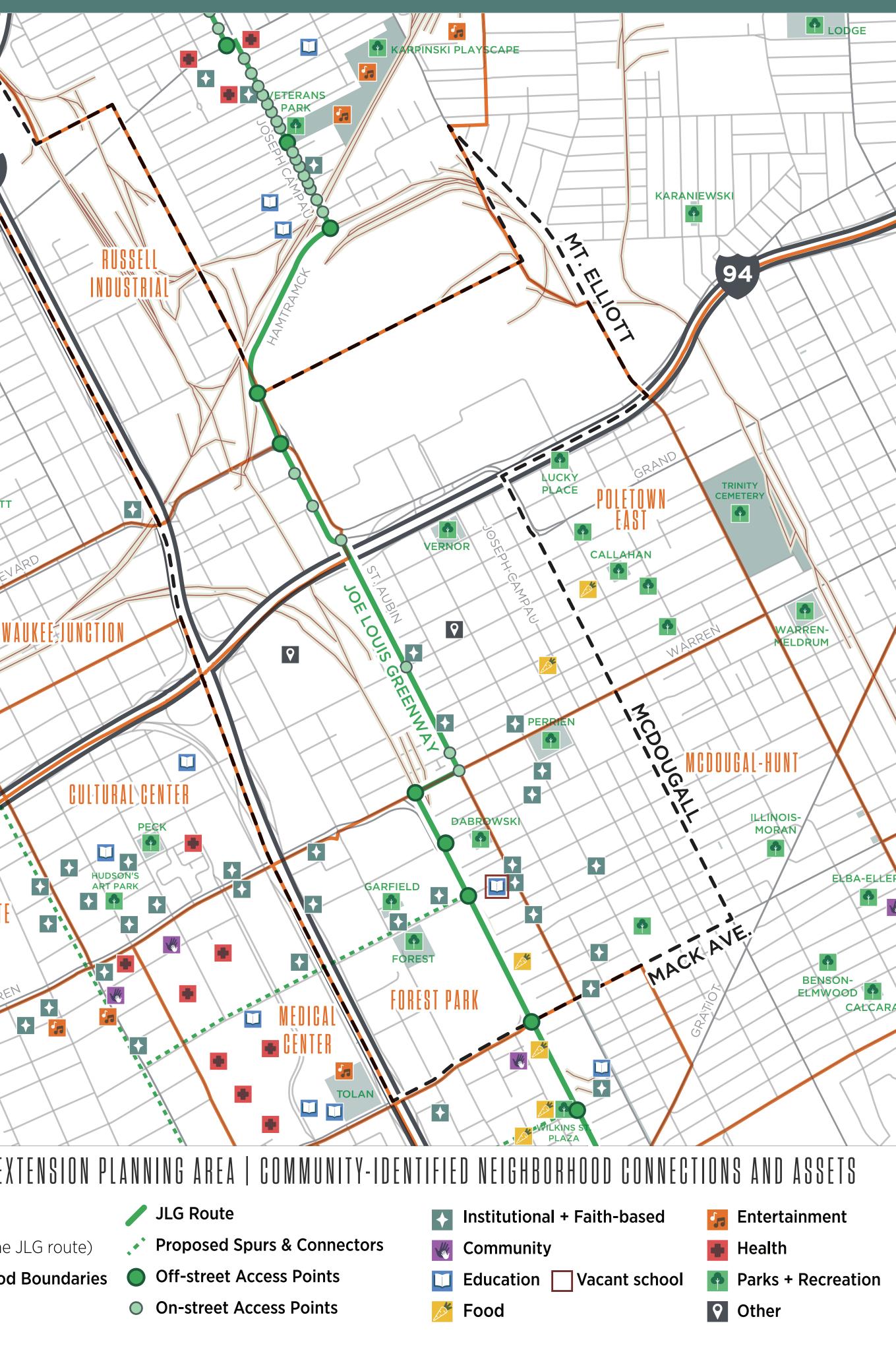
WHAT WE LE	EARNED NE by the Numbers	JOE LOUIS GREENWAY
	TOTAL PLANNING AREA POPULATION: <b>3,031</b> <b>14%</b> SINCE 2010	BRADBY
21 5-year Estimates, City of Detroit	<ul> <li>RACE (non-Hispanic) &amp; ETHNICITY:</li> <li>black/african american</li> <li>white</li> <li>asian</li> <li>native american</li> <li>pacific islander</li> <li>other/multiple race</li> <li>latino/hispanic</li> </ul>	HOLBROOK- PAGEL HOLBROOK- PAGEL HOLBROOK- HOLBROOK- HOLBROOK- HOLBROOK- HOLBROOK- HOLBROOK- HOLBROOK-
POPULATION Source: U.S. Census Bureau 2017-2021 5-year	Solution Soluti Solution Solution Solution Solution Solution Solution So	VIRGINIA PARK PARK BENNETT
	<b>21%</b> (645) <b>59%</b> (1,775) <b>20%</b> (611)	PALLISTER GRAND BOULEN
NG & INCOME Census Bureau 2017-2021 5-year Estimates, City of Detroit	MEDIAN HOUSEHOLD INCOME (2022):\$21,368 PER YEARMEDIAN HOUSE VALUE:PER YEAR\$39,159 IN THE DEQUINDRE CUT EXTENSION AREA* 28% SINCE 2010FAMILY HOUSEHOLDS*:SINCE 2010506 FAMILY HOUSEHOLDS*:39% OF TOTAL	NEW CENTER NEW CENTER
HOUSING & I Source: U.S. Census Bure	*A family group is defined by the US Census as "any two or more people residing together, related by birth, marriage, or adoption". HOUSING UNITS: 	WAYNE STATE
<b>CURRENT LAND USE</b> Source: City of Detroit, Interface Studio	LAND USE + VACANCY:100%7%3%2%overallresidential3%2%1,197 ACRESresidential32 ACRESpark space4,9%8% ACRES23%3%cress4,9%23%3%stand is publicity ownedstand is publicity owned	ICOUNDRECUTEX JLG Planning Area (within 1/2 mile of the Detroit Neighborhood

# NEIGHBORHOOD PLANNING STUDY | PLAYBOOK



WHAT WE HEARD

Neighborhood Voices

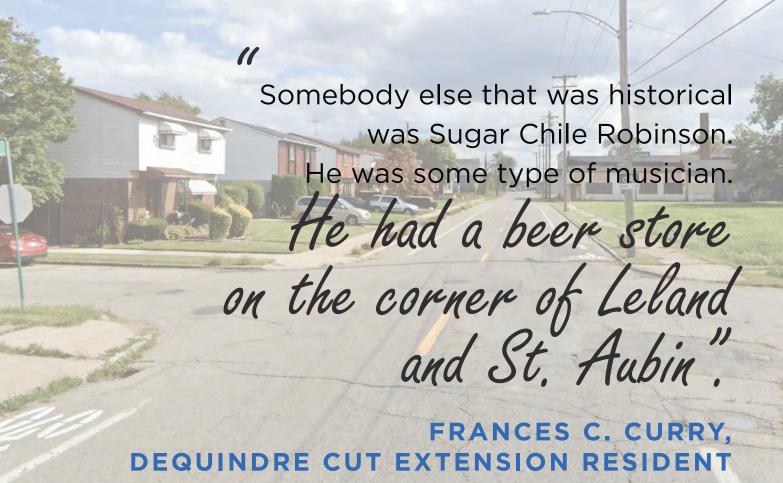
It was very lively because the community was full of people.

