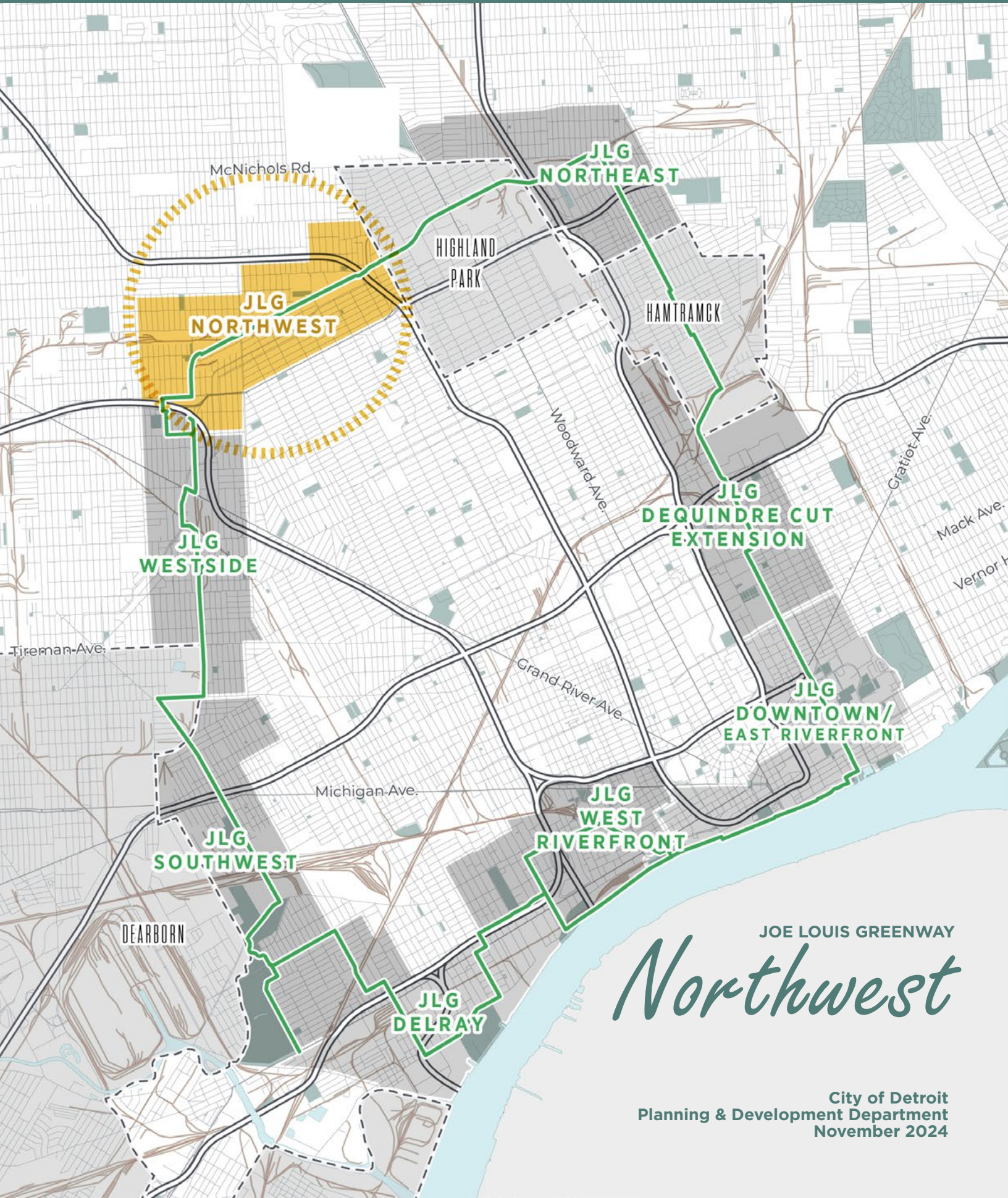




JOE  
LOUIS  
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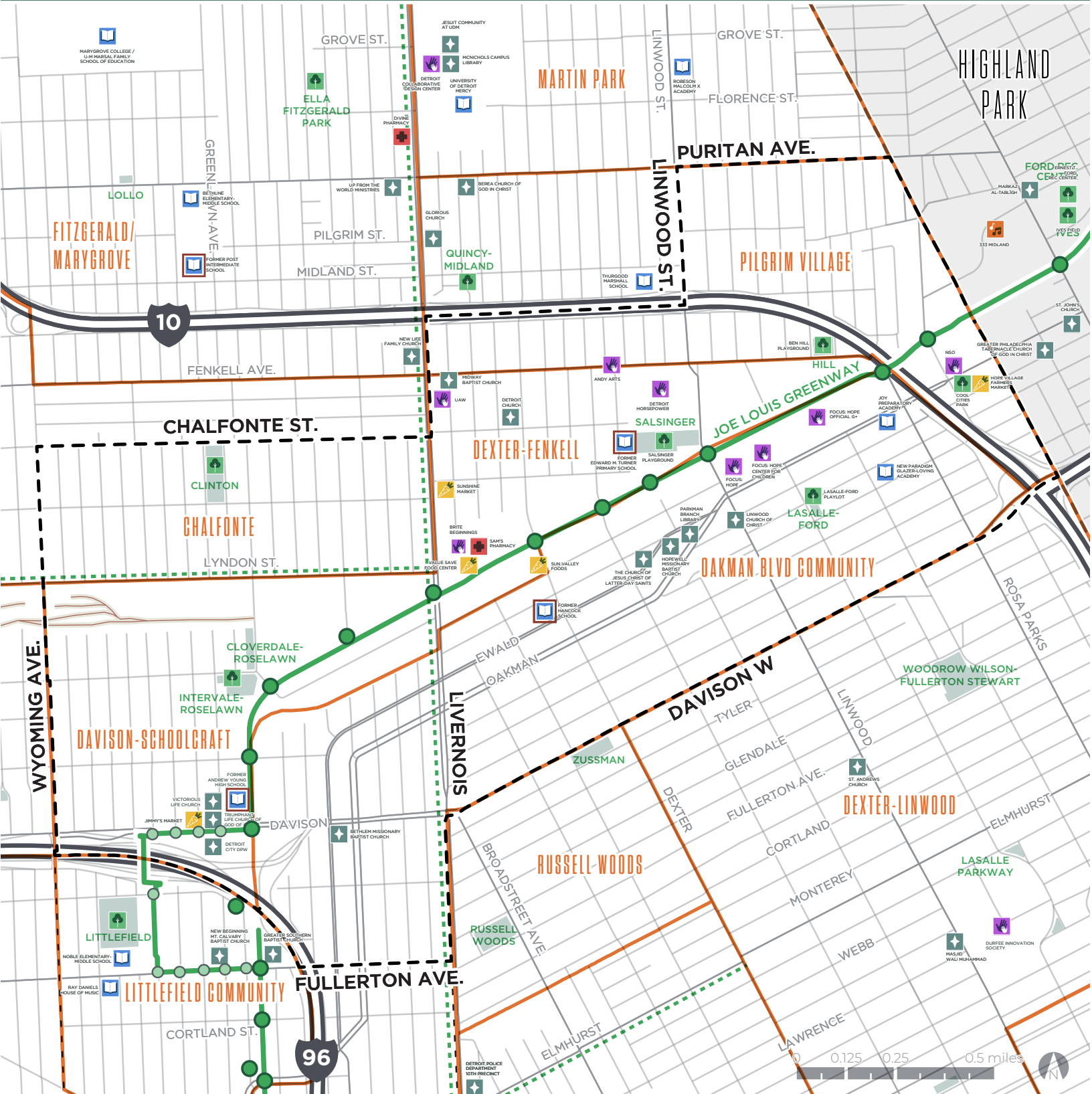
# NEIGHBORHOOD PLANNING STUDY | PLAYBOOK



JOE LOUIS GREENWAY

## Northwest

City of Detroit  
Planning & Development Department  
November 2024



## JLG NORTHWEST PLANNING AREA | COMMUNITY-IDENTIFIED NEIGHBORHOOD CONNECTIONS AND ASSETS

- JLG Planning Area (within 1/2 mile of the JLG route)
- Detroit Neighborhood Boundaries
- JLG Route
- Proposed Spurs & Connectors
- Off-street Access Points
- On-street Access Points
- Institutional + Faith-based
- Community
- Education
- Vacant school
- Entertainment
- Health
- Parks + Recreation
- Food
- Other

WHAT WE LEARNED

# Northwest by the Numbers

WHAT WE HEARD

# Neighborhood Voices

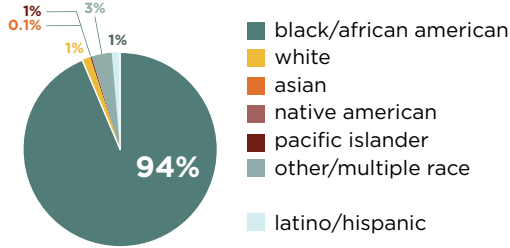
POPULATION

Source: U.S. Census Bureau 2017-2021 5-year Estimates, City of Detroit

TOTAL PLANNING AREA POPULATION:

