**, Bailey Park Neighborhood Dev.
- **Erik Paul Howard**, The Alley Project
- **Lisa Rodriguez**, Urban Neighborhood Initiatives



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



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](#)

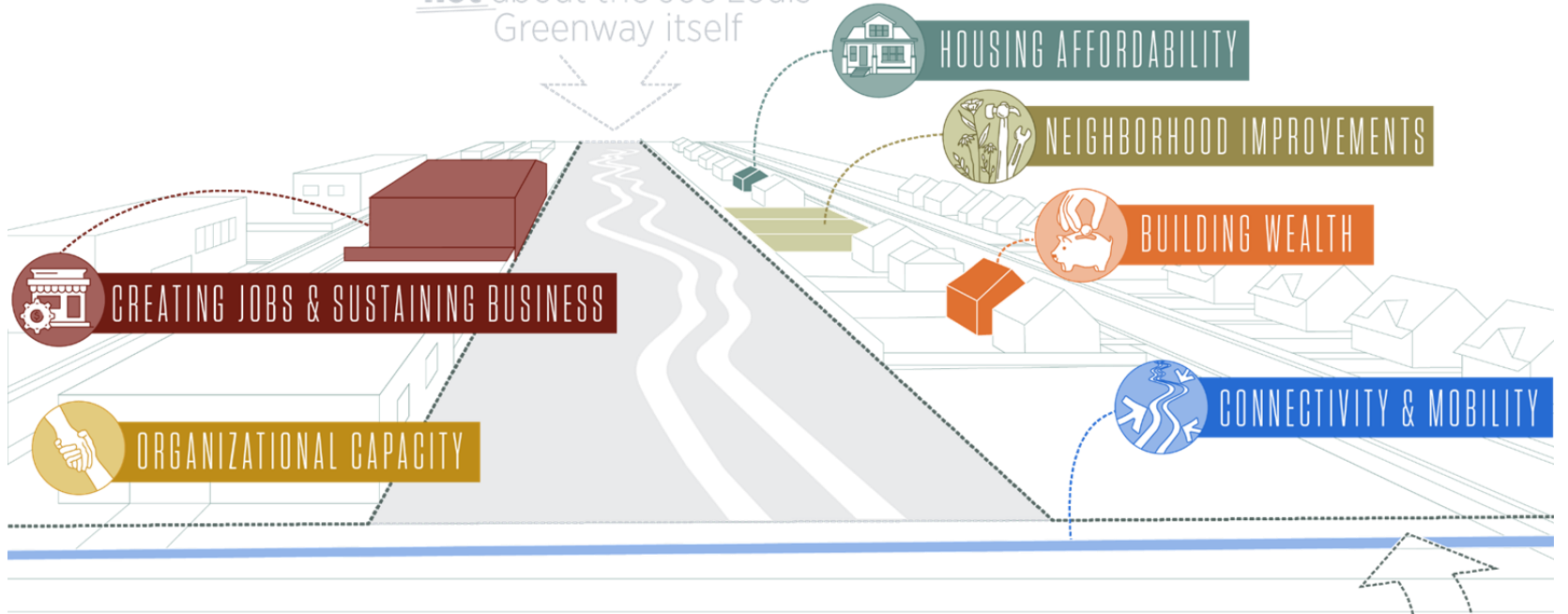


The 606
Chicago, IL

- 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

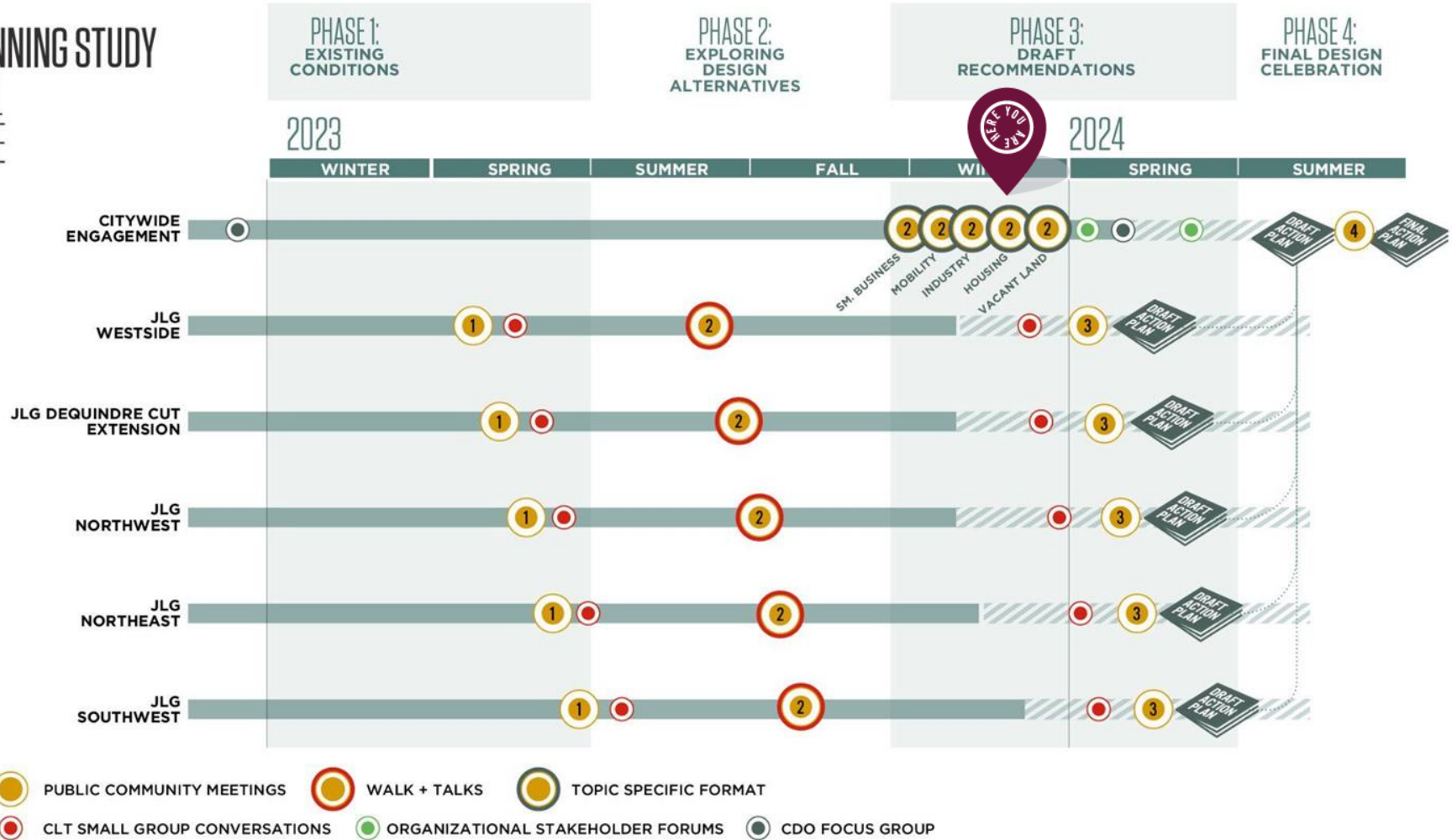
Source: [Harris, Larson, and Ogletree, 2015](#)

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**

JLG PLANNING STUDY OVERALL TIMELINE



TODAY!