We had plenty of neighbors and children to play with " SHARLENE BURRIS, DEQUINDRE CUT EXTENSION RESIDENT

# "Oh, my community is the best community that one could have

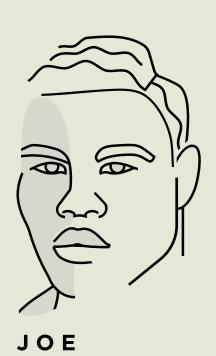
because we're the first community of the whole region of downtown... We are within walking distance of the African American Museum, the DIA, Wayne State, all of your stadiums, and the Dequindre Cut that leads you to the Detroit International River".

MR. JAREN A. GLASKER, DEQUINDRE CUT EXTENSION RESIDENT



Want to learn more? Visit <u>detroitmi.gov/jlgvoices</u>

to hear more resident stories



LOUIS

GREENWAY

# NEIGHBORHOOD PLANNING STUDY DEQUINDRE CUT EXTENSION PLAYBOOK

# WHAT IS THE JOE LOUIS GREENWAY?

The Joe Louis Greenway (JLG) is a 27.5 mile recreational pathway that will unify Detroit's neighborhoods, people and parks. The JLG is currently under construction, and is slated to be completed in 5 to 10 years, depending on funding. The planning, design and construction of the JLG is being led by the City of Detroit's General Services Department (GSD). **Check the JLG Interactive Map to follow construction progress** 

# WHAT IS A PLAYBOOK?

A playbook is a roadmap with immediate next steps that residents, business owners and neighborhood organizations can take to leverage the investments of the Joe Louis Greenway in their neighborhoods. These steps are not isolated but are meant to meet the goals set forth in the 2021 Joe Louis Greenway Framework Plan, and other previous plans including the Eastern Market Comprehensive Neighborhood Framework.

# WHO IS THIS PLAYBOOK FOR?

The City of Detroit is only one actor in helping achieve the goals for the Dequindre Cut Extension, so the strategies in this playbook are designed for everyone to play a role.



Once the planning study is done, it will serve to guide investments into neighborhoods, where we all have a part to play:



# WHAT IS THE JOE LOUIS **GREENWAY NEIGHBORHOOD PLANNING STUDY?**

The Planning Study is an exploration of how to leverage the investment in the Joe Louis Greenway to create more equitable outcomes.

# **HOW WAS THIS PROCESS INFORMED?**

The Planning Study is a two-year community planning process with residents and stakeholders that included:



# COMMUNITY **LEADERSHIP TEAM**

**VACANT LAND** SUMMIT

**15 COMMUNITY MEMBERS** leading neighborhoodfocused engagement

**250+ PARTICIPANTS** in vacancy-focused panels and workshops

# WHAT WERE THE GOALS DEFINED BY THE COMMUNITY?

Throughout the engagement process, residents highlighted the importance of leveraging the benefits of the Joe Louis Greenway for:



WHAT WE HEARD

The JLG Dequindre Cut Extension residents also emphasized the need for:

A BLUEPRINT FOR COMMUNITY OWNERSHIP

These values are incorporated into the following playbook strategies to ensure that neighboring communities will benefit from the impacts of the JLG.

These outcomes may include:

- > Creatively engage residents, business owners, and key stakeholders.
- > Understanding the opportunity in both scale and potential scope.
- > Developing detailed action plans and policies that shape equitable growth and support existing residents and businesses.



**5 MOVE & TALK SESSIONS** on Access & Mobility / **5 ON-SITE CONVERSATIONS** on Housing Development

**ON THE GROUND** 

DISCUSSIONS



# COMMUNITY **MILESTONE MEETINGS**

**10 NEIGHBORHOOD AREA MEETINGS** with place-based focus / **5 TOPIC-BASED MEETINGS** 

**MULTI-GENERATIONAL ENGAGEMENT & PROGRAMMING** 

A UNIFIED COMMUNITY FOR LEGACY **RESIDENTS AND NEW NEIGHBORS** 

# BUILD WEALTH & ENSURE HOUSING AFFORDABILITY

# **HOUSING TODAY**

Currently, there are 218 single family homes and 91 multi-family homes in the Dequindre Cut Extension; 14% own their homes, 86% rent their homes. The 2021 median sales price was \$36,417. This area also contains 503 regulated affordable units, including the Forest Park Apartments. Strategies should aim to stabilize neighborhoods to strengthen the real estate market areas and prepare for long term future investment. This includes blight clean up and increasing the number of jobs. **Key to** long term affordability is preserving existing buildings, with a focus on multi-family buildings as they allow for rentals at more affordable price points than larger single family homes.



Active School Vacant School



Between 2020 and 2022, Communities of Hope, Inc preserved and rehabbed 206 units affordable to those earning between 40% and 60% AMI at Friendship Meadows in the Forest Park neighborhood, through LIHTC awards.



The Detroit Duplex Repair Program is one of various city resources that allows for vacant properties to be restored and reactivated. Pictured above is a duplex at 1024 Navahoe St. before and after its rehabilitation (Photo above: Nick Hagen. Below: Google Street View).





# **STRATEGIES FOR EXISTING HOUSING**

These actions will support improving existing housing quality, expand homeownership and preserve existing affordable housing.

# **1. BETTER UNDERSTAND THE COLLECTIVE AND INDIVIDUAL NEEDS TO SUPPORT EXISTING RESIDENTS, WHETHER RENTERS OR HOMEOWNERS**

Targeted outreach to existing residents along the JLG route can help to provide access to housing resources supporting affordable homeownership and quality rentals, and help to inform potential needs for housing program expansion. This outreach should be prioritized to residents near the JLG east of Canfield.

Opportunities for new homeowners include two vacant structures owned by the Detroit Land Bank that were assessed as potentially salvageable for rehabilitation.

