



JOE
LOUIS
GREENWAY

NEIGHBORHOOD PLANNING STUDY | PLAYBOOK



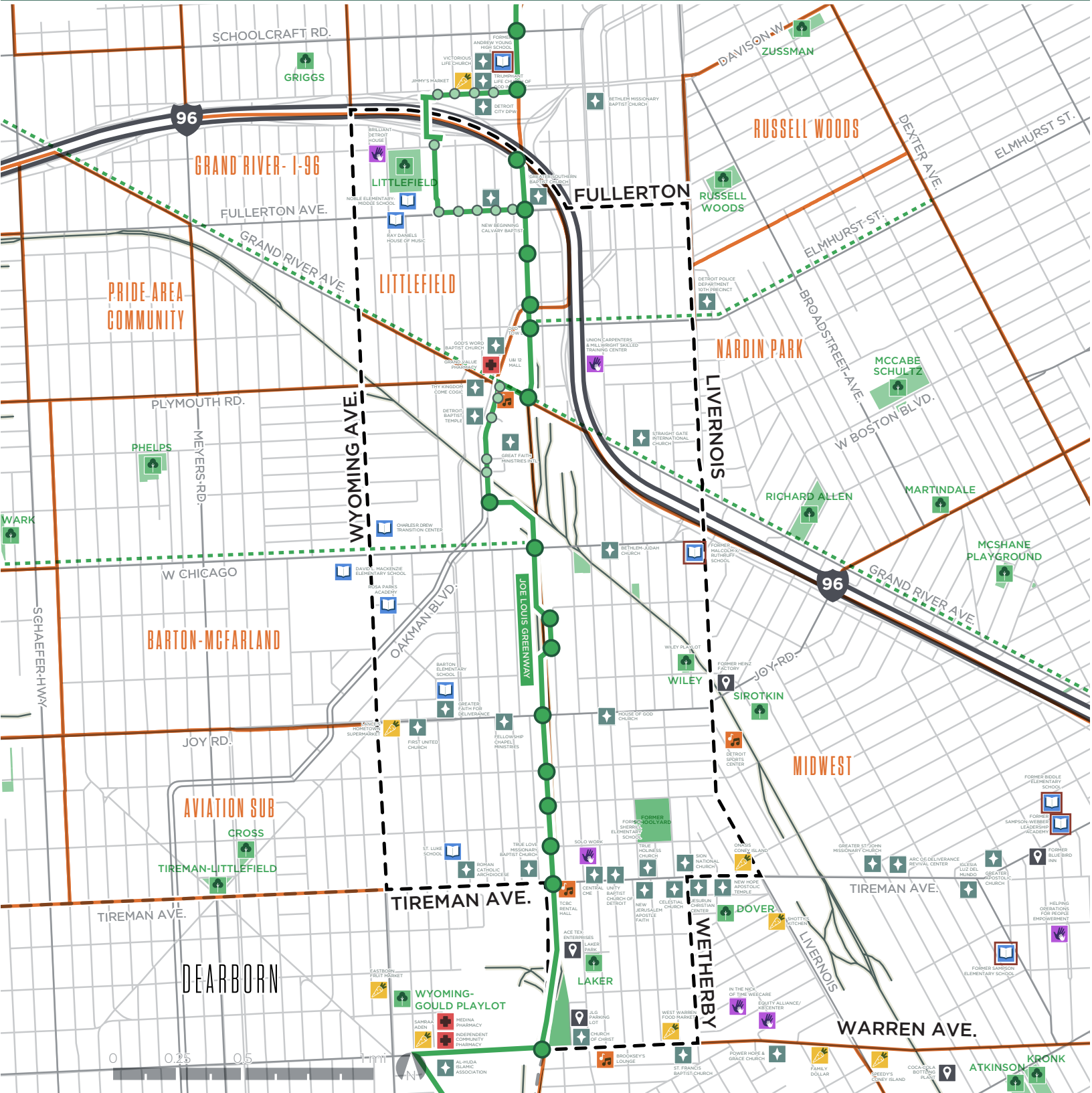
JOE LOUIS GREENWAY

Westside

City of Detroit
Planning & Development Department
November 2024



NEIGHBORHOOD PLANNING STUDY | PLAYBOOK



JLG WESTSIDE PLANNING AREA | COMMUNITY-IDENTIFIED NEIGHBORHOOD CONNECTIONS AND ASSETS

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

WHAT WE LEARNED

Westside by the Numbers

WHAT WE HEARD

Neighborhood Voices

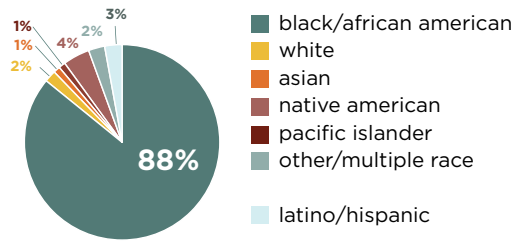
POPULATION

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