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?



KEY QUESTIONS:

- How can the city best **support existing homeowners and renters** through their housing programs?
- How can we preserve **existing affordable housing**?
- Can we **increase density** and improve the value and condition of houses while protecting residents from displacement?
- For new affordable development, how can we **leverage investments, private, and public capital**?
- Who will be served by new housing, and how can we plan for **long term opportunities** where markets are currently weaker?

EXISTING RESIDENTIAL PARCELS

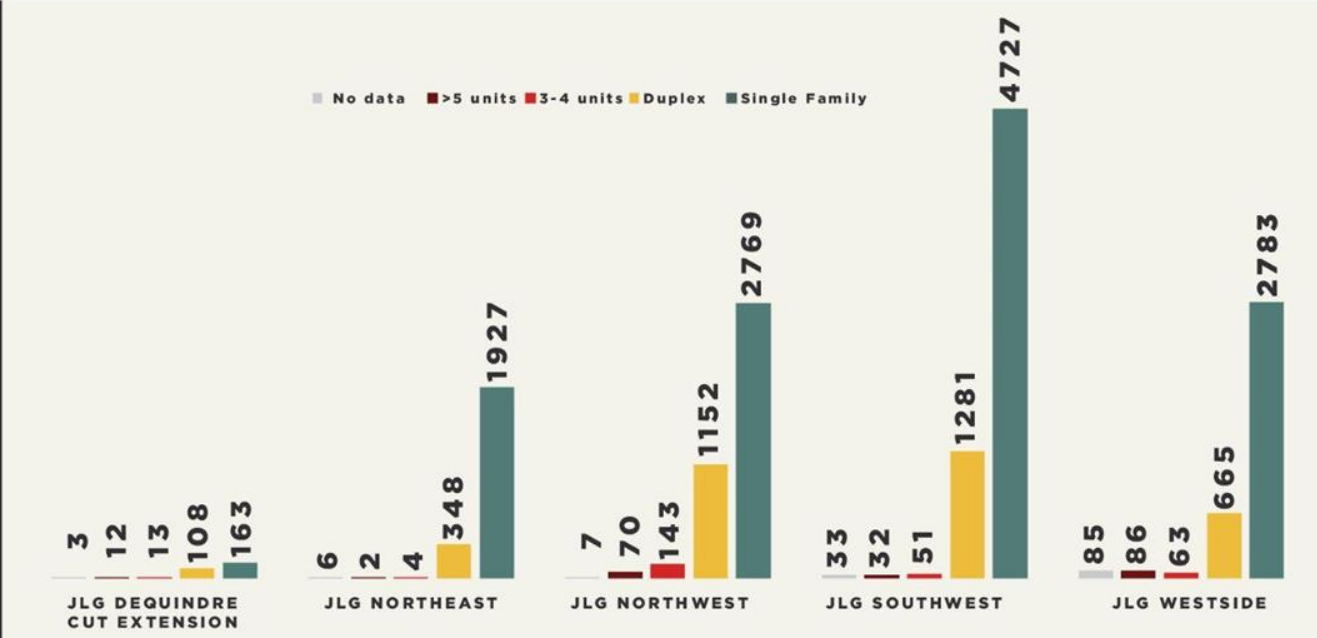
TOTAL WITHIN A 1/2 MILE OF THE JLG

NUMBER OF RESIDENTIAL PARCELS

HOMEOWNER 12,980

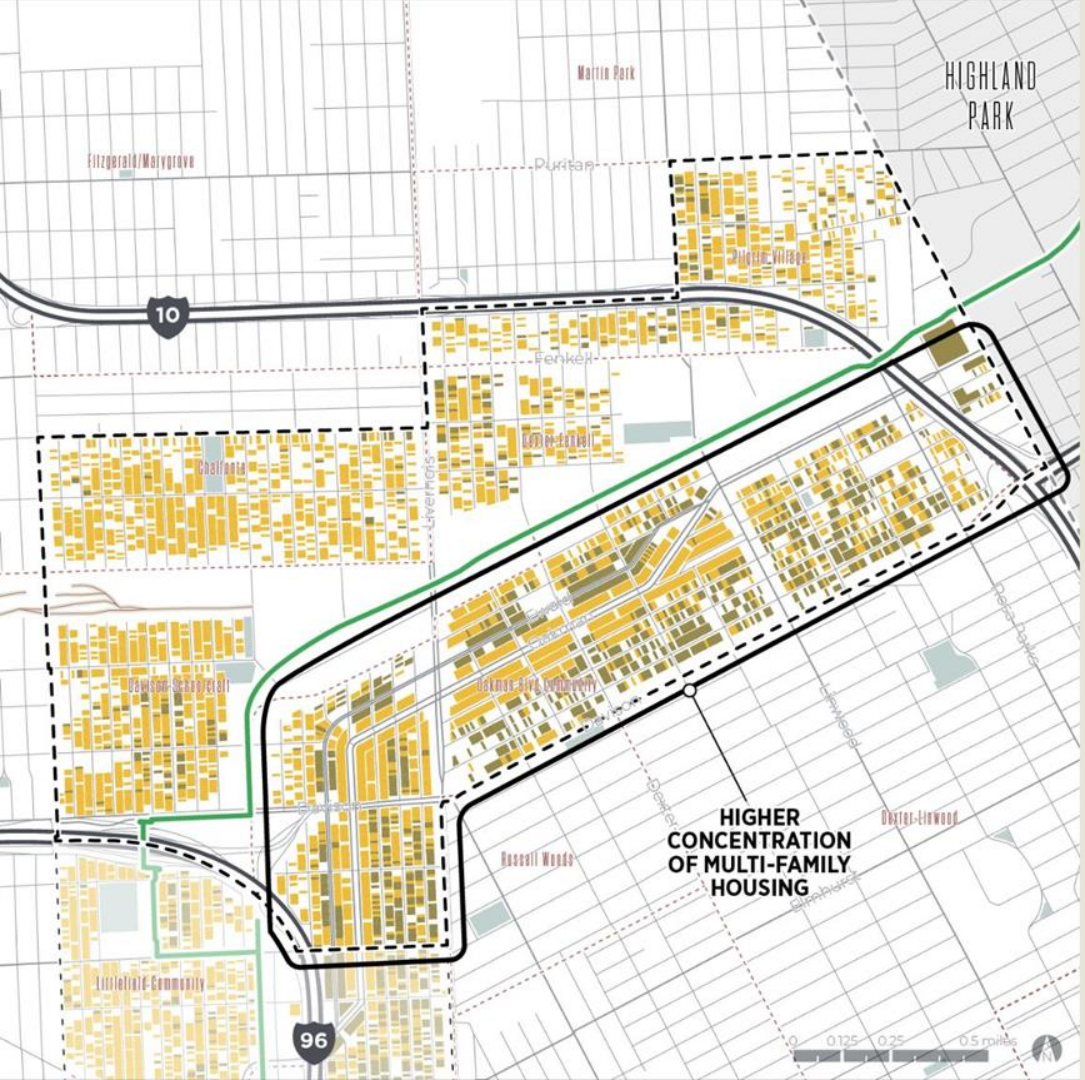
RENTAL 3,553

TOTAL OCCUPIED RESIDENTIAL PARCELS 16,533

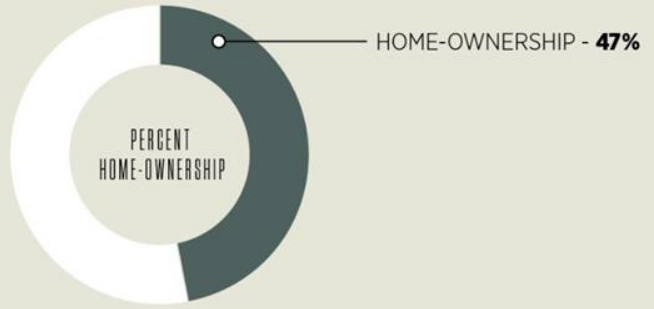


75% of occupied residential parcels within 1/2 mile of the JLG are single family.

JLG NORTHWEST - RESIDENTIAL

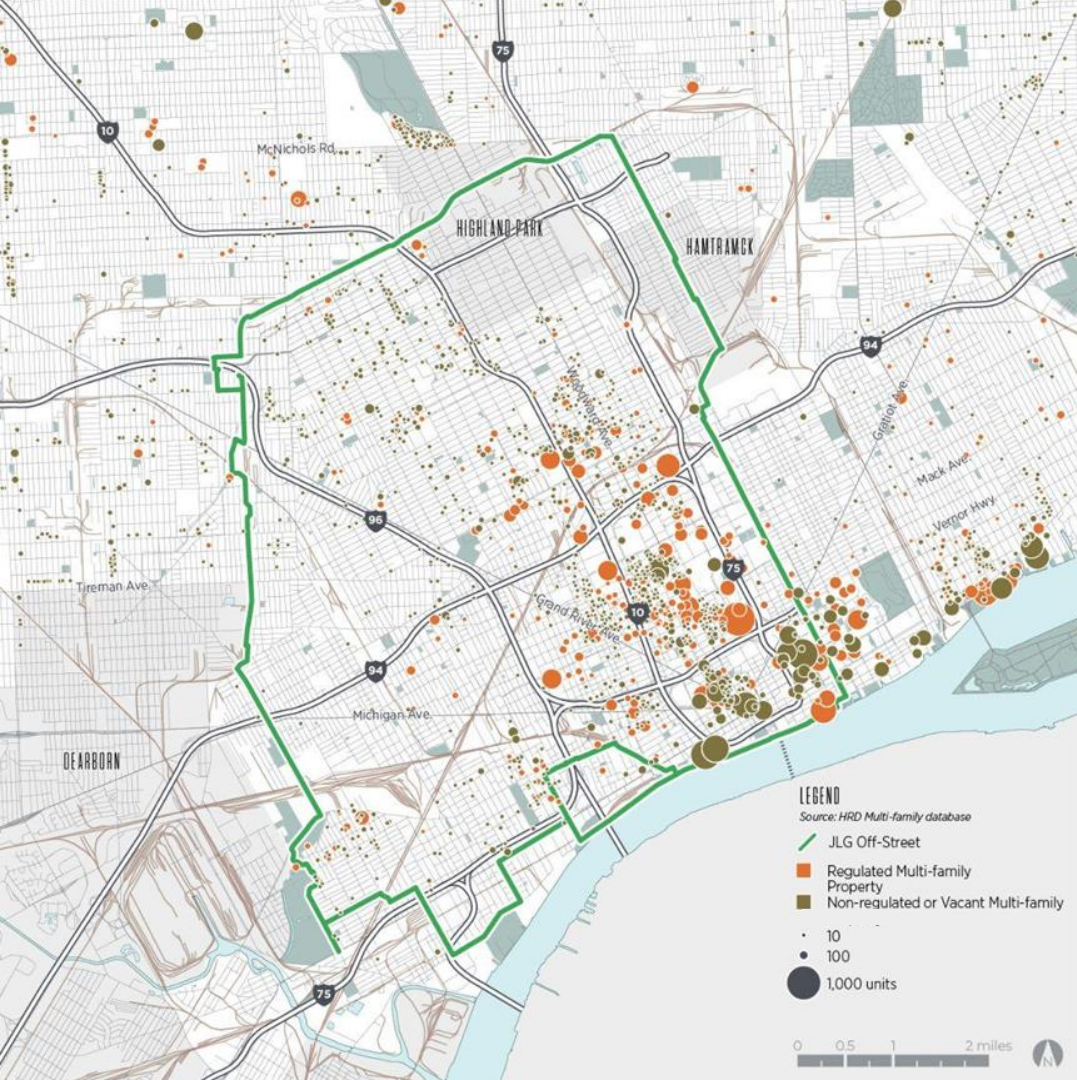


Residential Type	# of parcels	Acres
Single Family House	3,021	288
Multi Family House	1,120	127