# 2. PRESERVE AFFORDABILITY FOR CURRENT RENTAL UNITS **AND INVEST IN EXISTING BUILDINGS TO IMPROVE QUALITY AND QUANTITY**

Expand resources and outreach to preserve existing naturally occurring affordable rentals, including opportunities for:

### Rehabs

- Vacant Multi Family: There are 17 > Vacant Multi-Family Buildings in the JLG Dequindre Cut Extension that contain about 38 housing units.
- Second Story Apartments: There is > one known vacant mixed use unit in the JLG Dequindre Cut Extension planning area. Consider additional opportunities for second story apartment rehabs along Gratiot just outside of the planning area.

## **Programs for small-scale local landlords**

> There are (78) 2-4 unit multi-family buildings in the JLG Dequindre Cut Extension, containing 178 units.

## **Programs for 5+ unit properties**

> There are (12) 5+ unit multi family buildings in the JLG Dequindre Cut Extension, containing 792 units.

# BUILD WEALTH & ENSURE HOUSING AFFORDABILITY

# **NEW HOUSING POTENTIAL**

A real estate market study was conducted as part of this plan in 2022. It divided the Dequindre Cut Extension planning area into two market areas, with I-94 as a general dividing line. The northern area is classified as a "Fertilize Market", meaning that even with investment from the JLG, other types of financial support, like government subsidies or philanthropic funding, will are needed for new construction to take place. The southern area\* is classified as a "Grow Market", meaning that large scale private investment can occur if the right type of public investment is made, such as the JLG or a new park, and/or if a public incentive is provided. The potential growth of the Eastern Market area combined with the completion of the JLG provides good fundamentals for future housing development as the Dequindre Cut extends North between Mack and Canfield.

\*The southern market area includes areas outside of the Dequindre Cut Extension planning area, including Eastern Market and areas closer to the Riverfront. See the Housing Market appendix document for market area boundaries.

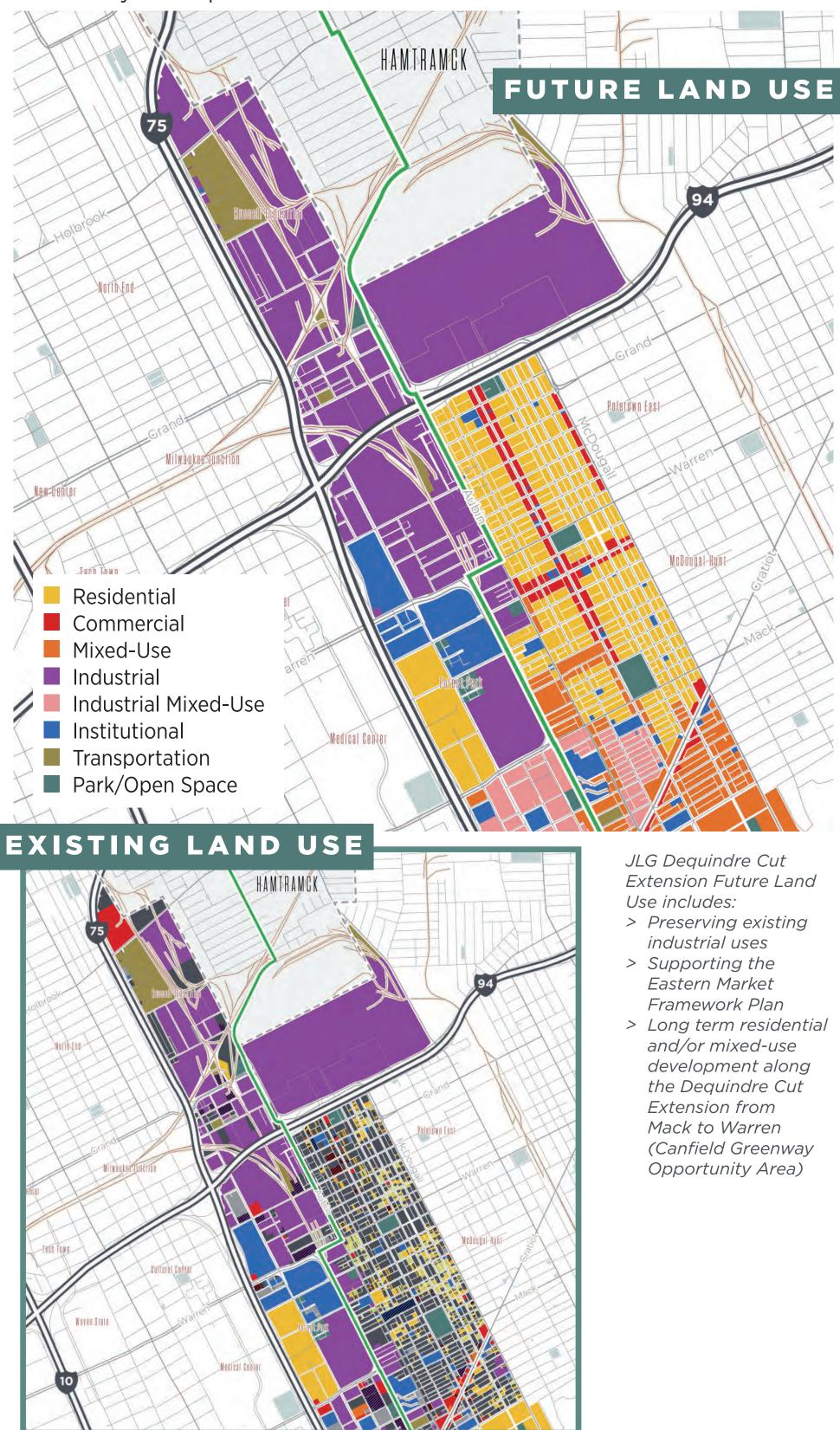






# **NEW HOUSING STRATEGIES**

These actions are aimed at supporting for long term opportunities for community development in a 'Grow' real estate market.



# **1. ALIGN ZONING AND LAND USE POLICY TO APPLY TO SUPPORT HOUSING** INVESTMENT

If new development is proposed near the JLG, ensure that the proposed land use complements the Future Land Use map, as shown to the left. In addition, continue community engagement as new development proposals arise.

Opportunity exists to leverage the recent re-zoning of SD1&2 areas in Eastern Market Area to support mixed-income housing and commercial redevelopment along the existing Dequindre cut and build momentum North as the JLG is extended on Dequindre.

# **2. LEVERAGE PUBLIC ASSETS TO CREATE NEW AFFORDABLE** HOUSING AND PRESERVE SPACE FOR LONGER-TERM **OPPORTUNITIES**

Given the current condition of the housing market, new development along the JLG may be longer term. In the short term, work to increase eligibility for affordable housing development incentives, and consider holding onto [land banking] long term opportunity sites for future development.