TOTAL PLANNING AREA POPULATION:

10,162
RESIDENTS | **▼ 19%**
SINCE 2010

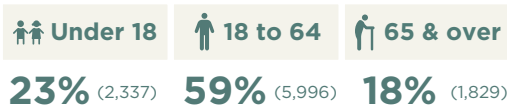
RACE (non-Hispanic) & ETHNICITY:



2%
of residents are
foreign-born

529
RESIDENTS
speak a language other
than English at home

AGE GROUPS (by years old):

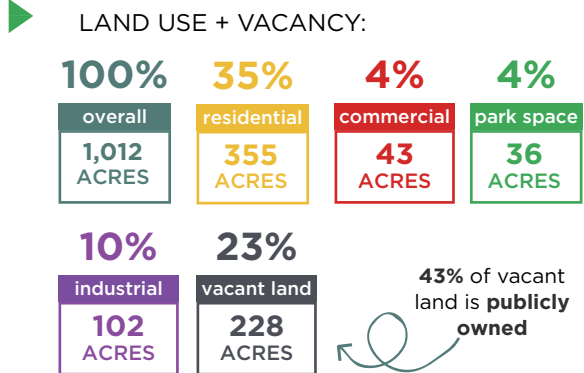
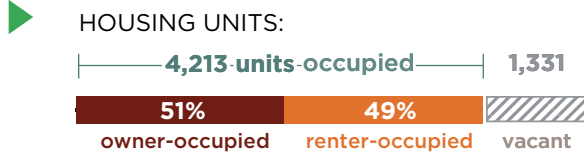


MEDIAN HOUSEHOLD INCOME (2022): **\$30,029** PER YEAR

MEDIAN HOUSE VALUE: **\$40,809** IN THE WESTSIDE AREA | **▼ 67%** SINCE 2010

FAMILY HOUSEHOLDS*: **2,274** FAMILY HOUSEHOLDS | **54%** 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".