- LEGEND
- Single Family Housing
 - Multi Family Housing

MULTIFAMILY HOUSING PROPERTIES by REGULATION STATUS



VACANT STRUCTURES DLBA OWNED

TOTAL JLG WIDE

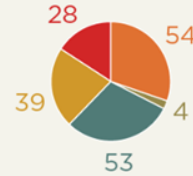
NUMBER OF STRUCTURES

Demolition	553
For Sale	63
Salvagable	729
Sold	712
Other	189

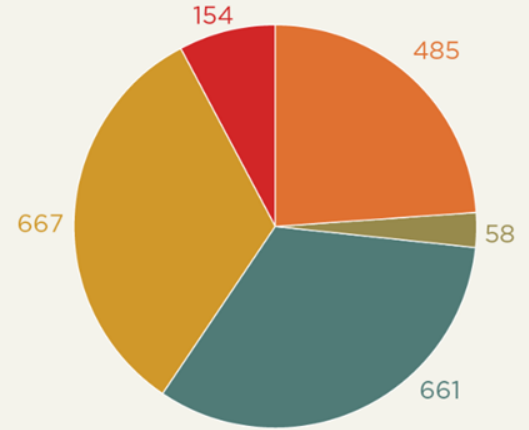
TOTAL DLBA VACANT STRUCTURES 2,246



TIER 1
Immediately Adjacent
41 structures total



TIER 2
Within 1 block
178 structures total



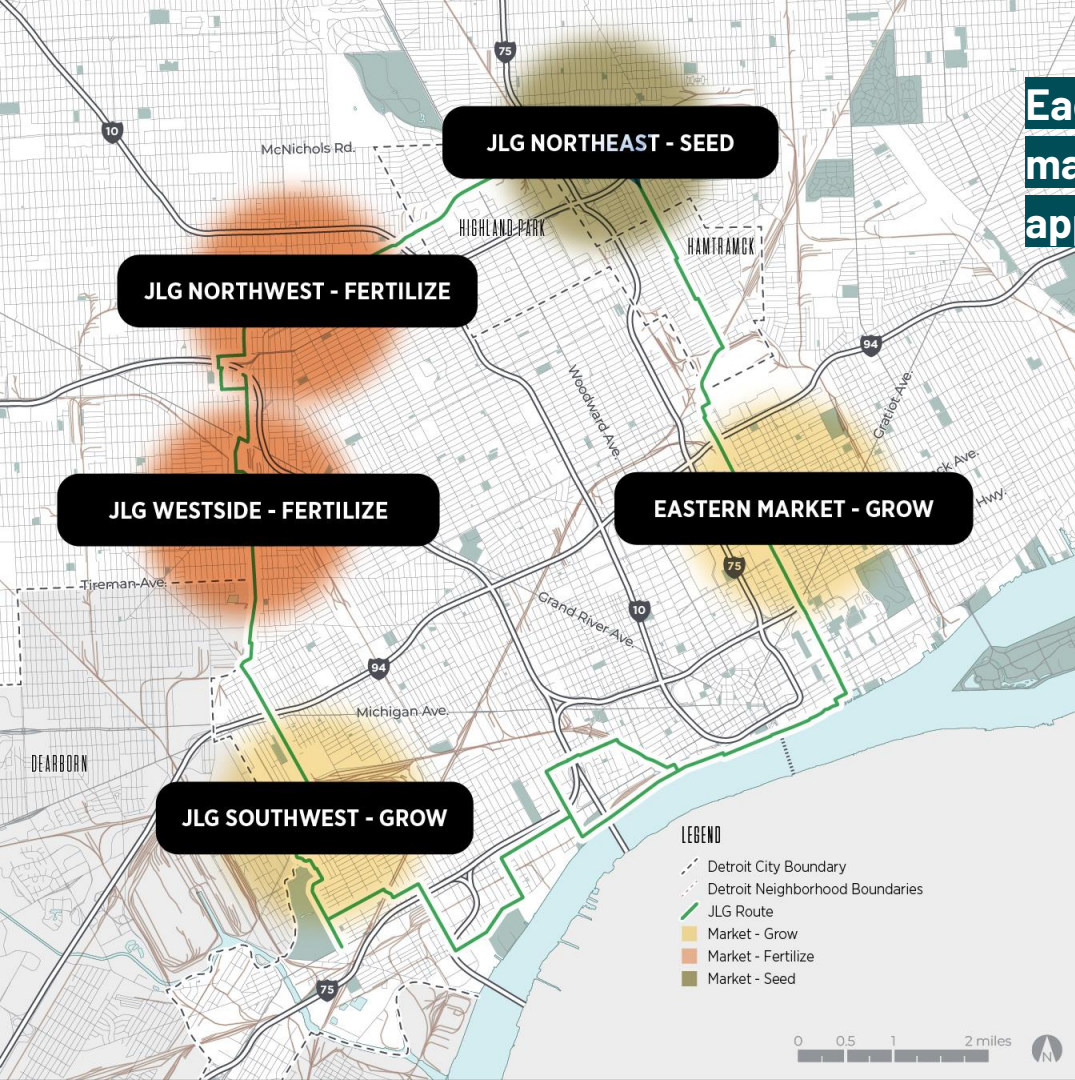
TIER 3
Within a half mile (the rest)
2025 structures total

221 VACANT STRUCTURES WITHIN THE FIRST BLOCK OF THE JLG 68 ARE SALVAGABLE

DLBA VACANT STRUCTURES

- Demolition
- For Sale
- Salvagable
- Sold
- Other (not for sale, hold)

Each Planning Area has slightly different market conditions and recommended approaches for housing strategies



In all market areas, JLG Wide:

- Invest in connectivity
- Consider strategic acquisitions
- Pilot projects and conduct targeted outreach



In Grow Markets

- RFP public sites for mixed-income development and ready to go sites
- Build pipeline for NOAH preservation / Multi-family rehab



In Fertilize Markets - long term

- Targeted Outreach of housing Stabilization Programs
- Support implementation in SNF areas



In Seed Markets - longer term

- Consider longer term development site holds
- Work to boost QAP scores
- Housing Stabilization Programs
- Strengthen connection to SNF areas

The Joe Louis Greenway will help increase demand for housing and density along its route in some limited areas:

- The market supports new housing, both market rate and affordable, largely in the Riverfront, Dequindre Cut Extension, and Southwest areas.
- Even with investment from JLG, other types of financial support, like government subsidies or philanthropic funding, will still be needed for new construction to happen outside of Downtown.
- Barriers to creating new construction housing in other areas include the high cost of construction, limited funding sources, contiguous parcel ownership, and lower resale values.



JLG Northeast, Lumpkin St looking North

The focus is not on building new, it's helping existing residents stay in place and preservation of existing buildings, with a focus on multi-family buildings.

- **Support for existing homeowners and renters in residential areas adjacent to the Greenway** can help to keep existing residents in place.
- Continue to work to **stabilize neighborhoods** to strengthen weaker market areas and prepare for long term future investment. This includes blight clean up and increasing the number of jobs.



WHAT ARE OUR GOALS?

1. Improve existing housing quality
2. Expand homeownership
3. Preserve existing affordable housing
4. Construct new affordable & mixed income housing

POLL:
Which goals are your
top priority (select 2)?

WHAT ARE OUR GOALS?