**12,293**  
RESIDENTS | **▼ 21%**  
SINCE 2010

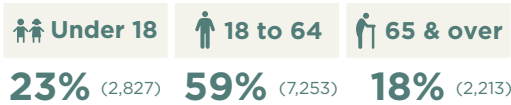
RACE (non-Hispanic) & ETHNICITY:



**2%** (aprox.)  
of residents are  
foreign-born

**285**  
RESIDENTS  
speak a language other  
than English at home

AGE GROUPS (by years old):

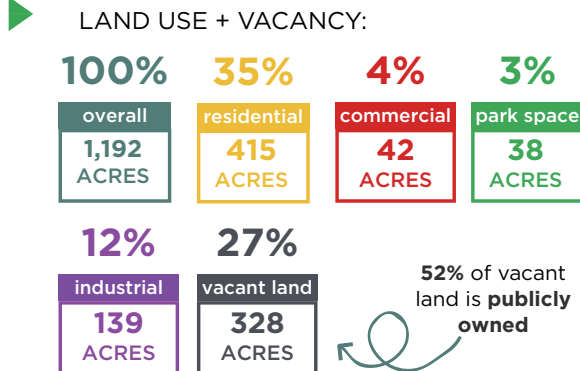
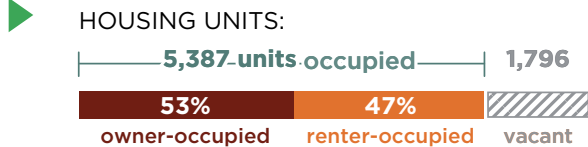


MEDIAN HOUSEHOLD INCOME (2022): **\$29,114** PER YEAR

MEDIAN HOUSE VALUE: **\$56,883** IN THE NORTHWEST AREA | **▼ 38%** SINCE 2010

FAMILY HOUSEHOLDS\*: **2,535** FAMILY HOUSEHOLDS | **47%** OF TOTAL

\*A family group is defined by the US Census as "any two or more people residing together, related by birth, marriage, or adoption".

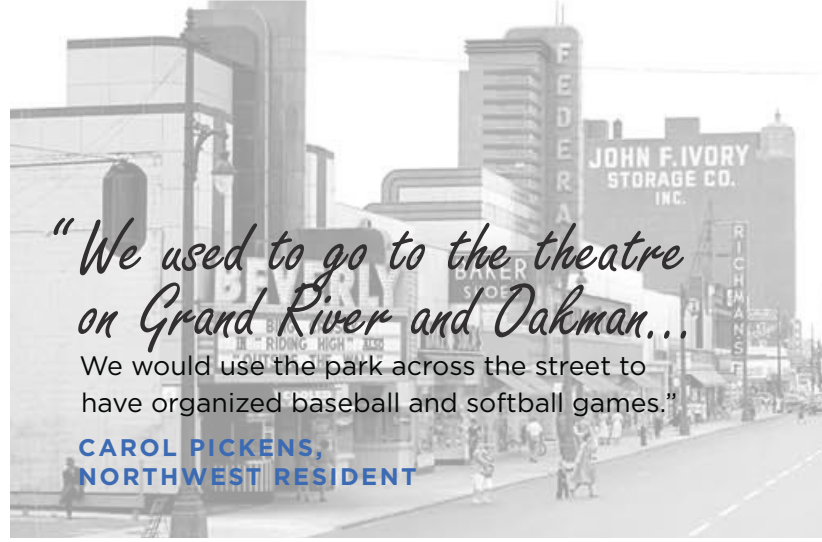


HOUSING & INCOME

Source: U.S. Census Bureau 2017-2021 5-year Estimates, City of Detroit

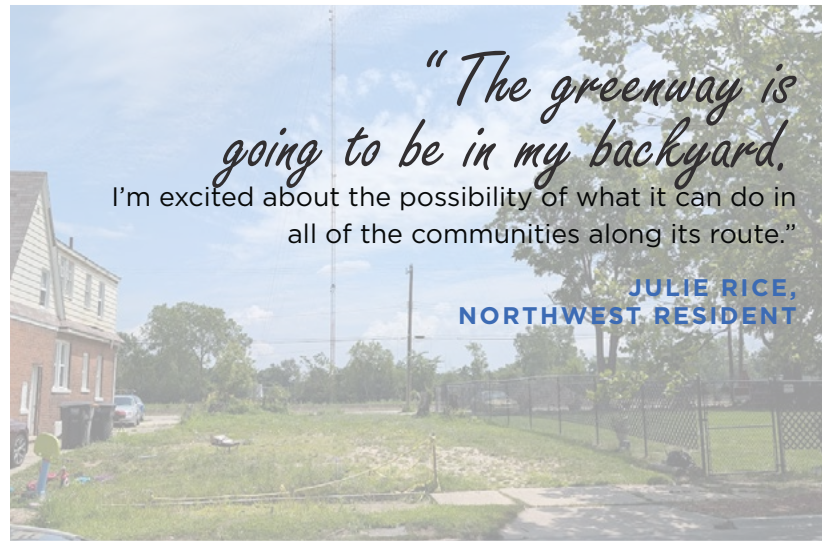
CURRENT LAND USE

Source: City of Detroit, Interface Studio



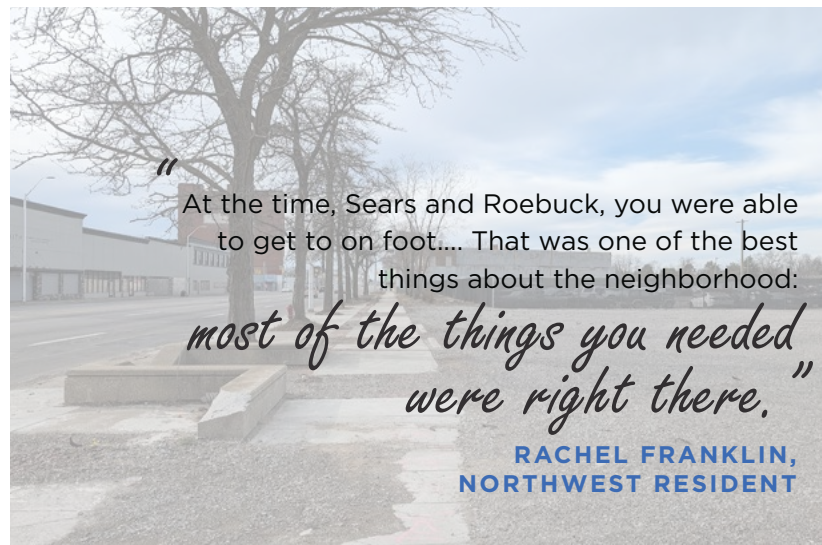
*"We used to go to the theatre on Grand River and Oakman... We would use the park across the street to have organized baseball and softball games."*

**CAROL PICKENS, NORTHWEST RESIDENT**



*"The greenway is going to be in my backyard. I'm excited about the possibility of what it can do in all of the communities along its route."*

**JULIE RICE, NORTHWEST RESIDENT**



*"At the time, Sears and Roebuck, you were able to get to on foot.... That was one of the best things about the neighborhood: most of the things you needed were right there."*

**RACHEL FRANKLIN, NORTHWEST RESIDENT**

*Want to learn more?*  
Visit [detroitmi.gov/jlgvoices](https://detroitmi.gov/jlgvoices) to hear more resident stories



JOE  
LOUIS  
GREENWAY

# NEIGHBORHOOD PLANNING STUDY NORTHWEST 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). Visit [joelouisgreenway.com](http://joelouisgreenway.com) for more information.



Scan to view 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 Joe Louis Greenway Framework Plan of 2021, and the specific goals for the JLG Northwest Planning Area defined in this process.

## WHO IS THIS PLAYBOOK FOR?

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



*Alongside greenway construction, each JLG Playbook will serve to guide investments into neighborhoods, where we all have a part to play:*



## WHO ELSE IS INVOLVED?

The Joe Louis Greenway Partnership (JLGP) is a nonprofit formed to support the Greenway with a focus on programming, beautification, community engagement and neighborhood development. To learn more visit: [jlgpartnership.org](http://jlgpartnership.org)

## 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.

To achieve our goals, the study must:

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

## HOW WAS THIS PROCESS INFORMED?

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



### COMMUNITY LEADERSHIP TEAM

**13 COMMUNITY MEMBERS** leading neighborhood-focused engagement



### VACANT LAND SUMMIT

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



### ON THE GROUND DISCUSSIONS

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



### COMMUNITY MILESTONE MEETINGS

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

## 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 Northwest residents also emphasized the need for:

EQUITABLE, SUSTAINABLE GROWTH

IMPROVED HEALTH AND QUALITY OF LIFE CONDITIONS

BEAUTIFUL STREETS AND FAMILY-FRIENDLY SPACES

ACCESSIBLE GOODS, SERVICES AND COMMUNITY PROGRAMMING

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

# BUILD WEALTH & ENSURE HOUSING AFFORDABILITY

## HOUSING TODAY

Currently, there are 3,021 single family homes and 1,118 multi-family structures in the Northwest. 53% own their homes, while 47% rent their homes. The 2021 median sales price was \$77,523. This area contains 534 regulated affordable units. Strategies should aim to stabilize neighborhoods to strengthen the real estate market and prepare for long term future investment. This includes blight clean up and increasing the number of jobs. **Key to long term affordability of existing neighborhoods is preserving existing buildings**, with a focus on multi-family buildings because they allow for rentals at more affordable price points than larger single family homes.