Opportunity sites were identified because of their proximity to the JLG; they contain concentrations of publicly owned land, and/ or they are near commercial corridors which could help improve density to support small business and help these corridors thrive.

Long Term opportunities in the JLG Dequindre Cut Extension include:

> **Canfield:** Publicly own land at the intersection of Canfield and the JLG includes 2 acres with the potential to **support 50 units.** This site should be further explored with the upcoming Forest Park Apartments Choice Neighborhood Planning Grant. In the meantime, this study recommends holding the land with interim vacant land treatments as represented in the neighborhood beautification section in this document.

Note: This plan also supports continued investment in the existing Dequindre Cut area, South of the Dequindre Cut extension planning area, particularly around the Wilkins Street gateway. See the Greenway **Opportunity Areas in the Springing Into Action!** section for more details.

# IMPROVE CONNECTIVITY & ACCESS

# **CONNECTIVITY & ACCESS TODAY**

The JLG in the Dequindre Cut Extension builds off of the existing Dequindre Cut Greenway and heads North through a mixture of on-street and off-street adjacent routes. In many cases, alignment runs along the edges of neighborhoods and industrial areas. The JLG construction itself will help to build out key neighborhood access points, but additional investment is needed to create safer resident connections to reach those access point by all modes of transportation. The level of need for sidewalk repair and maintenance is high, so prioritization should be focused on key intersections and neighborhood slow streets.





Off-Street JLG Access Point On-Street JLG Access Point Parks and Recreation



🗰 Existing MoGo Station Potential JLG MoGo Stations

# **CONNECTIVITY & ACCESS STRATEGIES**

Quality access to the JLG for existing neighborhoods supports a number of goals, including:



**Provide safe resident connections** Prioritize safe connection for existing residential, reinforcing connection to neighborhood assets and commercial corridors with a quality access point every 1/2 mile



**Reduce conflicts** *Mitigate industrial / truck route conflicts* and vehicle / pedestrian conflicts

Prioritization of these connectivity improvements will need to be assessed when the trail opens. Explore JLG usership data, with tools such as placer.ai, to evaluate who is using the JLG, and where they are coming from, to address gaps in nearby participation.

Improve safe bike access

# **1. IMPROVE STREETS AT KEY GREENWAY INTERSECTIONS**

Key JLG Dequindre Cut Extension Connections should be prioritized at:

- > Grand Boulevard
- Warren
- Canfield
- > Mack
- > Wilkins

Potential improvements can include widened sidewalks, addition of benches and planting, bike lanes, and more to increase connections to the Dequindre Cut and address challenges of grade separation.

## **2. IDENTIFY PREFERRED SLOW STREETS TO CONNECT TO THE GREENWAY.**

Slow streets are shared, traffic-calmed street with low volumes and low speeds. They do not include bike lanes, but make it safe for shared use and recommend traffic calming at every block. Key slow streets that intersect the JLG Dequindre Cut Extension are:

- > Ferry > Canfield
- > Theodore > Wilkins

On Canfield, explore the Midtown Loop typology between Brush and Dequindre, and strengthen E/W connections with wayfinding on and off the JLG.



Hamtramck Drive. Source: JLG Framework Plan.



Improve transit access Provide nodes with amenities at intersections with high volume transit

Provide safe bike approaches and

transitions to the JLG, connect to

improved bike share and amenities

existing bike infrastructure and



Accommodate car access Prioritize off-street parking at primary trailheads, emphasize multi-modal connections. and utilize on-street, existing parking where possible



## **3. LOCATE MULTIMODAL MOBILITY HUBS AT ACCESS POINTS WITH HIGH CONNECTIVITY IN SEVERAL MODES.**

Mobility Hubs can include directory signage, bike parking, bike repair stations, drinking fountains, e-bike charging stations, parking lots, and enhanced bus stops. They should be prioritized at major access points in the JLG Dequindre Cut Extension, including the intersection at Warren.





Potential for a mobility hub on the JLG where it meets Warren.

# SUPPORT SMALL BUSINESS & COMMERCIAL CORRIDOR ACTIVATION

# **COMMERCIAL CORRIDORS TODAY**

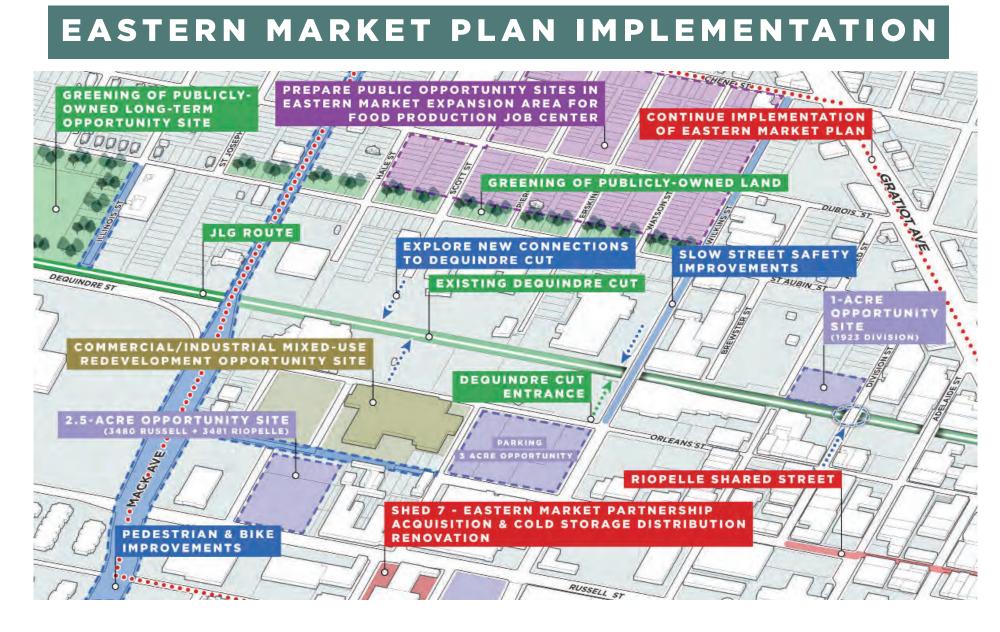
The Dequindre Cut intersects with the core of Eastern Market. In the Dequindre Cut Extension, commercial activity along Chene is minimal, with most businesses focused on car repairs, services, or sales. From a market perspective, there is strong retail potential closer to the Eastern Market's economic hub. Incorporating the market area to the south, \$60.7 million in spending is currently leaking from the region, creating an estimated new retail demand of 144,000 square feet. While a commercial market analysis conducted during this planning process identified the potential for an urban power center, community engagement during the Eastern Market Framework plan emphasized the need to prioritize local businesses. In summary, while there may be long term retail opportunity North of Mack, local engagement underscores the importance of fostering and supporting local businesses and supporting growth of the existing Eastern Market and along Gratiot.