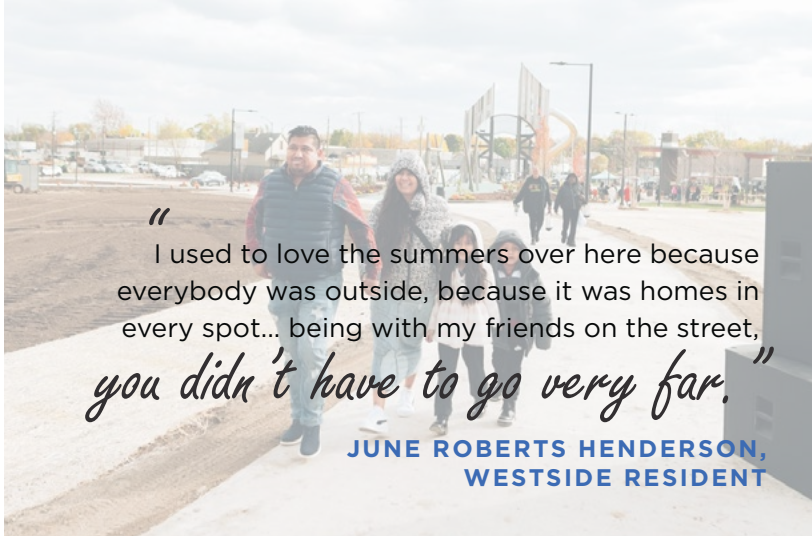


HOUSING & INCOME

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

CURRENT LAND USE

Source: City of Detroit, Interface Studio



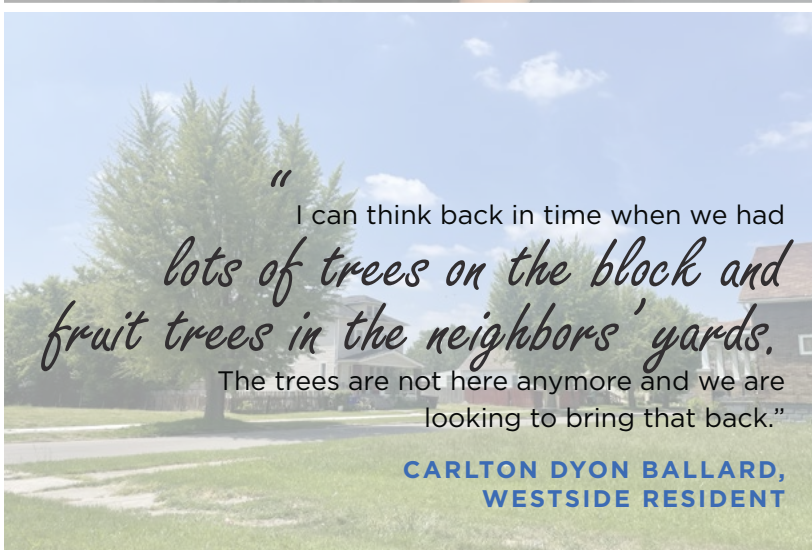
" I used to love the summers over here because everybody was outside, because it was homes in every spot... being with my friends on the street, you didn't have to go very far. "

JUNE ROBERTS HENDERSON,
WESTSIDE RESIDENT



" A lot of my neighbors have grown up here, have been here their entire lives... Residents fight back, which instills accountability. "

ROSS HARRIS,
WESTSIDE RESIDENT



" I can think back in time when we had lots of trees on the block and fruit trees in the neighbors' yards. The trees are not here anymore and we are looking to bring that back. "

CARLTON DYON BALLARD,
WESTSIDE RESIDENT

Want to learn more?
Visit detroitmi.gov/jlgvoices
to hear more resident stories



JOE
LOUIS
GREENWAY

NEIGHBORHOOD PLANNING STUDY WESTSIDE 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 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 Westside 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 Westside 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

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 Westside residents also emphasized the need for:

A BLUEPRINT FOR COMMUNITY OWNERSHIP

MULTIGENERATIONAL ENGAGEMENT & PROGRAMMING

A UNIFIED COMMUNITY FOR LEGACY RESIDENTS AND NEW NEIGHBORS

MOBILITY OPTIONS AND SAFETY FOR ALL USERS TO ACCESS AMENITIES

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 3,094 single family homes and 600 multi-family structures in the Westside. 51% own their homes, 49% rent their homes. The 2021 median sales price was \$63,178. This area contains 130 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.