## JLG NORTHWEST HOUSING AFFORDABILITY SITES

- Single Family Residential
- Multi- Family 2-4 Units
- Vacant Multi Family or Mixed Use Building
- Mixed Use
- Vacant Single Family Residential
- Multi-Family 5+ Units
- DLBA Salvageable Structure
- Active School
- Vacant School



*Interested in housing resources?* Learn more about what's available to you at [detroitmi.gov/jlgplanning](http://detroitmi.gov/jlgplanning).



Above, the City of Detroit's Housing Revitalization Department (HRD) completed the preservation rehabilitation project of Ryan Court at 2350 Ewald Circle in 2019 (Photos: Google Street View).



## STRATEGIES FOR EXISTING HOUSING

These actions will support improving existing housing quality, expanding homeownership and preserving 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 closest to the JLG route.

Opportunities for new homeowners include **152 vacant structures** owned by the Detroit Land Bank in the JLG Northwest that are 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 164 Vacant Multi-Family Buildings in the JLG Northwest that contain about 683 housing units.

#### Programs for small-scale local landlords

- > There are (1,035) 2-4 unit multi-family buildings in the JLG Northwest, containing 2,270 units.

#### Programs for 5+ unit properties

- > There are (83) 5+ unit multi family buildings in the JLG Northwest, containing 2,943 units.



The City's current pilot programs including the Second Floor Residential Grant Program in Southwest and the Detroit Duplex Repair Program offer models to stabilize existing affordable rental properties or reactivate vacant units through direct support small-scale landlords.

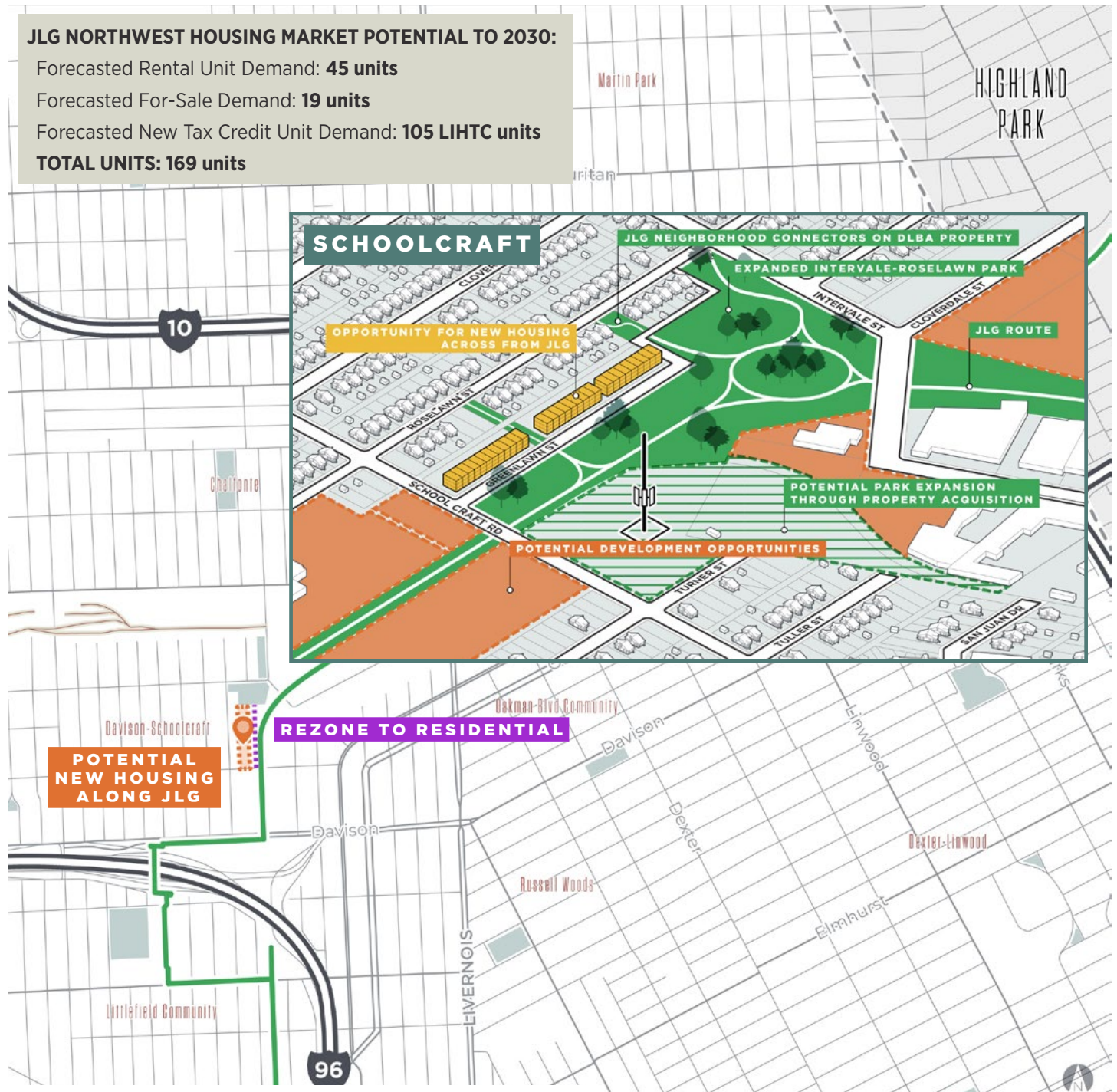
# BUILD WEALTH & ENSURE HOUSING AFFORDABILITY

## NEW HOUSING POTENTIAL

A real estate market study was conducted as part of this plan in 2022. It classified this market area as a 'Fertilize Market', meaning that **even with investment from the JLG, other types of financial support, like government subsidies or philanthropic funding, will still be needed for new construction to take place.** The area does contain stable residential areas and good transportation corridors (Livernois, Dexter). It's estimated that the housing market can support a total of 169 units in the coming seven years, of which 105 are affordable and may qualify for Low Income Housing Tax Credits (LIHTC).

### JLG NORTHWEST HOUSING MARKET POTENTIAL TO 2030:

- Forecasted Rental Unit Demand: **45 units**
- Forecasted For-Sale Demand: **19 units**
- Forecasted New Tax Credit Unit Demand: **105 LIHTC units**
- TOTAL UNITS: 169 units**



### JLG NORTHWEST HOUSING OPPORTUNITY SITES

- JLG Route
- Housing Opportunity area
- 📍 Key housing opportunity site
- Permit increased density along off street portions of the JLG