# **COMMERCIAL CORRIDOR STRATEGIES**

In the JLG Dequindre Cut Extension, work to empower entrepreneurs, support existing businesses and connect residents to jobs.





Activation of Dequindre Cut at the Freight Yard near Wilkins St. Currently, access to and from the Dequindre Cut is challenging, making the freight yard a prime hub for additional activation and user attraction. Vacant land adjacent to where the JLG meets or narrows close to Mack has the potential to be activated (photo credit: Eastern Market Partnership).

STOREFRONT ACTIVATION



# **1. STRATEGICALLY INVEST TO BETTER CONNECT COMMERCIAL CORRIDORS** THAT ARE WITHIN WALKING/ **BIKING DISTANCE OF THE JLG**

Key JLG Dequindre Cut Extension commercial corridor connections should be prioritized at Eastern Market. In addition, support better connections along the JLG that can connect to neighborhood amenities and drive additional users on the JLG to businesses.

# **2. FOCUS ON ACTIVATING COMMERCIAL CORRIDORS** WHERE THEY MEET THE JLG, **INCLUDING SUPPORT FOR BUSINESSES AND PROPERTIES**

This includes targeted Blight to Beauty initiatives to support business and properties to achieve code compliance and plan for the future. Key commercial corridor connections along the JLG Dequindre Cut Extension should be prioritized at Gratiot Ave., Wilkins St. and Mack Ave.

# **3. CREATE PROGRAMS AND SPACES TO SUPPORT RETAIL ACTIVITY ALONG THE JLG**

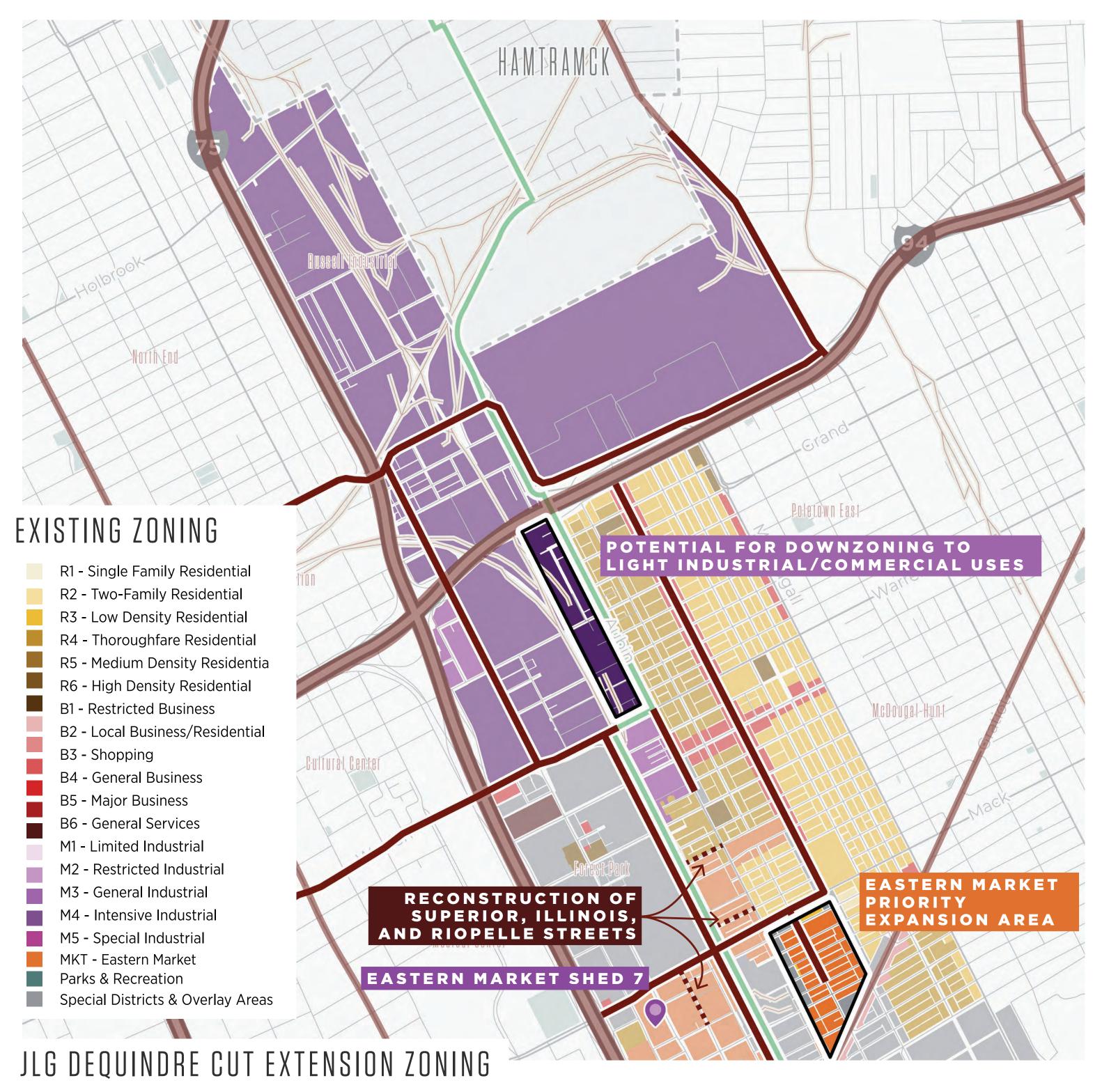
Continue to formalize the process so that small businesses or residents, such as food trucks, can sell their goods on or along the JLG. This can include activating nontraditional commercial spaces, such as vacant or underutilized buildings. In the near term, build upon existing programs (Freight Yard, Eastern Market Metro Accelerator) and expand opportunity for retail activation near or on the JLG.

Coordination between the Joe Louis Greenway Partnership and the Detroit Riverfront Conservancy will be essential as both organizations manage programming for the greenway north and south of Mack, respectively.

# CREATE & SUSTAIN JOBS

# **INDUSTRY & JOBS TODAY**

Industrial land makes up nearly half (49%) of the parcel area in the JLG Dequindre Cut Extension, with many of these properties located directly adjacent to the JLG, often acting as a divider between industrial and residential properties. Currently, most industrial businesses in the area (53%) are heavy industrial. Although the market for new industrial development is strong, there is limited industrial vacancy. Strategic investments in land assembly and cleanup can help promote job growth and support further industrial expansion.