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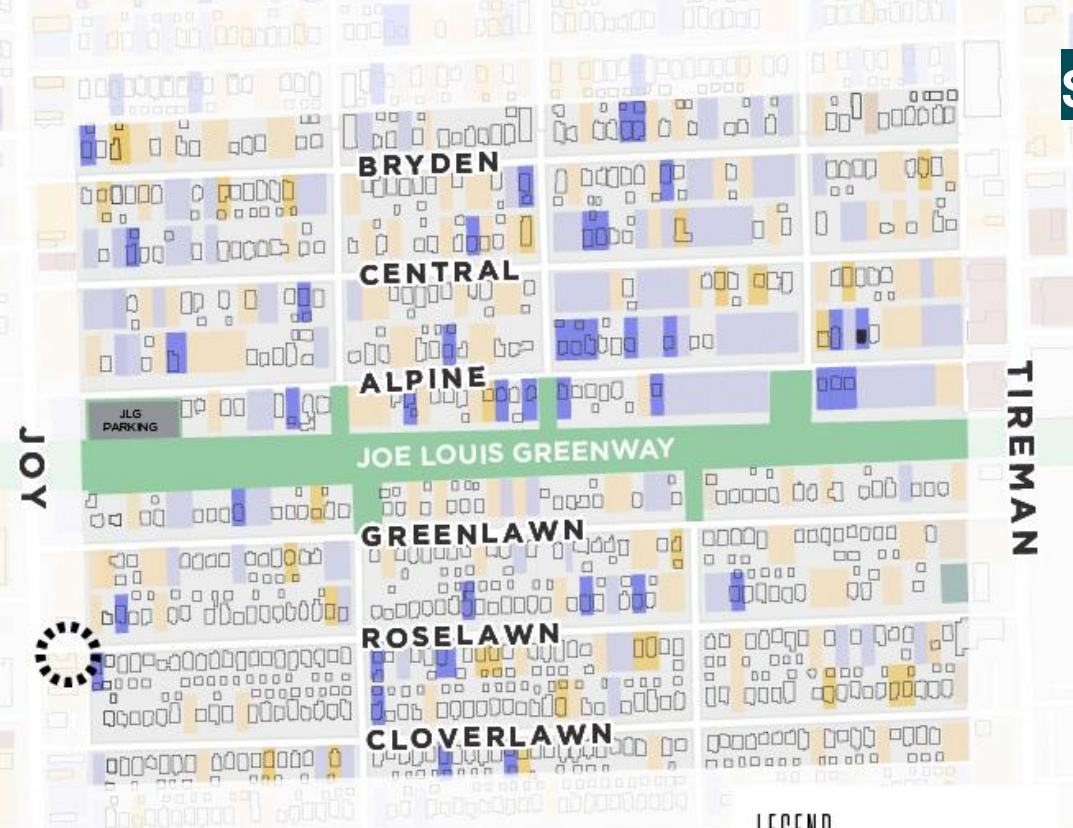
DRAFT Strategies generally fall into 3 buckets:

- Better understand the collective and individual needs to **support existing residents** whether renters or homeowners
- **Preserve affordability** for current rental units and **invest in existing buildings** to improve quality and quantity
- Leverage public assets to **create new affordable housing** and preserve space for **longer-term opportunities**

SUPPORT EXISTING RESIDENTS

Draft Strategies

1. Target outreach to existing residents to inform expansion and access to housing resources supporting affordable homeownership and quality rentals
2. Pursue strategic partnerships with philanthropy and non-profits to expand access to housing resources (*i.e. foreclosure prevention, clear title assistance, home repair, down payment assistance, etc.*)
3. Invest in stabilization of publicly owned properties (Vacant Land & Structures)



LEGEND

- Vacant Land - Public
- Vacant Structure - Public
- Joe Louis Greenway
- JLG Parking Lot
- Vacant Land - Private
- Vacant Structure - Private
- ⊙ Multi-family Rehab Opportunity

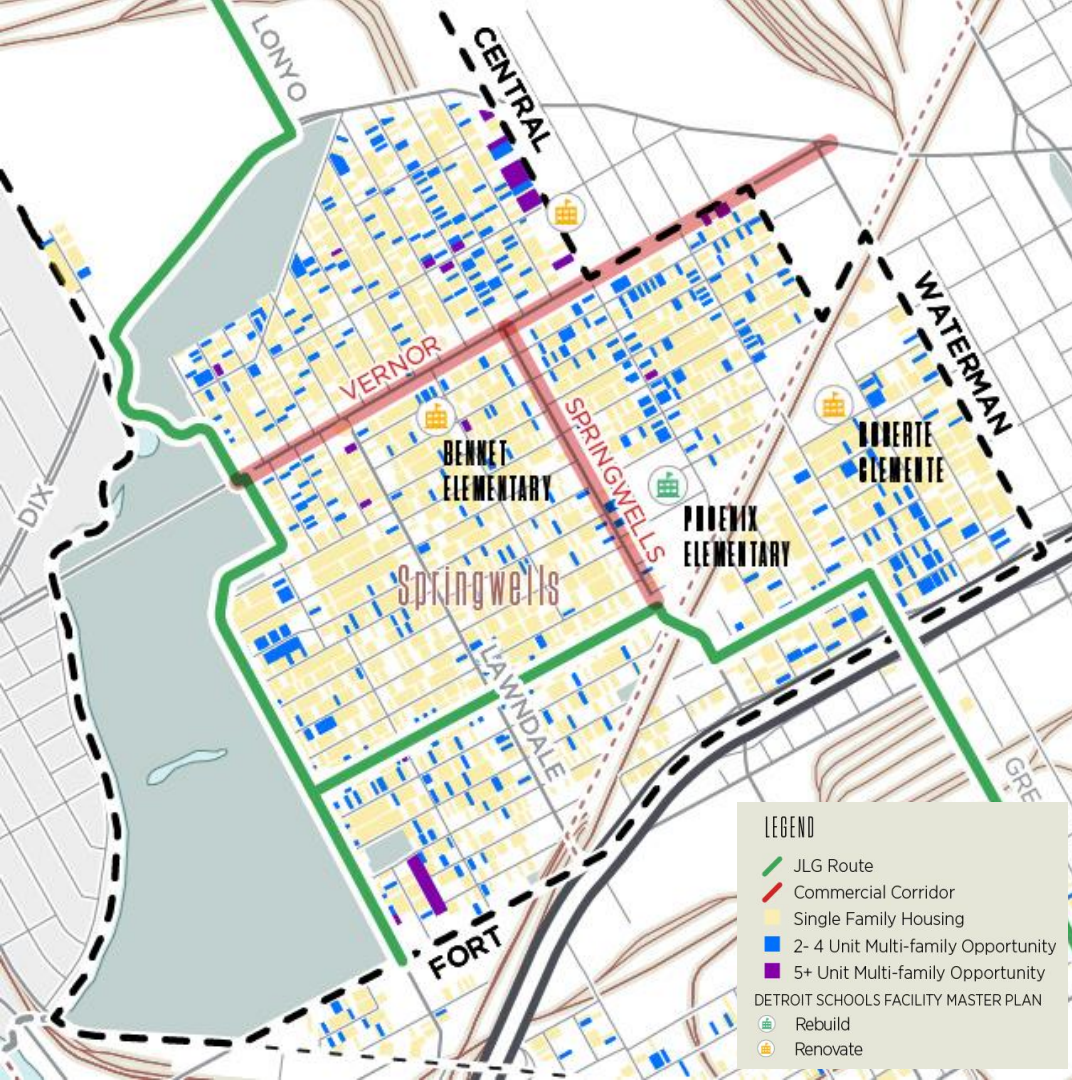
AREA STATS

- Owner Occupied Units - 291
- Single-family rental properties - 45
- Duplex/Income bungalow - 60+
- Multi-family Rehab Opportunity (8651 Roselawn) - 5 units
- DLBA Sold under Rehab - 14
- DLBA Owned - 26