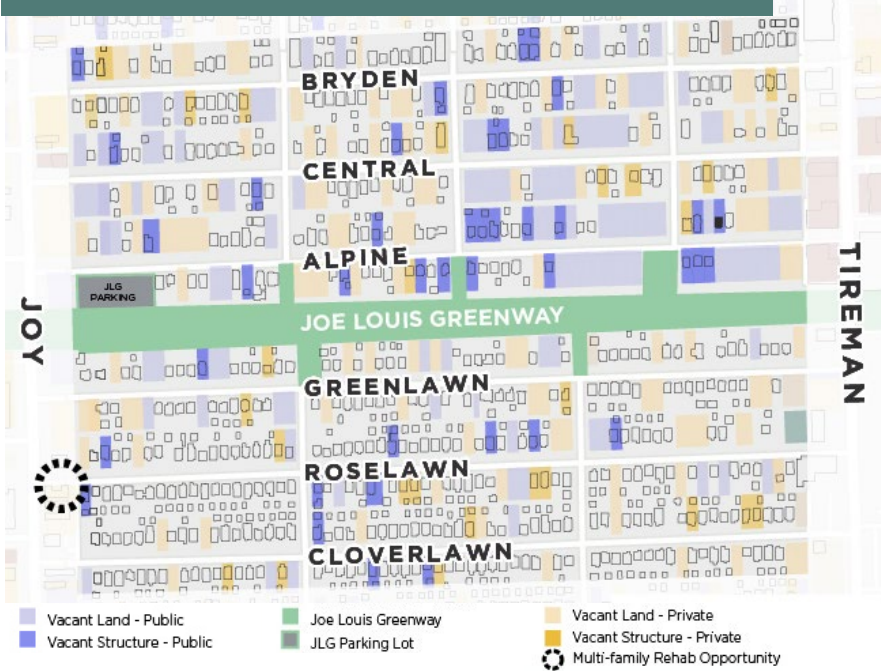
JLG WESTSIDE HOUSING AFFORDABILITY SITES

- 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.

HOUSING PILOT IN THE JLG WESTSIDE



The City of Detroit is working in partnership with the Gilbert Family Foundation and Rocket Community Fund to identify opportunity to stabilize housing in this pilot area. Three vacant DLBA homes are currently under renovation by the Bridging Neighborhoods Program to support additional owner-occupied home repairs.



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.

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 closest to the JLG, such as within the Housing Pilot area from Joy to Tireman.

Opportunities for new homeowners include **140 vacant structures** owned by the Detroit Land Bank in the JLG Westside 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 137 Vacant Multi-Family Buildings in the JLG Westside that contain about 557 housing units
- > **Second Story Apartments:** There are 3 known vacant mixed use units in the JLG Westside.

Programs for small scale landlords

- > There are (535) 2-4 unit multi-family buildings in the JLG Westside, containing 1170 units.

Programs for 5+ unit properties

- > There are (65) 5+ unit multi-family buildings in the JLG Westside, containing 1513 units.

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 'Fertile 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.** It's estimated that the housing market can support a total of 48 units in the coming seven years, of which 35 are affordable and may qualify for Low Income Housing Tax Credits (LIHTC).