JLG Route Existing Truck Route

Truck Route



# **STRATEGIES FOR INDUSTRY & JOBS**

Continue to preserve land for industrial living wage jobs along the JLG in strategic locations, while improving the impacts of industry on the JLG and surrounding neighborhoods.

### **1. CREATE BETTER CONNECTIONS BETWEEN INDUSTRIAL EMPLOYERS AND** THE JLG

For existing businesses, work with property owners to achieve code compliance and develop new programs or match grant opportunities to encourage improvements.

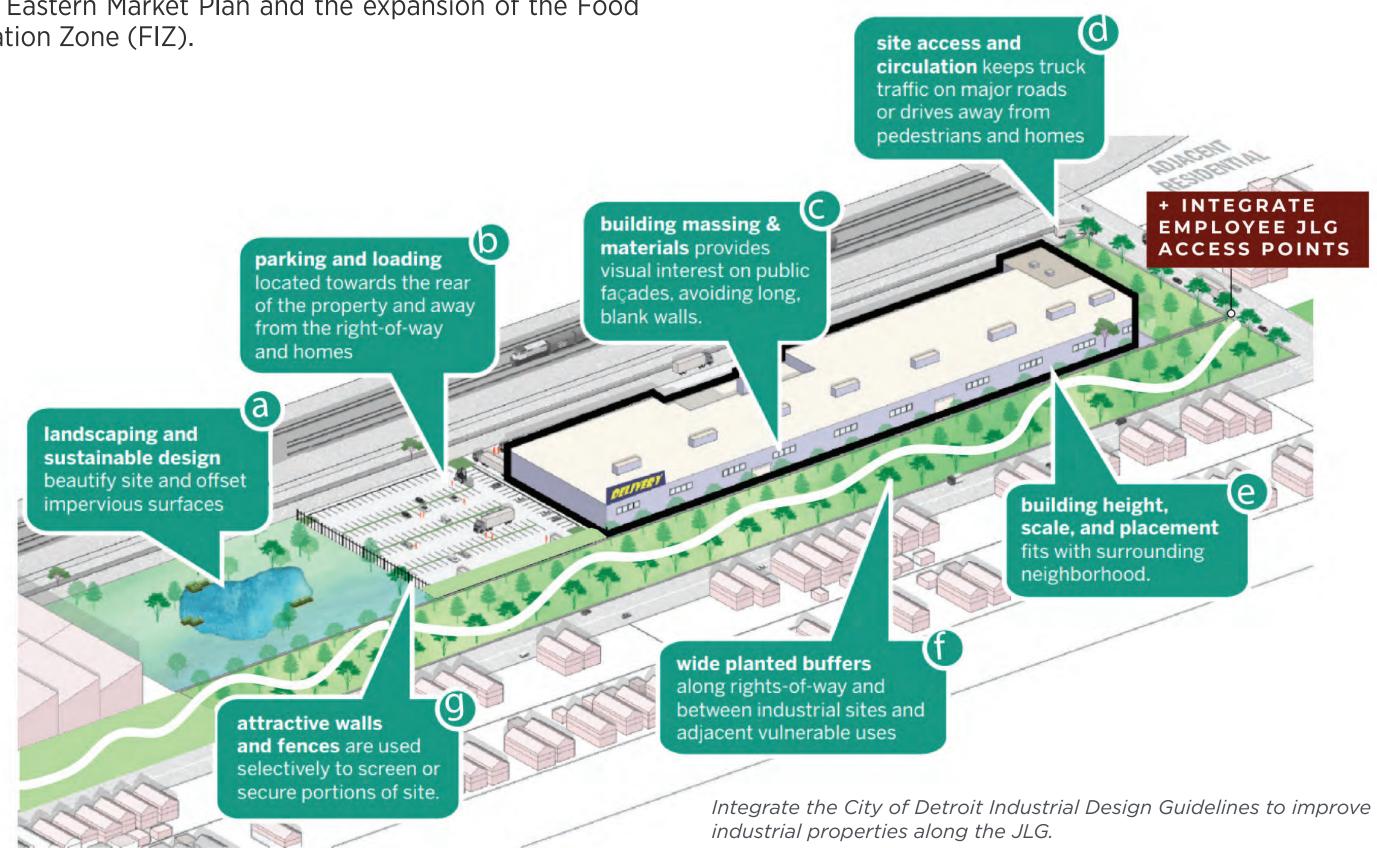
In addition, find opportunities to buffer industrial properties with trees and plantings along the JLG, particularly along St. Aubin Street.

# **2. BETTER ALIGN INDUSTRIAL ZONING** WITH TODAY'S OPPORTUNITIES.

Downzone M4 properties to allow for light industrial or commercial uses only along the JLG alignment on St. Aubin St., in order to transition away from heavy industrial uses along the JLG in the long term.

Rezoning has already occurred in the area, and the MKT designation will be particularly relevant to grow jobs by expanding and attracting Food Production businesses.

Key actions to this end include the continued implementation of the Eastern Market Plan and the expansion of the Food Innovation Zone (FIZ).