PRESERVE AFFORDABILITY & INVEST IN EXISTING BUILDINGS

Draft Strategies

1. Targeted outreach to existing multi-family properties (5+ units) to drive participation in preservation programs
2. Expand resources for smaller multi-family properties (2-4 unit home types)
3. Consider a Land Trust Model to promote shared equity and community ownership



EXPAND OUTREACH TO MULTI-FAMILY PROPERTY OWNERS



Le Chateau -1-story, 30 unit quality and safety updates to affordable housing in the Pershing neighborhood



The Charlotte - 3 story, 28-unit rehab of vacant residential multi-family housing

Preservation Pre-Development Program

provides assessments and consulting to owners of existing occupied housing in exchange for extended affordability

PILOT Policy (Under Development)

incentivizes affordable housing preservation by expanding number of projects that can make Payment In Lieu of Taxes instead of ad valorem property taxes

LISC - Detroit Housing for the Future Fund (Precedent Program)

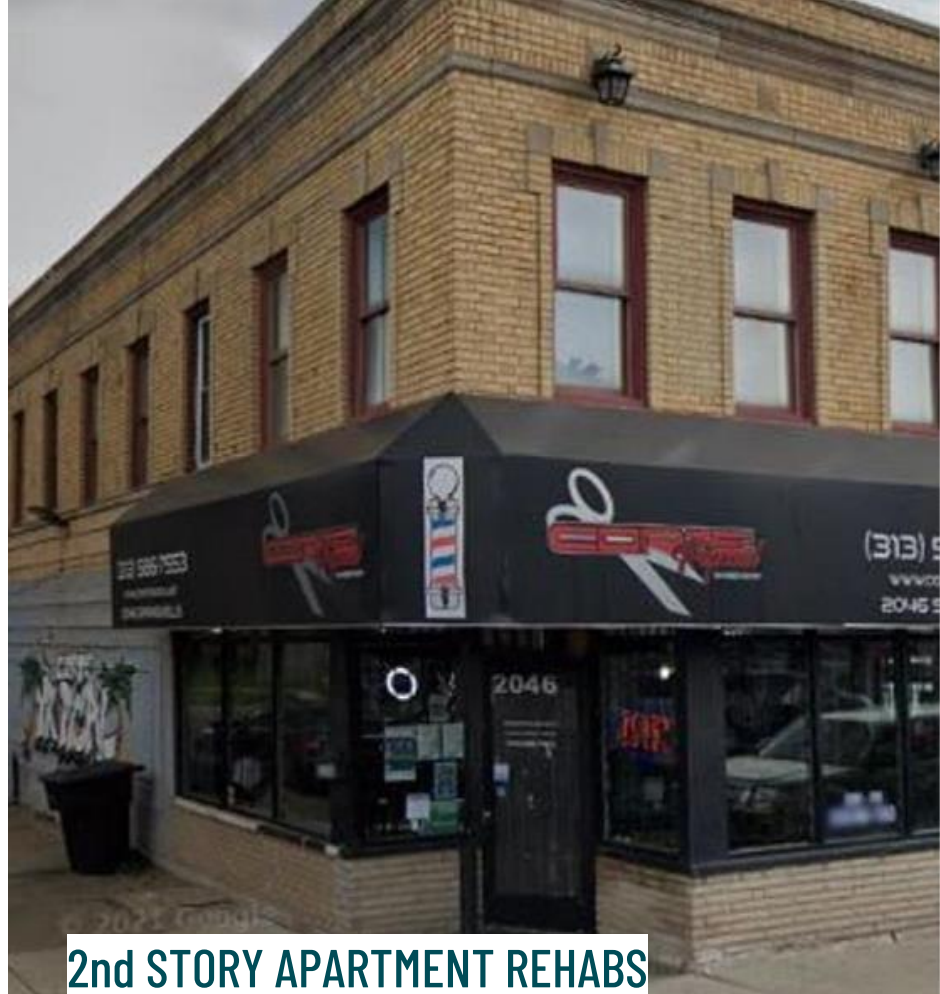
provided private grant capital and low-interest loan capital to leverage other public funding for affordable housing