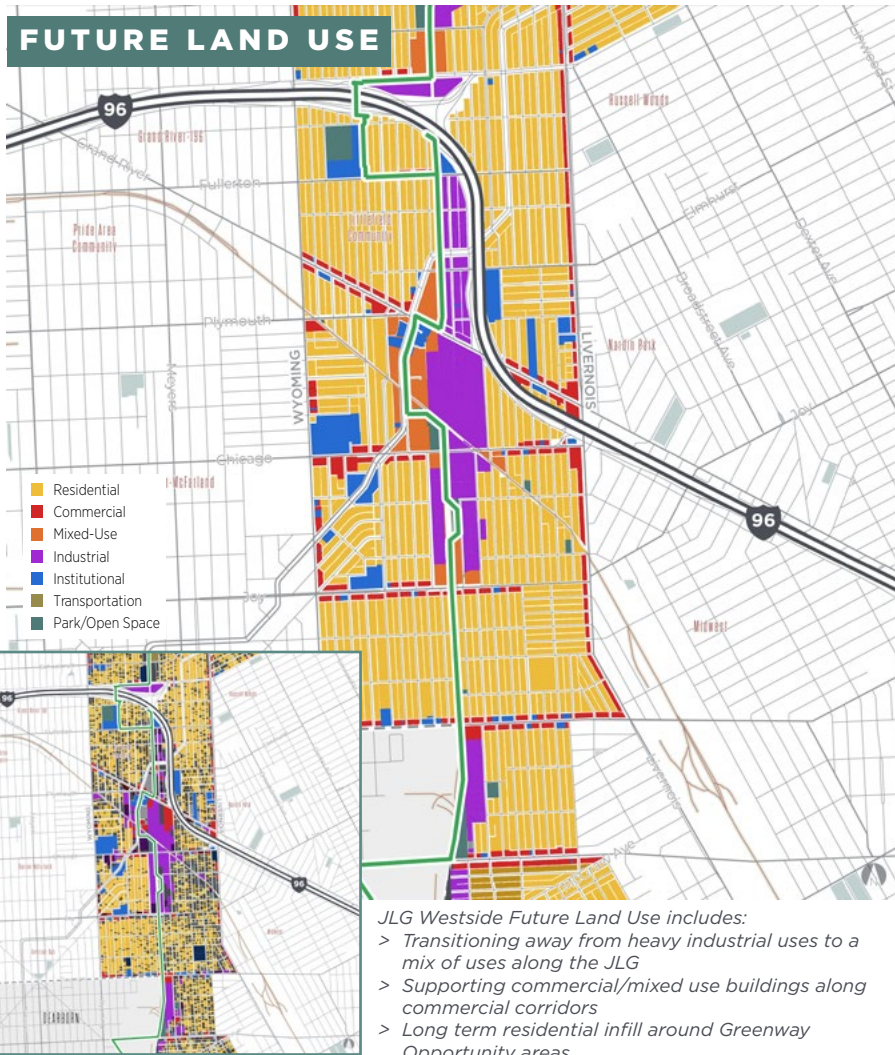


Interested in developing property near the JLG?

Learn more about what's available to you at detroitmi.gov/jlgplanning.

NEW HOUSING STRATEGIES

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



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.

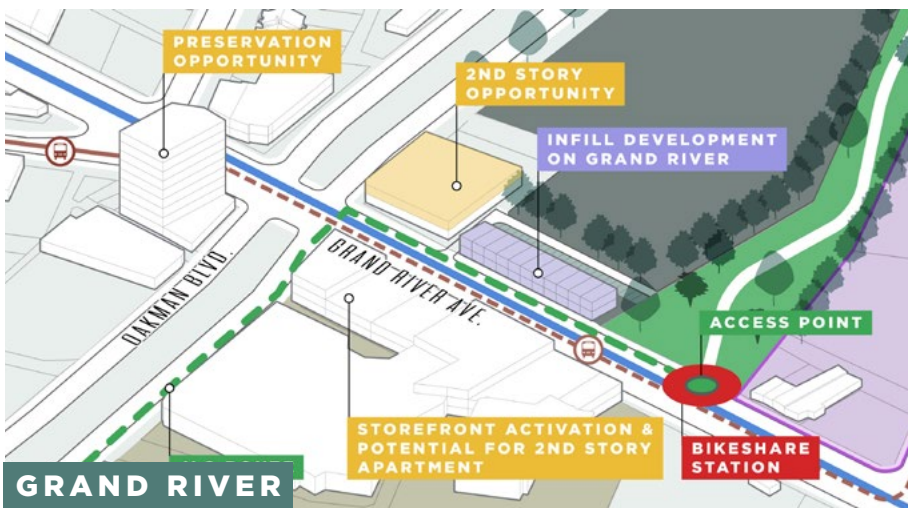
2. LEVERAGE PUBLIC ASSETS TO CREATE NEW AFFORDABLE HOUSING AND PRESERVE SPACE FOR LONGER-TERM OPPORTUNITIES

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.