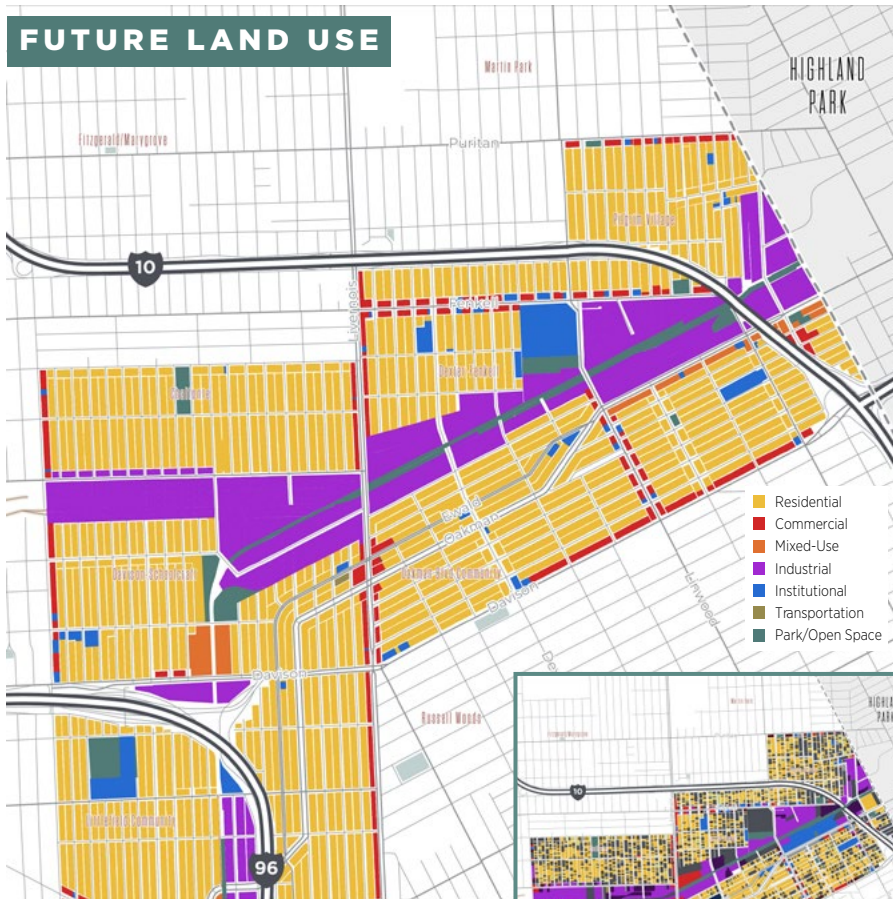


# Interested in developing property near the JLG?

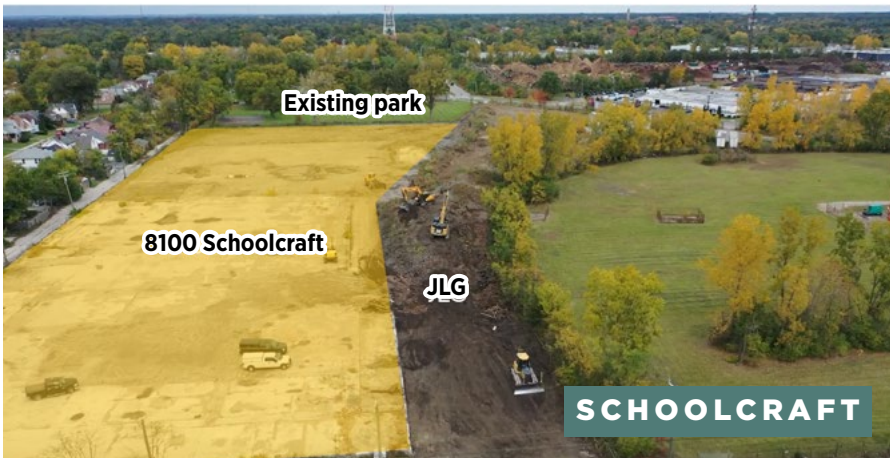
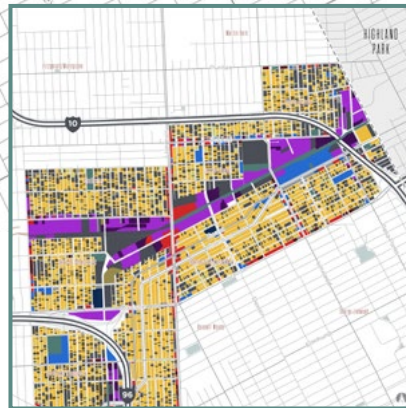
Learn more about what's available to you at [detroitmi.gov/jlgplanning](https://detroitmi.gov/jlgplanning).

## NEW HOUSING STRATEGIES

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



- JLG Northwest Future Land Use includes:
- > Transitioning away from heavy industrial uses to a green light industrial district along the JLG
  - > Exploring long-term residential infill around Greenway Opportunity Areas.
  - > Exploring industrial/commercial mixed-use within industrial districts where the JLG meets commercial corridors



The area offers long-term development opportunities along the JLG, such as at Schoolcraft, which would provide additional greenway frontage and activate the area.

### 1. ALIGN ZONING AND LAND USE POLICY 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.

### 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.

This housing opportunity site was identified because of its proximity to the JLG and it contains a concentration of publicly owned land.

A long-term opportunity site in the JLG Northwest includes:

- > **Schoolcraft:** Explore the opportunity to develop a catalytic LIHTC 30-unit mixed-income housing development on 8100 Schoolcraft, south of the expanded Intervale-Roselawn Park. This site was home to the former La Choy Food Products factory, which was demolished in 2023 to make way for the JLG. When considering redevelopment of this site, evaluate the potential for a new JLG frontage road to provide additional JLG open space and new on-street parking along the corridor, as depicted in the section drawing on the previous page.

# IMPROVE CONNECTIVITY & ACCESS

## CONNECTIVITY & ACCESS TODAY

Much of the JLG in the Northwest is being built on former rail lines. In many cases, the alignment runs along the edges of neighborhoods. The construction of the JLG itself will help create key neighborhood access points, but **additional investment is needed to create safer connections for residents to reach these access points by multiple modes of transportation.** Sidewalk repair and maintenance needs are high and must be prioritized. Targeted streetscape improvements are also needed on Dexter, and Linwood as major corridors to connect neighborhood investments to trail access points.



### SAFE STREETS FOR ALL

The City of Detroit received Safe Streets for All implementation funding in 2022 and 2023 to make safety improvements in some of Detroit's most dangerous roads and intersections. Improvements may include a mix of pavement markings, curb bump-outs, signage, enhanced crossings, raised crosswalks, flashing signals, sidewalks, and lighting. Design is set to begin in 2024, with construction between 2025-2028. (See Linwood Ave)

### ENGAGE COMMUNITY AS JLG IS COMPLETED TO PRIORITIZE N/S CONNECTION ACROSS I-10

### LIVERNOIS IMPROVEMENTS

### PRIORITIZE NEW BIKE LANE ON LIVERNOIS NORTH OF JLG

## JLG NORTHWEST STREET IMPROVEMENTS

### MOBILITY GOALS

- Safe resident connections
- Improved transit access
- Safe bike access
- Reduced conflicts
- Car access

- JLG Route
- Key Intersection
- Safe Streets for All Intersection
- Off-Street JLG Access Point
- On-Street JLG Access Point
- Parks and Recreation
- Active School
- Vacant School
- Existing Shared Lane Markings/Signed Route
- Existing Bike Lane
- JLG NPS Proposed Bike Lane
- Previously Planned Slow Street
- JLG NPS Proposed Slow Street
- Potential JLG Connection
- Existing MoGo Station
- Potential JLG MoGo Stations
- High-Frequency Bus Routes
- Safe Streets for All Improvements
- Extend Safe Streets for All Improvements
- Other Streetscape Improvements
- Additional Community Spurs & Connectors

# CONNECTIVITY & ACCESS STRATEGIES

Provide safe resident connections for existing neighborhoods with quality access to the JLG, 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



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



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



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



**Improve safe bike access**  
 Provide safe bike approaches and transitions to the JLG, connect to existing bike infrastructure and improved bike share and amenities

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

## 1. IMPROVE STREETS AT KEY JLG INTERSECTIONS

Improvements at key intersections should be tailored to the opportunities and needs anticipated by users. In retail corridors like Livernois priority improvements could include widened sidewalks, shade trees, seating and wayfinding. Other key intersections such as Linwood may be the focus of improvements like safe crossings or completing gaps in existing bike network infrastructure.

Current Safe Streets for All Improvements on Linwood are being implemented to Davison. Consider extending those improvements North to Fenkell.

## 2. IDENTIFY PREFERRED SLOW STREETS TO CONNECT TO THE JLG

Slow streets are shared, traffic-calmed streets 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 Northwest are Cherrylawn, Intervale, Wildmere, Parkside and Rosa Parks.

Slow Street improvements can be made during road resurfacing and/or prioritized for routes connecting to neighborhood destinations such as parks, libraries or schools.

## 3. IMPROVE MOBILITY AT KEY ACCESS POINTS WITH HIGH CONNECTIVITY FOR ALL MODES

Mobility Hubs can include directory signage, bike parking, bike repair stations, drinking fountains, e-bike charging stations, parking lots and EV charging, and enhanced bus stops. They should be prioritized at major access points in the JLG Northwest, such as Livernois and Dexter.



Potential for a mobility hub on Livernois or Dexter including an enhanced bus stop and shaded seating.



Drawing depicting proposed improvements to Livernois, including an enhanced crosswalk.

# SUPPORT SMALL BUSINESS & COMMERCIAL CORRIDOR ACTIVATION

## COMMERCIAL CORRIDORS TODAY

The JLG intersects with the commercial corridor of Livernois in the JLG Northwest, and travels on-street along Davison. Commercial retail activity is largely concentrated at Livernois, with the majority of businesses being fast food restaurants, or auto-related. From a market perspective, there is limited demand for new retail (24,000 sf by 2030) and no demand for new office spaces. The focus in this market should be on **supporting existing businesses and testing a micro-retail pilot to support non-traditional retail spaces around the JLG**. Increasing residential density will also be key in supporting future retail.