**EXPAND RESOURCES FOR SMALLER SCALE
MULTI-FAMILY PROPERTIES**



DUPLEX REPAIR PROGRAM (currently closed)
& LANDLORD CoC REBATES

<https://chnhousingpartners.org/detroit/duplexrepair/>



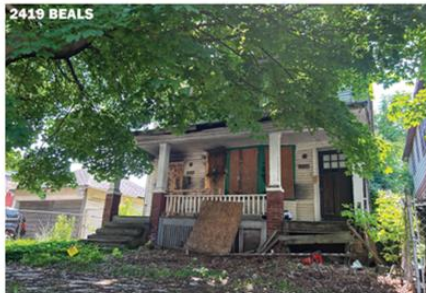
2nd STORY APARTMENT REHABS

EXPAND RESOURCES TO INCENTIVIZE SALE AND REHAB OF PUBLICLY OWNED STRUCTURES

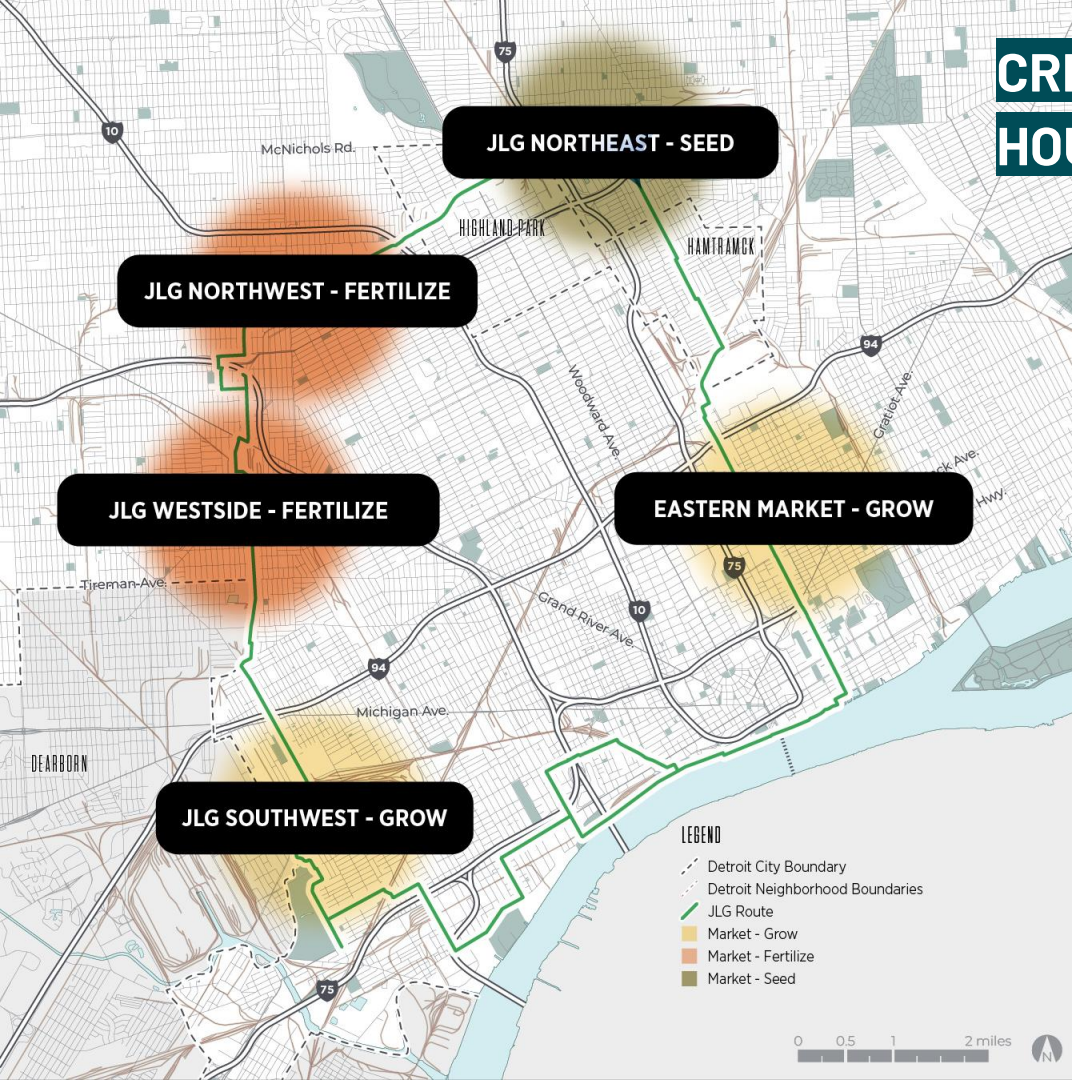
There are about 70 **salvageable structures** within the first block of the **JLG**.

Look to **precedent models** of public-private partnership, funding and ownership structures.

ISLANDVIEW DUPLEX PROJECT



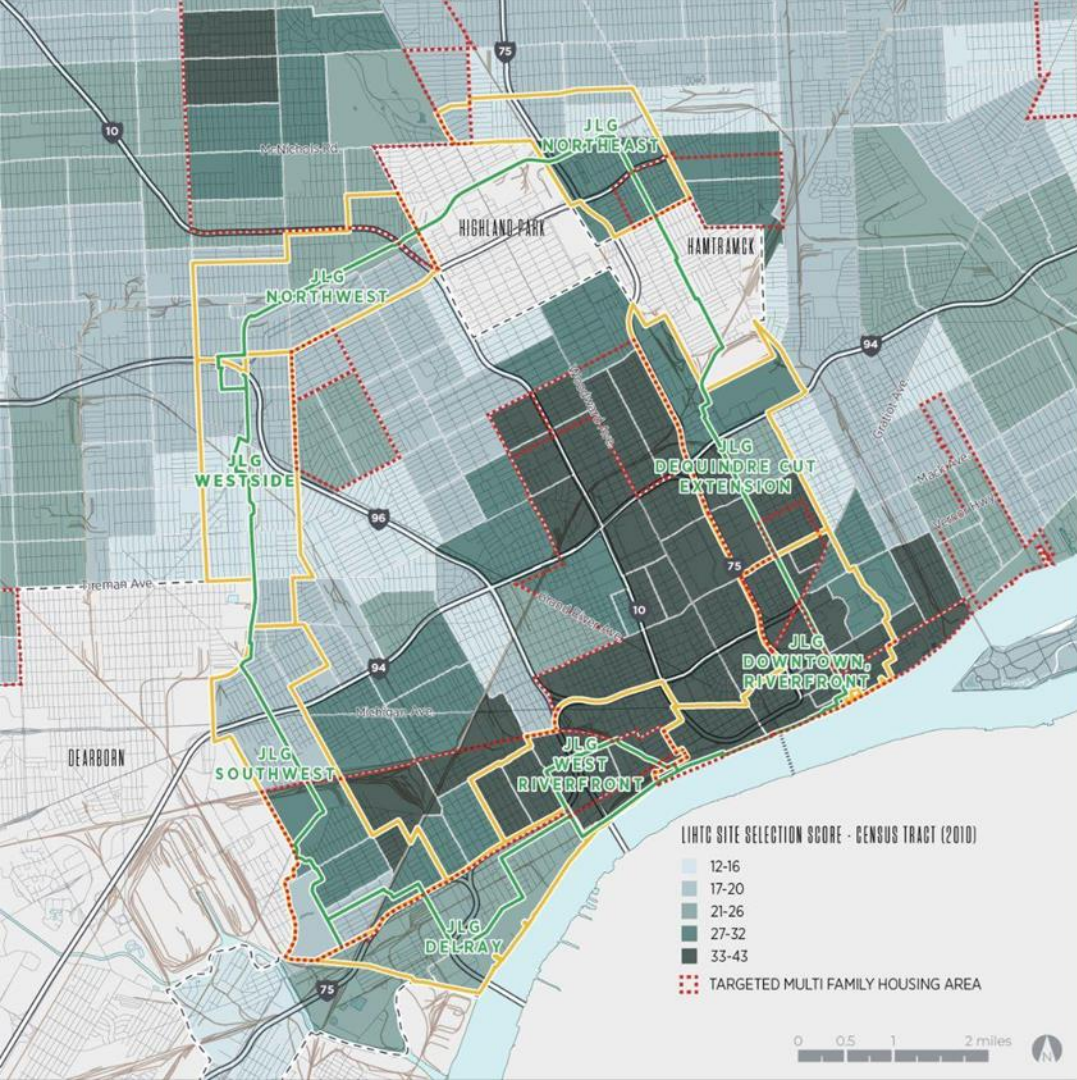
CREATE NEW AFFORDABLE HOUSING



Draft Strategies

1. In stronger market areas (in the Southwest and Dequindre Cut extension areas) publish RFPs for ready to go sites for new multi family development.
2. In weaker market areas, Increase scores for LIHTC deals and consider holding [land banking] onto long term opportunity sites
3. Expand Targeted Multi-family Area boundaries and funding to support this recommendation