Source: City of Detroit Industrial Design Guidelines



**3. UPGRADE THE CONDITION OF EXISTING INDUSTRIAL PROPERTIES AND DISTRICTS.** 

As new industrial development is built along the JLG, it should



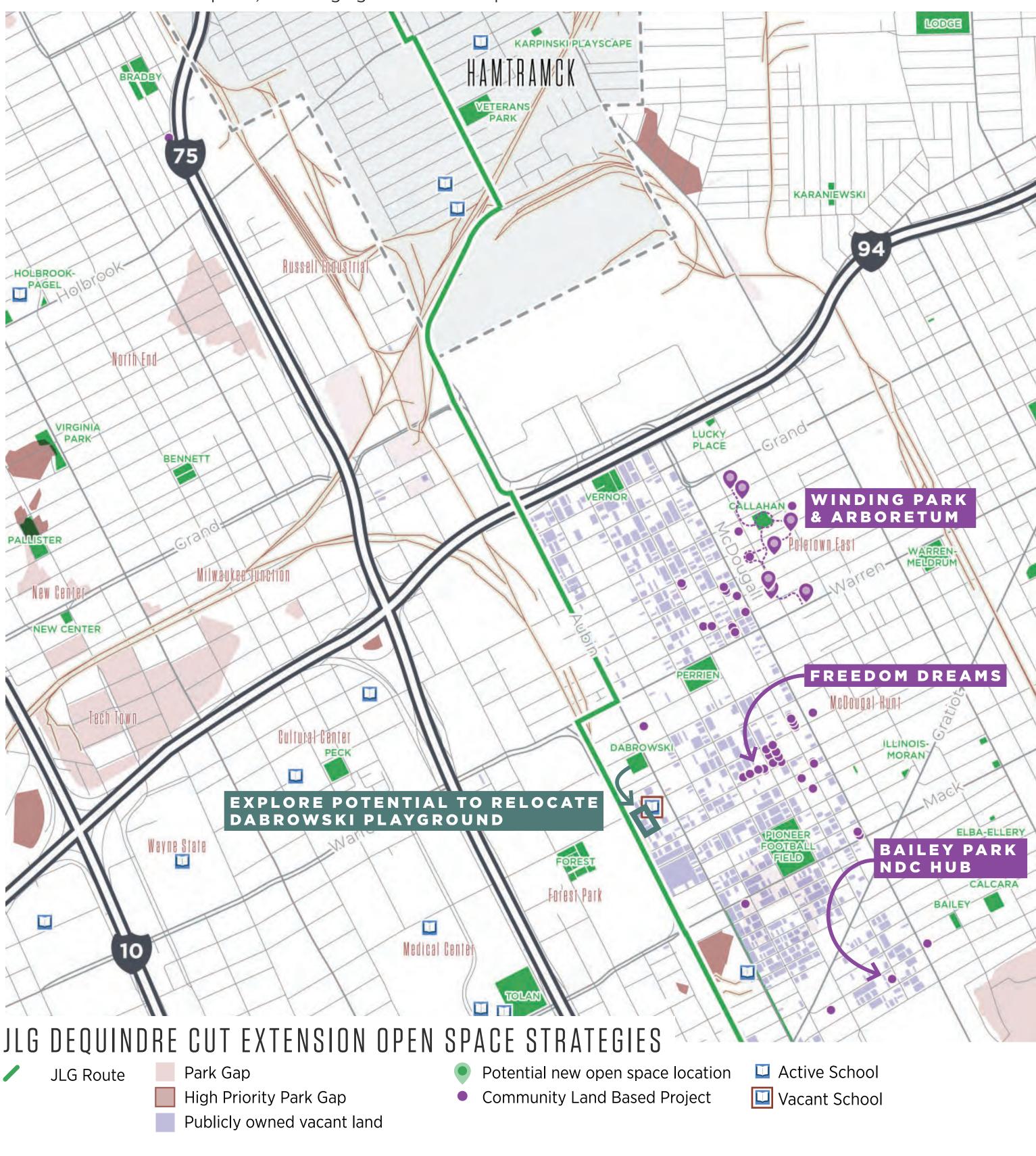


Improve the appearance of industrial properties along the JLG with fence coverings, arts, and new landscaping.

# BEAUTIFY & GREEN NEIGHBORHOODS

# **PARK NETWORK TODAY**

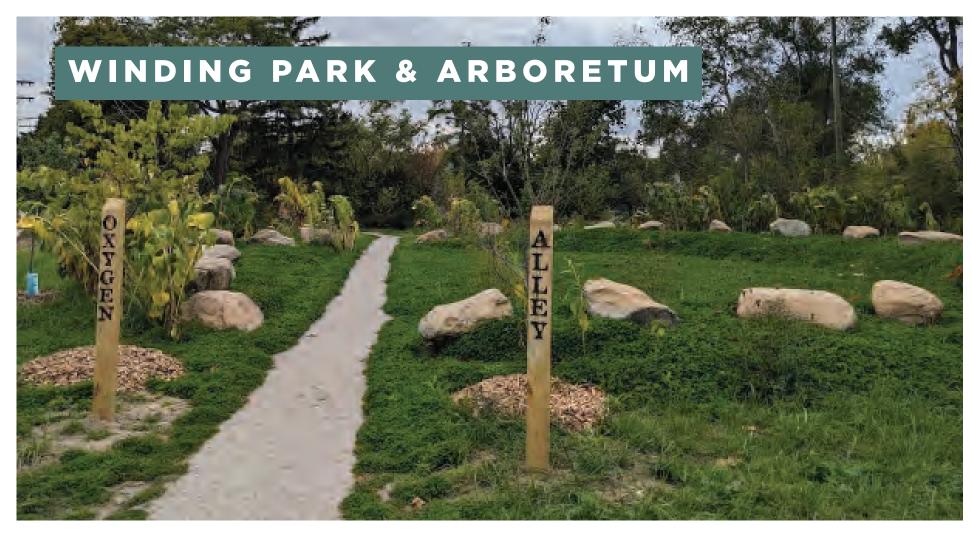
The residential neighborhoods surrounding the JLG in the Dequindre Cut Extension have few gaps in park coverage, with several parks and community land projects already present. Therefore, the focus should be on improving access to existing parks, enhancing facilities and amenities, and supporting ongoing initiatives through partnerships or programming. Additionally, proposed streetscape improvements from the Connectivity and Mobility section can be used to strengthen connections to and from parks, encouraging active use and pedestrian traffic.











Arboretum Detroit's Oxygen Alley project is part of a winding park of various green spaces in the neighborhood.

# **PARK NETWORK STRATEGIES**

Leverage the JLG investment to improve connections to parks and expand the open space network along the JLG route.

# **1. FILL PARK GAPS AND IMPROVE JLG ACCESS**

Given that much of the Dequindre Cut Extension is industrial in nature, there aren't many residential areas that currently experience a lack of open space. The emphasis in this planning area should be connecting and improving existing open spaces as mentioned below.

# **2. LEVERAGE JLG INVESTMENT TO CONNECT RESIDENTS TO PARKS AND COMMUNITY RECREATION AND OPEN SPACES**

Improvements to parks and open spaces in the JLG Westside and their recommended capital improvements include:

- > Forest Park This park was recently upgraded with improved amenities and sports facilities. Improve connections to the JLG and neighborhood through slow street connection on Canfield.
- **Perrien Park** Improve connections > to the JLG and neighborhood through bikeshare and other mobility improvements on Warren.
- Dabrowski Playground This > playground lacks amenities like play equipment, sports facilities, benches, paths, or even signage. It is indistinguishable from a vacant lot. Consider relocating it along the JLG, potentially as part of the Canfield Greenway Opportunity (GO) Area.