## JLG NORTHWEST COMMERCIAL CORRIDORS

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

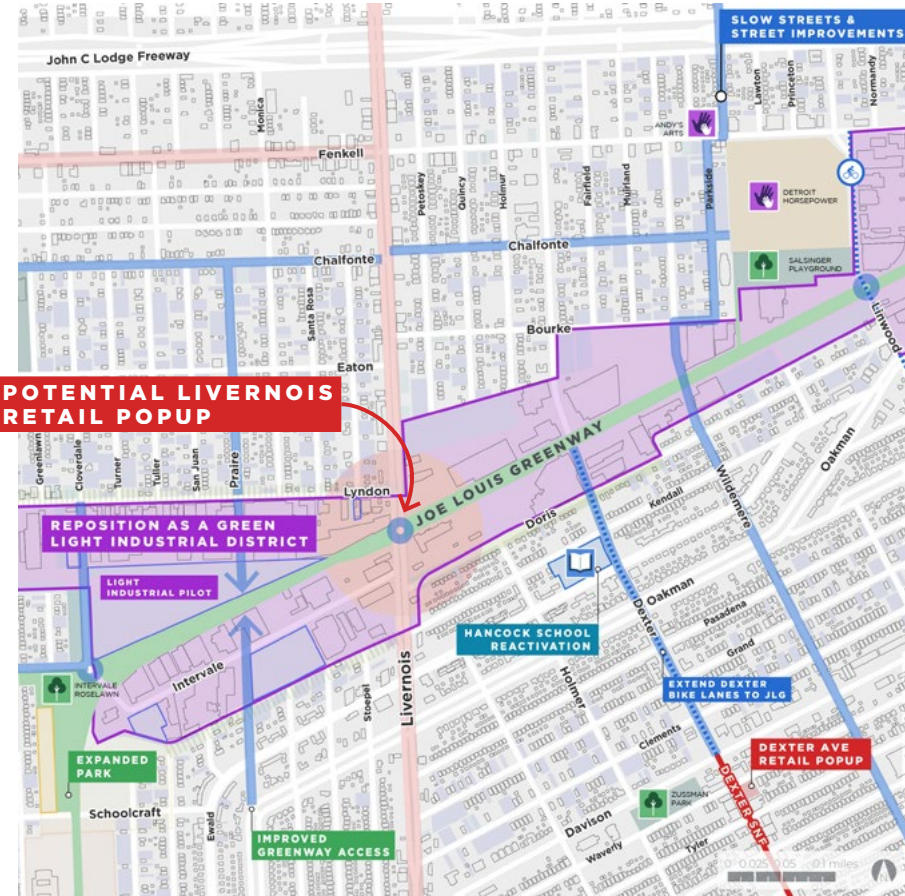


Are you an employer near the JLG? Have a pop-up idea for the JLG?

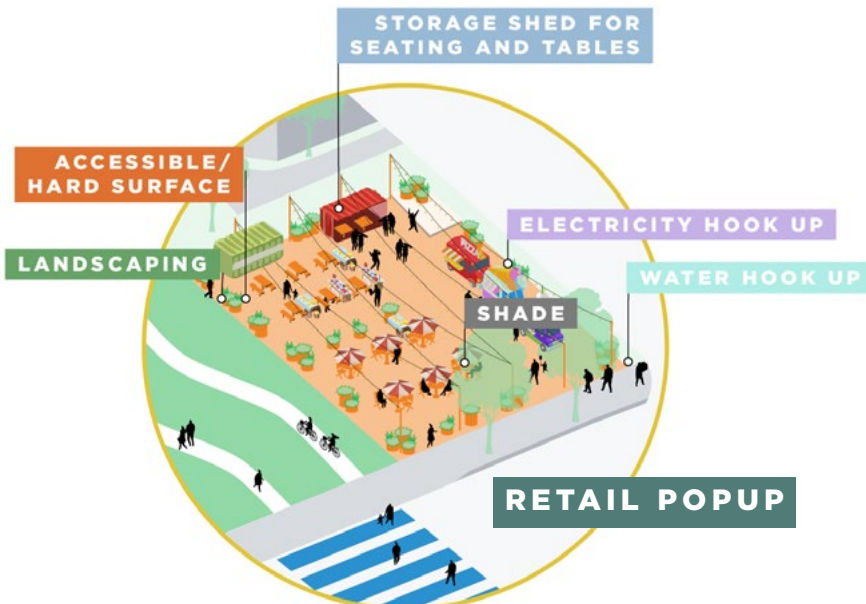
Learn more about what's available to you at [detroitmi.gov/jlgplanning](http://detroitmi.gov/jlgplanning).

# COMMERCIAL CORRIDOR STRATEGIES

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



Improve the connections to commercial corridors in the JLG Northwest, shown above in red. At Livernois, an existing large and underutilized surface parking lot provides an opportunity for a retail pop-up.



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

Enhance connectivity between commercial corridors located within walking and biking distance of the JLG, making it easier for residents and visitors to access local businesses, and attract more foot traffic from the JLG to local businesses. In the JLG Northwest, improvements should be prioritized to better connect to businesses on Livernois and the Avenue of Fashion to the north and the Dexter Strategic Neighborhood Fund (SNF) area to the south.

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

When commercial corridors intersect the JLG, work with property owners and businesses to create more welcoming environments. This may involve public realm improvements, adding outdoor spaces, or enhancing safety. Targeted “Blight to Beauty” initiatives can support businesses and properties in achieving code compliance and planning for the future. In the JLG Northwest, priority should be given to where Livernois meets the JLG.

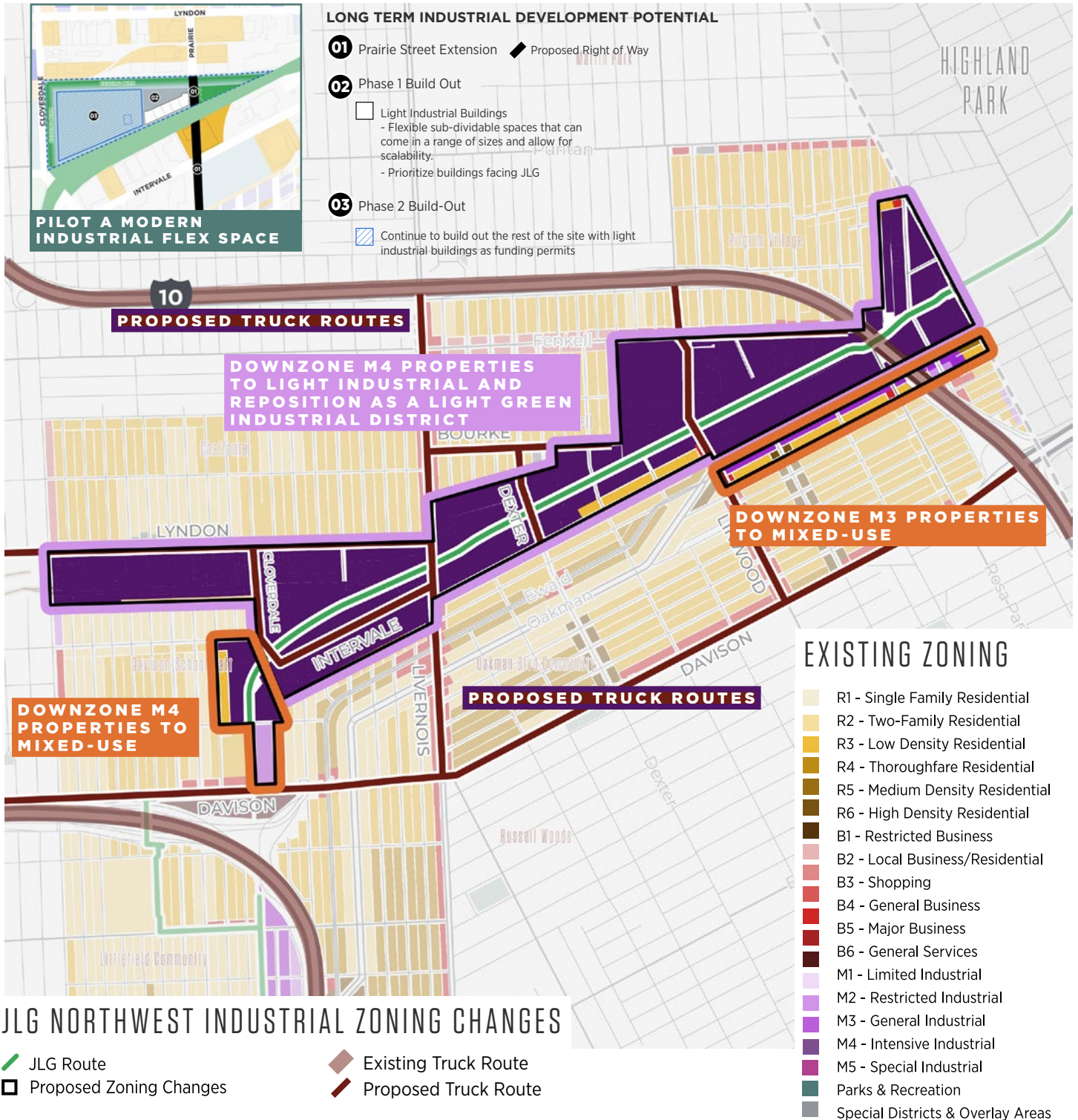
## 3. DEFINE PROCEDURES FOR BUSINESSES TO OPEN ON OR ALONG THE JLG

Continue to formalize the process so that small businesses or residents, including food trucks, can sell their goods on or along the JLG. Tailor existing and new grant programs to support activating non-traditional commercial spaces, such as vacant or underutilized buildings or creating outdoor spaces on vacant land to support retail activity. In the near term, work with the Joe Louis Greenway Partnership (JLGP) to promote pop-up opportunities and events for vendors and food trucks, using the JLG as a way to attract patrons to the area. A potential opportunity is at the intersection of Livernois, where a large underutilized surface parking lot could provide space for a retail pop up.