LIHTC SITE SELECTION SCORES

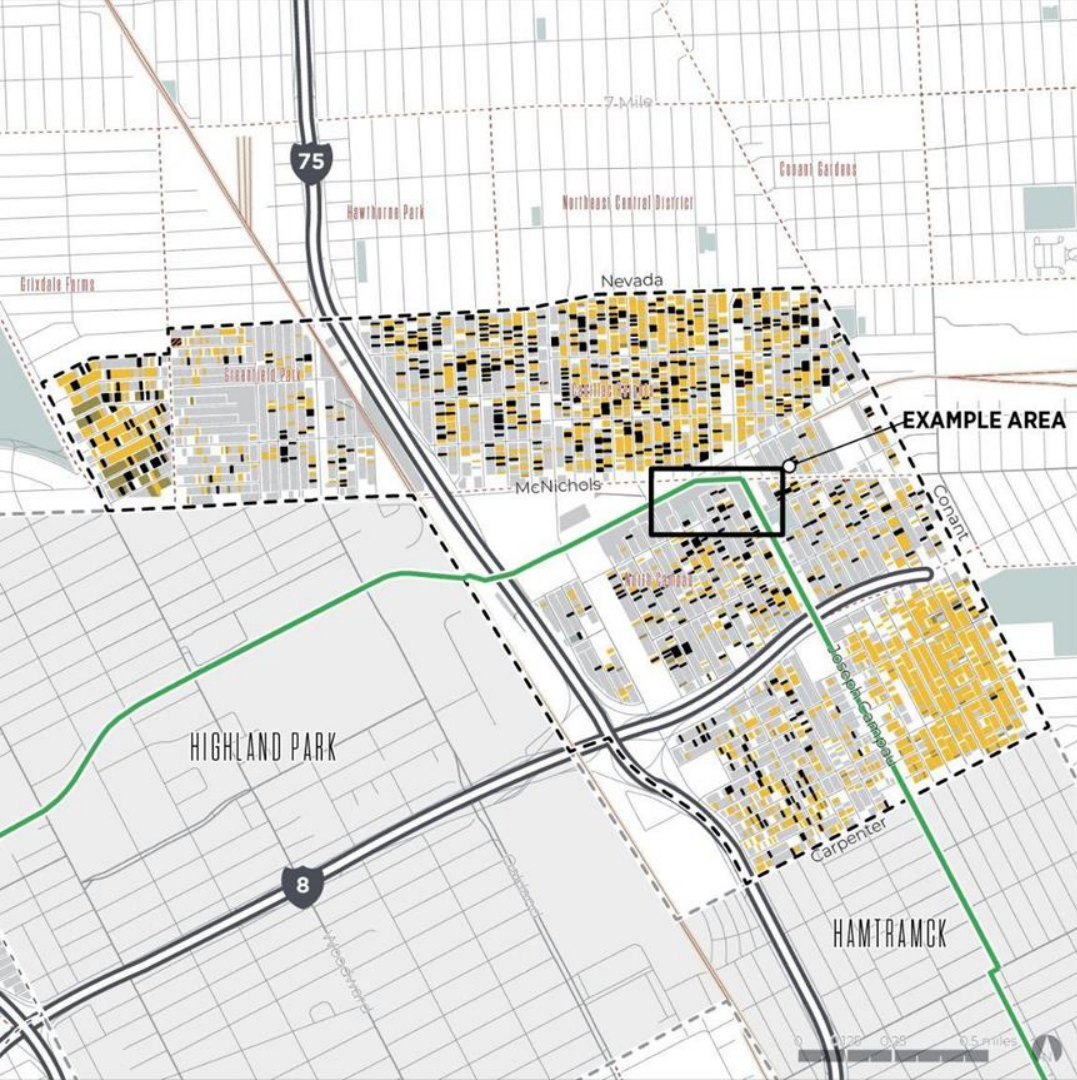


NORTHEAST EXAMPLE



Seed Market

- Remediate targeted sites
- Stabilize housing through existing programs.
- Strengthen priority corridors and leverage current city investments.



LEGEND

- Single Family Residential Parcel
- Multi Family Residential Parcel
- Vacant Residential Building
- Vacant Land

**JLG IMPROVEMENT
IN THE SHORT TERM**

TRAILHEAD PARKING LOT

NORTHEAST EXAMPLE

TRAILHEAD PARK

OPEN SPACE



EXAMPLE OF A LONG TERM VISION



TRAILHEAD PARKING LOT

NEW ROADWAYS AND CONNECTION TO JOSEPH CAMPAU AVENUE

TRAILHEAD PARK

PROPOSED ACQUIRED AREA

NEW CORSSWALKS

FORMER REC CENTER

MULTI FAMILY RESIDENTIAL

PRESERVED HOUSE

TOWNHOUSE

JLG ROUTE

LEGEND

- Townhouse
16 units
- Multi Family Residential
113 units
- Preserved house
4 units
- JLG Route

GOALS

1. Improve existing housing quality
2. Expand homeownership
3. Preserve existing affordable housing
4. Construct new affordable & mixed income housing

Key Strategies:

Support Existing Residents

- Target outreach to existing residents to inform expansion and access to housing resources supporting affordable homeownership and quality rentals
- Pursue strategic partnerships with philanthropic entities and non-profits to expand housing assistance.
- Invest in stabilization of publicly owned properties (Vacant Land & Structures)

Preserve Affordability & Invest in Existing Buildings

- Expand programs supporting small scale & un-regulated affordable housing properties that exist today
- Consider a Land Trust Model to promote shared equity and community ownership

Create New Affordable Housing

- Plan for near and long term new affordable housing opportunities, leveraging strategic public assets
- Expand Targeted Multi-family Area boundaries and funding to support this recommendation

FOR DISCUSSION:

POLL

Select Multiple:

Is there an idea that excites you?

Key Strategies:

Support Existing Residents

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- Plan for near and long term new affordable housing opportunities, leveraging strategic public assets
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FOR DISCUSSION:

POLL

Send us your feedback...

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!

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 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

IG: @jlouisgreenway

FB: Joe Louis Greenway

Joelouisgreenway@detroitmi.gov 313.279.8248