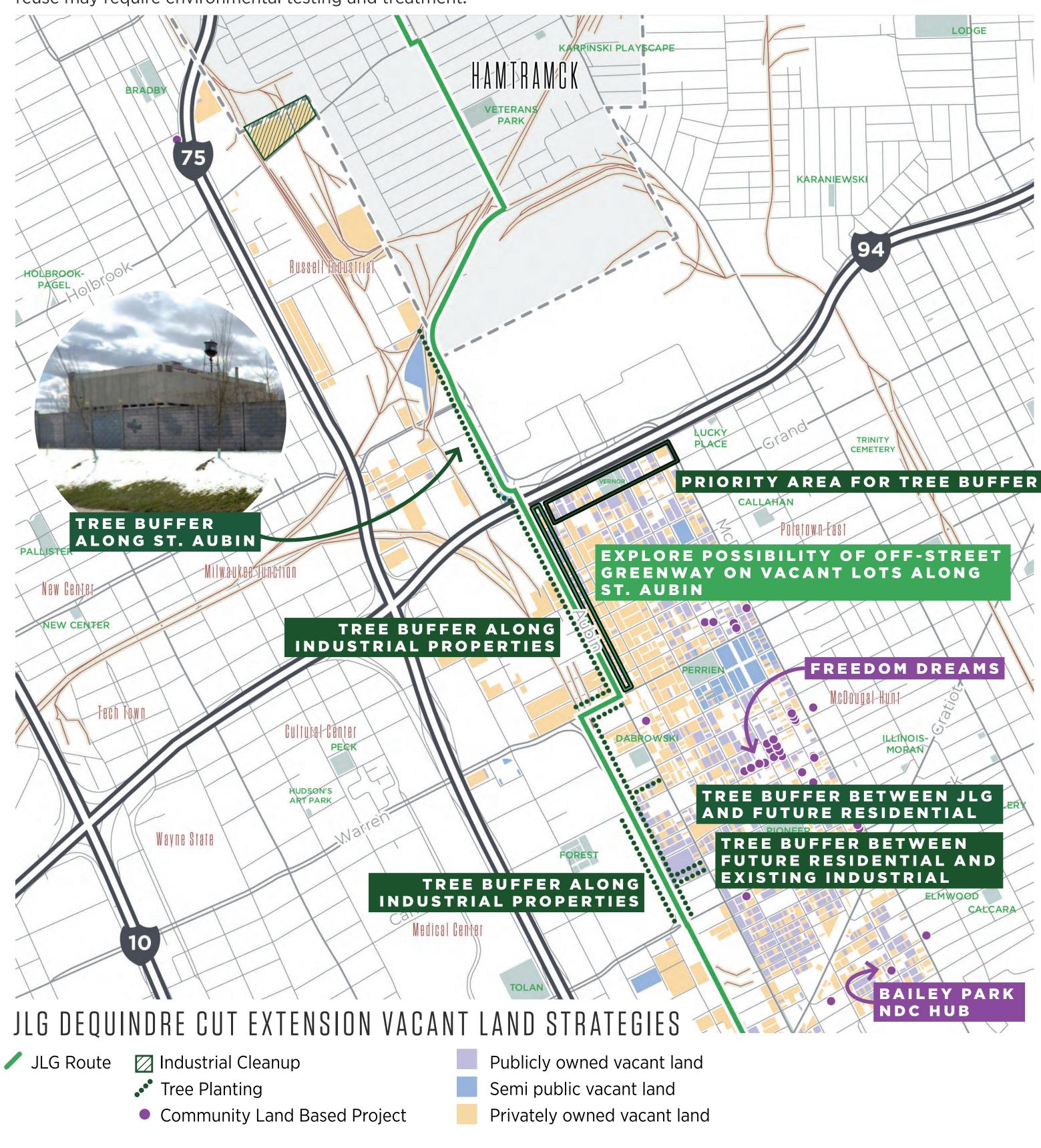
In addition, community-led initiatives at all scales should be integrated into the park network. Some of these initiatives include:

Winding Park & Arboretum in the > East Ferry Warren Neighborhood connects multiple open space projects (such as Circle Forest, Field Temple, and Callahan Park) winding through seven residential blocks from Warren to East Grand Blvd. The project is led by Arboretum Detroit and Detroit Future City with a variety of local and philanthropic partners. These green space projects in the planning area should be integrated into the JLG open space network.

# BEAUTIEV & GREEN NEIGHBORHOODS

# VACANT LAND TODAY

There are 280 acres of Vacant Land in the JLG Dequindre Cut Extension on 2,401 parcels. 48% of parcels are publicly owned, while 52% are privately owned. Much of the vacant land immediately adjacent to the JLG is formerly industrial, indicating that reuse may require environmental testing and treatment.







С

Utilize public vacant land to improve neighborhood conditions. Potential vacant land treatments identified in this process include:

- **N**EPAIR to prevent future dumping.
- BEAUTIFY access.
  - upon completion
  - **Meadow:** Perennial meadow with dumping barriers at edge.
- -WORK stormwater management.
  - for visibility.





**Industrial Cleanup** 



Enhancement

Pictured above are some examples of how different vacant land treatments could be implemented. Strategies will vary depending on the conditions of the vacant lot, potential for stewardship and community needs.



Interested in beautifying a vacant lot? Have ideas for activities + events at parks along the JLG?

# **BEAUTIFICATION & VACANT LAND STRATEGIES**

**1. ESTABLISH AND PROMOTE A RANGE OF VACANT LOT BEAUTIFICATION TYPOLOGIES** 

**Targeted Clean and Clear:** Deploy Clean & Clear, Maintain as lawn, Mow 4x a year and consider barrier

Wildflower Lawn: Annual wildflower lawn with dumping barriers at edge or mowed edge. **JLG Enhancement:** Cut through greenway, trailheads for greenway or neighborhood connection and

Industrial Clean up: Clean and Remediate (as needed) industrial site; Establish Clean and Clear typology

Green Stormwater Infrastructure: Sites that increase biodiversity, create habitat, and provide

**Tree Planting:** Trees planted 12' - 15' on center, ground naturally mulched, and trim branches to 6' height

**Community/Partner Activation:** Sites that promote community or partner activation scale as pop-up, gardens, gathering or event spaces, or productive uses such as urban agriculture or solar.









Community/Partner Activation

# 2. MATCH VACANT LAND **TYPOLOGIES TO KEY SITES**

In the JLG Dequindre Cut Extension, prioritize vacant land typologies on lots that can help to reduce harm and add value, including:

> Vacant lots along St. Aubin St. Tree planting on vacant lots along St. Aubin St. could help to provide a buffer between industrial and residential uses.

### **3. CONTINUE TO LEARN WHAT** WORKS AND HOW IT FITS WITHIN A NEIGHBORHOOD.

New vacant land typologies will take coordination, time, and trial and error to perfect installation, maintenance patterns and community support. Continue working with the community and those responsible for maintaining vacant land to address neighborhood feedback and activate sites.