# CREATE & SUSTAIN JOBS

## INDUSTRY & JOBS TODAY

While the total industrial land area comprises just 12% of the parcel area in the JLG Northwest, these industrial businesses are often immediately adjacent to the JLG, acting as a barrier between neighborhood residents and the JLG. Currently, half of the industrial businesses in this area are warehousing and distribution (48%). Of the total industrial land area, 40% is either heavy industrial or storage yards. The market potential for new industrial development is limited due to small parcel sizes and contamination. However, **publicly owned industrial land on Intervale and Prairie offers an opportunity to pilot a modern industrial flex space.** In addition, industrial properties fronting Livernois, Linwood, and other commercial corridors, offer opportunities for a mix of light industrial and commercial uses that would serve residents and employees.





Interested in improving your property?

Learn more about what's available to you at [detroitmi.gov/jlgplanning](http://detroitmi.gov/jlgplanning).

## 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

Collaborate with adjacent industrial businesses to improve their access and frontages along the JLG. This includes fixing sidewalks, streets, and crosswalks where industrial districts intersect with the JLG, enhancing safety and connectivity. This could include providing bicycles or offering incentives for employees to commute via the JLG, and promoting environmental stewardship.

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

Downzone all M4 properties in the JLG Northwest to allow for light industrial or commercial uses only, in order to transition away from heavy industrial uses along the JLG in the long term. In areas adjacent to single-family residential, there is an opportunity to pivot to industrial mixed use, including new real estate types to complement existing conditions and co-location with commercial/residential.

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

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 on Bourke Street.

As new industrial development is built along the JLG, it should follow the City's industrial design guidelines to include wide planted buffers, improve access to the JLG and promote sustainable design practices.

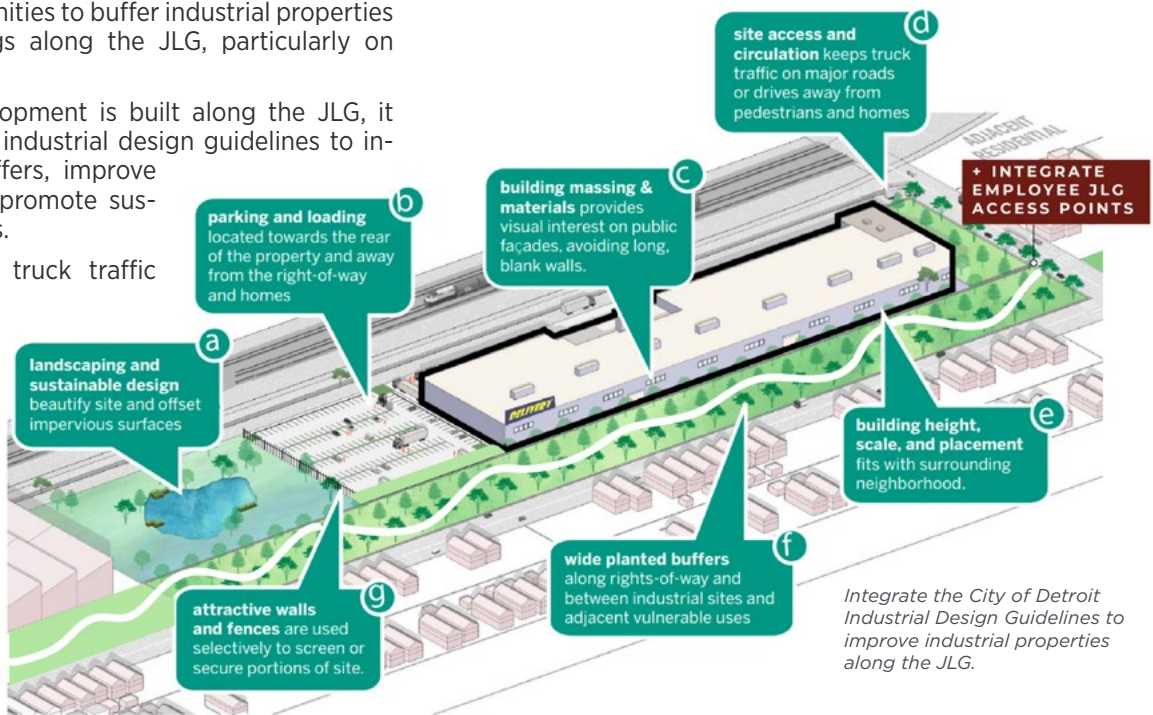
Lastly, concerns about truck traffic in the JLG Northwest were voiced by neighborhood residents. Consider streamlining truck routes to keep traffic off of small residential streets, as shown in the map on the opposite page.

### 4. BRING EMPLOYMENT SERVICES & SKILLING SERVICES TO THE JLG

During JLG construction, connect local job seekers to JLG contractors through outreach at trade events, while also leveraging training and workforce experience programs for future greenway maintenance and stewardship. Host job fairs at JLG events to advertise opportunities to nearby residents, and collaborate with new industrial developments and employers to create job training programs tailored to emerging industrial sectors along the JLG.



Improve access to the JLG with public realm improvements on Prairie.



Integrate the City of Detroit Industrial Design Guidelines to improve industrial properties along the JLG.

# BEAUTIFY & GREEN NEIGHBORHOODS

## PARK NETWORK TODAY

Accessibility gaps where residents have limited access to parks and open space can be seen along the JLG in Dexter Fenkell and the Oakman Blvd Community, as shown in the red shading below. The off street JLG in these sections will help to close these gaps. **The existing park spaces that will intersect the JLG, particularly Salsinger and Intervale-Roselawn parks, are in need of upgrades to support park programming as identified during the community engagement process.** These two parks should be considered for JLG trailhead improvements.



*Interested in learning more about parks near you?*

Take a look at the City of [Detroit's Parks & Recreation Strategic Plan for 2022-2032:](#)

## JLG NORTHWEST OPEN SPACE STRATEGIES

- JLG Route
- Park Gap
- Potential new open space location
- Active School
- Publicly owned vacant land
- Community Land Based Project
- Vacant School



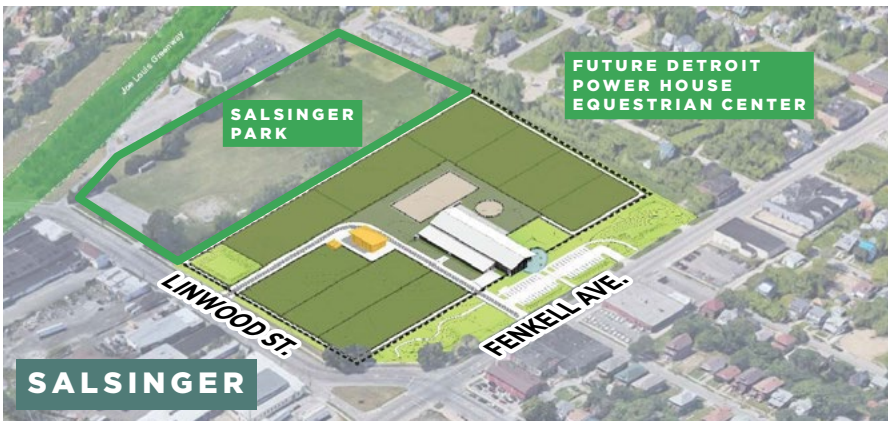
## INTERVALE-ROSELAWN PARK



The \$800K MDNR grant proposal to improve Intervale Roselawn Park includes Playground, multi-sport court, picnic shelter and landscaping. Additional amenities to consider for a future JLG Trailhead park expansion include parking, a splash pad, a playground, and fitness equipment.



Just South of the existing Intervale-Roselawn Park, the JLG can provide an opportunity to create new mixed income housing and an expanded Intervale-Roselawn Park along the JLG.



Integrate Salsinger Park into the JLG network with direct connections. Consider potential improvements to the existing parking lot, exercise fitness equipment, picnic shelter, and football and softball bleachers to support existing youth sports programs.

## BEN HILL + ROSA PARKS TRAILHEAD



# PARK NETWORK STRATEGIES

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

## 1. FILL PARK GAPS AND IMPROVE JLG ACCESS

Several areas in the JLG Northwest have park gaps, or lack of open space for residents. The JLG itself, with potential new connections could serve some of these gaps by providing additional access to existing parks.

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

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

- > **Clinton & La Salle-Ford** - Improve connections to the JLG and increase tree canopy.
- > **Intervale-Roselawn** - Integrate the park into the JLG network with expanded amenities. Consider expansion south on vacant land bordering the JLG.
- > **Salsinger** - Integrate the park into the JLG network with direct connections to JLG. Consider improvements to existing facilities.
- > **Ben Hill** - Improve connections to the JLG by including safer crossings and street trees.

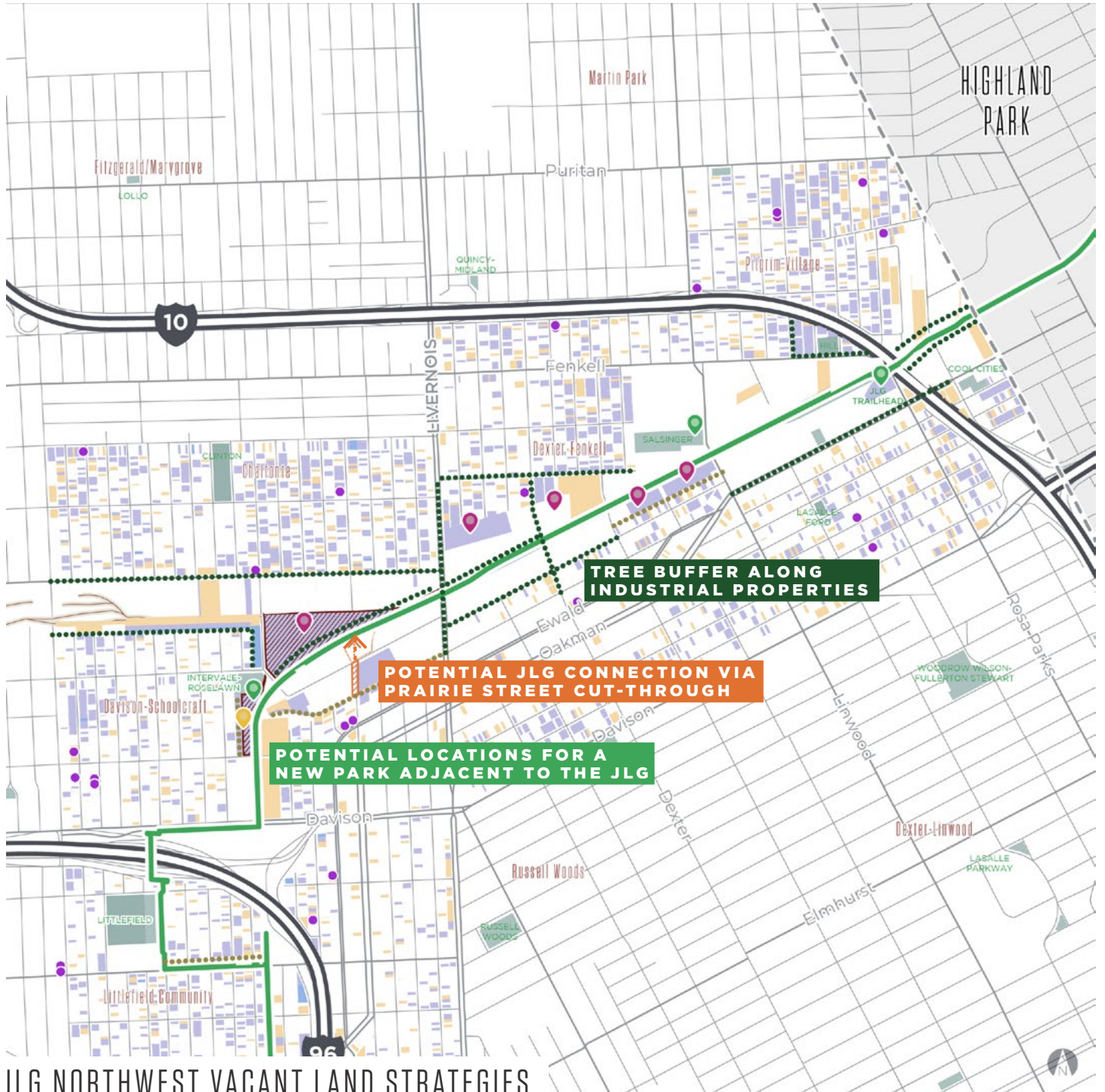
In addition, community-led initiatives at all scales should be integrated into the park network. Two of these initiatives include:

- > **Detroit Horse Power (DHP)** is a nonprofit that teaches Detroit students to ride and care for horses to develop critical skills that will set them up for academic, career, and life success. DHP will build a transformational urban equestrian center with year-round youth programming on the 14-acre vacant site next to Salsinger Park.
- > **Cool Cities Park** and the adjacent Hope Village Farmers Market provide additional open space and amenities for programming and recreation. Connections to the JLG that include safer crossings and street trees will be key to leveraging these assets.

# BEAUTIFY & GREEN NEIGHBORHOODS

## VACANT LAND TODAY

There are 328 acres of Vacant Land in the JLG Northwest on 2,658 parcels. 70% of parcels are publicly owned, while 30% are privately owned. **Much of the vacant land immediately adjacent to the JLG is formerly industrial, indicating that reuse may require environmental testing and remediation.**



## JLG NORTHWEST VACANT LAND STRATEGIES

- JLG Route
- Industrial Cleanup
- JLG Enhancement
- Tree Planting
- Vacant Land Treatment Priority
- Community Land Based Project
- Potential New Open Space Location
- Potential Mixed Income Housing Development/Temporary Meadow
- Proposed Industrial Development
- Publicly owned vacant land
- Semi public vacant land
- Privately owned vacant land



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

Learn more about what's available to you at [detroitmi.gov/jlgplanning](http://detroitmi.gov/jlgplanning).

# BEAUTIFICATION & VACANT LAND STRATEGIES

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

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

- |             |                        |                                                                                                                                                                                                       |
|-------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| REDUCE HARM | REPAIR + BEAUTIFY      | > <b>Targeted Clean and Clear:</b> Deploy Clean & Clear, Maintain as lawn, Mow 4x a year and consider barrier to prevent future dumping.                                                              |
|             |                        | > <b>Wildflower Lawn:</b> Annual wildflower lawn with dumping barriers at edge or mowed edge.                                                                                                         |
| ADD VALUE   | ECON. WORK → ACTIVATE! | > <b>JLG Enhancement:</b> Cut through greenway, trailheads for greenway or neighborhood connection and access.                                                                                        |
|             |                        | > <b>Industrial Clean up:</b> Clean and Remediate (as needed) industrial site; Establish Clean and Clear typology upon completion                                                                     |
|             |                        | > <b>Meadow:</b> Perennial meadow with dumping barriers at edge.                                                                                                                                      |
|             |                        | > <b>Green Stormwater Infrastructure:</b> Sites that increase biodiversity, create habitat, and provide stormwater management.                                                                        |
|             |                        | > <b>Tree Planting:</b> Trees planted 12' - 15' on center, ground naturally mulched, and trim branches to 6' height for visibility.                                                                   |
|             |                        | > <b>Community/Partner Activation:</b> 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. |



Targeted Clean and Clear



Wildflower Lawn



Industrial Cleanup



Meadow



Green Stormwater Infrastructure (GSI)



Tree Planting



JLG Enhancement



Community/Partner Activation

*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.*

## 2. MATCH VACANT LAND TYPOLOGIES TO KEY SITES

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

- > **Prairie** - JLG enhancement to connect directly to JLG through vacant lots.
- > **Cloverdale** - Industrial cleanup on existing site and temporary meadow with light industrial pilot and connection north to Prarie St.
- > **Bourke** - Tree planting to buffer industrial area from residents.
- > **Schoolcraft** - Industrial cleanup and temporary meadow on existing site and conversion to park space with potential for housing.

## 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.



# SPRINGING INTO ACTION!



## INTERVALE OPPORTUNITY AREA



## LINWOOD OPPORTUNITY AREA



# JLG NORTHWEST

## SUMMARY OF STRATEGIES

### ALIGN ZONING

- 1 Downzone to light industrial uses
- 2 Downzone to light industrial and commercial uses
- 3 Downzone to residential uses

### BUILD & STABILIZE HOUSING

- 📍 Multifamily infill opportunity on publicly-owned sites

### IMPROVE CONNECTIVITY & ACCESS

- ⚙️ Key intersections
- 🛣️ Streetscape improvements
- 🚶 Key planned slow streets

### CREATE & SUSTAIN JOBS

- 4 Reposition as a green light industrial district
- 5 Pilot a modern industrial flex space
- 📍 Potential retail pop-up

### BEAUTIFY & GREEN NEIGHBORHOODS

- 📍 Potential community/partner activation sites
- 🌳 Potential new open space location
- 🌿 Tree-buffering along the JLG and near industrial uses/highways
- 🏠 Target vacant land treatments along/near the JLG

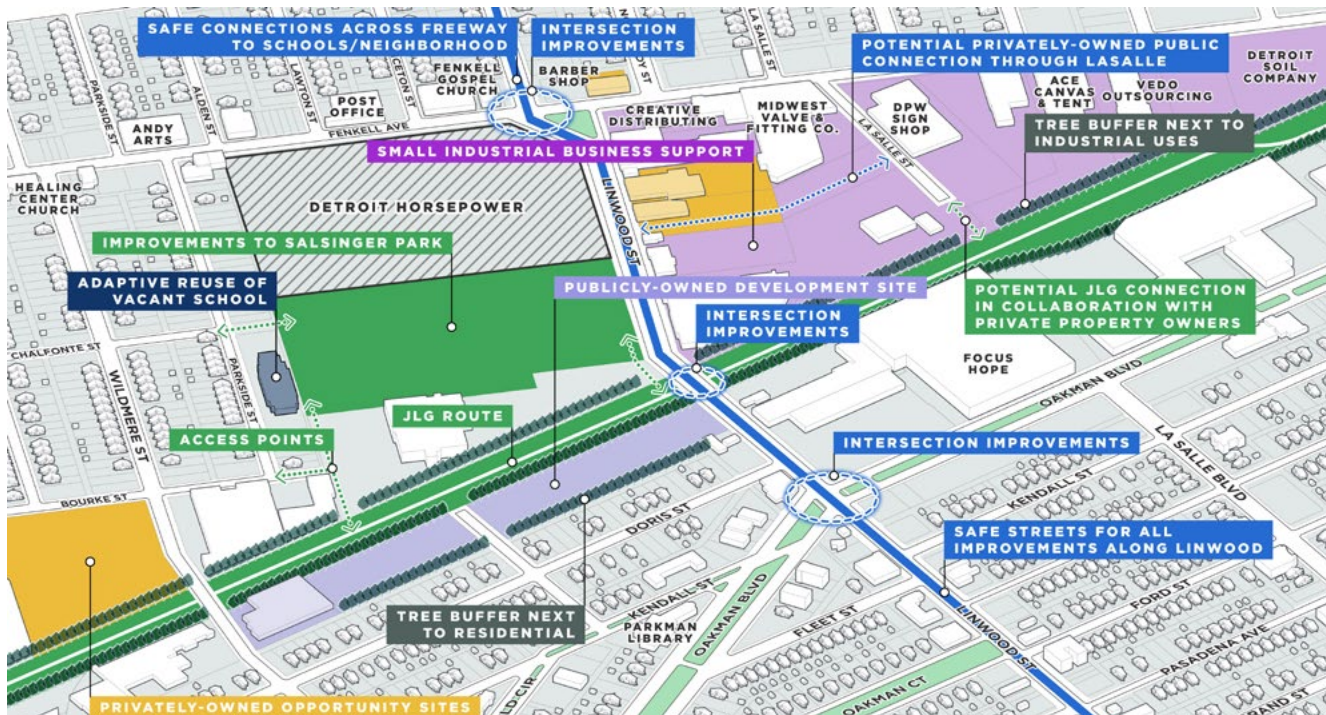
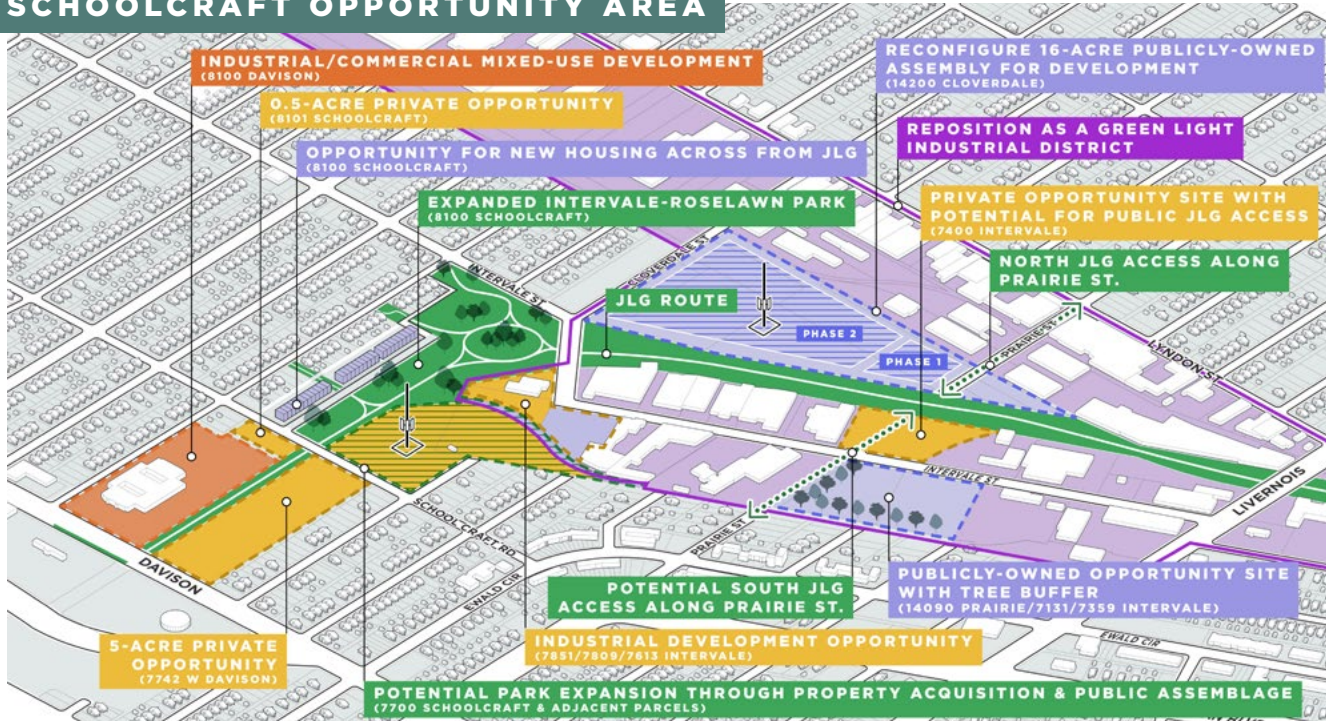
# KEY THEMES AND STRATEGIC SITES

## Key themes identified during the planning process focused on

- > Improving connections to amenities and the JLG, while enhancing pedestrian safety.
- > Aligning zoning to fit desired uses and mitigate industrial impacts.
- > Increasing housing availability and affordability through housing rehabilitation and identifying long term infill.
- > Improving quality of life by activating vacant land and beautifying neighboring industrial and commercial properties.

Strategic greenway opportunity areas for implementing these strategies include Schoolcraft and Linwood where they intersect with the JLG.

## SCHOOLCRAFT OPPORTUNITY AREA









## LINWOOD GREENWAY OPPORTUNITY AREA









*The Joe Louis Greenway will connect people, neighborhoods, jobs and amenities for generations to come...*

## WHAT CAN YOU EXPECT AS THE GREENWAY IS BEING DEVELOPED?

*The near term actions...*

-  **COMPLETE THE GREENWAY**
-  **HOLD, MAINTAIN and BEAUTIFY STRATEGIC PUBLIC SITES**
-  **ALIGN CITY POLICIES with the FUTURE USE OF THE GREENWAY**  
*(such as zoning, vending permits and parking)*
-  **RAISE FUNDS TO PILOT IMPLEMENTATION OF PLANNING STUDY STRATEGIES**
-  **IMPROVE CONNECTIONS TO INCREASE ACCESS AND ACTIVATION TO AND FROM THE GREENWAY**
-  **ESTABLISH TARGETED OUTREACH EFFORTS TO SHARE EXISTING RESOURCES AND SHAPE NEW PROGRAMS**

*...will support long-term sustainability and neighborhood investments*

-  **BUILD NEW MIXED INCOME HOUSING**
-  **CREATE MORE JOB OPPORTUNITIES**
-  **SUPPORT and INCREASE NEIGHBORHOOD STEWARDSHIP ALONG THE GREENWAY**
-  **BUILD PARTNERSHIPS WITH SMALL BUSINESSES and NONPROFITS**
-  **INCREASE HOMEOWNERSHIP RATES**
-  **GROW LOCAL and REGIONAL USERSHIP OF THE GREENWAY**

## HOW CAN YOU CONTINUE TO STAY INVOLVED?

*If you're interested in...*

- ▶ Signing up for the JLG newsletter
- ▶ Activating a lot along the greenway
- ▶ Purchasing a public lot or public property near the greenway
- ▶ Becoming a Friend of the Greenway as an individual, business owner or organization
- ▶ Sharing your voice and ideas

*Scan the QR Code*

to access the full report and learn more about available city resources and upcoming public events