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 Westside include:

- > **Warren Trailhead:** Leverage the Warren Trailhead and the Midwest Tireman plan to promote infill on Warren and Central. Explore the potential to connect Majestic St. to the JLG directly.
- > **Housing Pilot Area (Tireman to Joy):** Explore the opportunity to develop multi-family infill on publicly owned sites along Alpine in the Housing Pilot Area.
- > **Grand River:** Explore a potential land swap to provide infill along Grand River.
- > **Fullerton:** Explore the opportunity to infill multi-family housing on publicly owned lots to activate Fullerton.



This map shows the long term potential for Development on Grand River.

IMPROVE CONNECTIVITY & ACCESS

CONNECTIVITY & ACCESS TODAY

The JLG in the Westside is largely being constructed on a former rail line. In many cases, alignment runs along the edges of neighborhoods. 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 methods are needed. Targeted streetscape improvements are also needed on main corridors Grand River and Warren to connect neighborhood investments to trail access points.



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. On walkable retail corridors like Grand River, priority improvements could include widened sidewalks, shade trees, and wayfinding. Other key intersections such as Chicago may be the focus of improvements like safer crossings or completing gaps in existing bike network infrastructure.

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 Westside are Cherrylawn, Elmhurst, Westfield, Mackenzie, Alaska and Garden.

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 Westside, including Grand River and Warren.



GRAND RIVER

Potential for a mobility hub on Grand River including an enhanced bus stop and shaded seating.



GRAND RIVER

Drawing depicting proposed improvements to Grand River, linking the JLG Trailhead to the proposed Park.



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.

COMMERCIAL CORRIDOR STRATEGIES

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



Improve the connection on Grand River to leverage the proposed Renaissance of Hope Strategic Development Plan which include a new park, recreation center, and housing.

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

Key JLG Westside commercial corridor connections should be prioritized at Warren and Grand River. 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

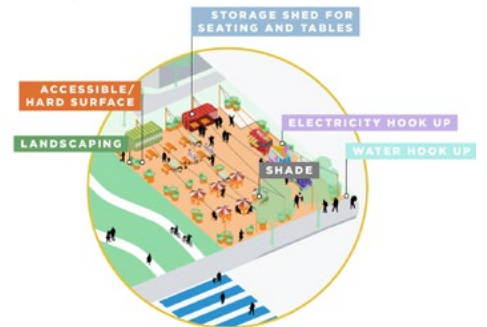
When commercial corridors intersect the JLG, work with property owners and businesses to create more welcoming environments. This may involve public realm improvements, adding outdoor spaces, or enhancing safety. This includes targeted outreach and initiatives to support business and properties to achieve code compliance and plan for the future. Focus these efforts on Grand River.

3. CREATE PROGRAMS AND SPACES TO SUPPORT RETAIL ACTIVITY 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. In the near term, pilot a pop up on the intersection of Joy Rd, where the JLG intersects with two vacant lots and the community supports commercial activation.



As a first step, partner with the JLGP and community-based Pinelawn, LLC to pilot a commercial pop up on the intersection where the JLG intersects with Joy Road. (Rendering Credit: SMM)



CREATE & SUSTAIN JOBS

INDUSTRY & JOBS TODAY

While the total industrial land area comprises just 10% of the parcel area in the JLG Westside, these industrial businesses are often immediately adjacent to the JLG, acting as a barrier between neighborhood residents and the JLG. Currently, the majority of industrial businesses in this area are warehousing and distribution (52%). Of the total industrial land area, 40% is either heavy industrial or storage yards. **The market for new industrial development in this area is limited given relatively small parcel sizes and contamination, but strategic investments to assemble and clean industrial land can promote job growth.**





Interested in improving your property?

Learn more about what's available to you at 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

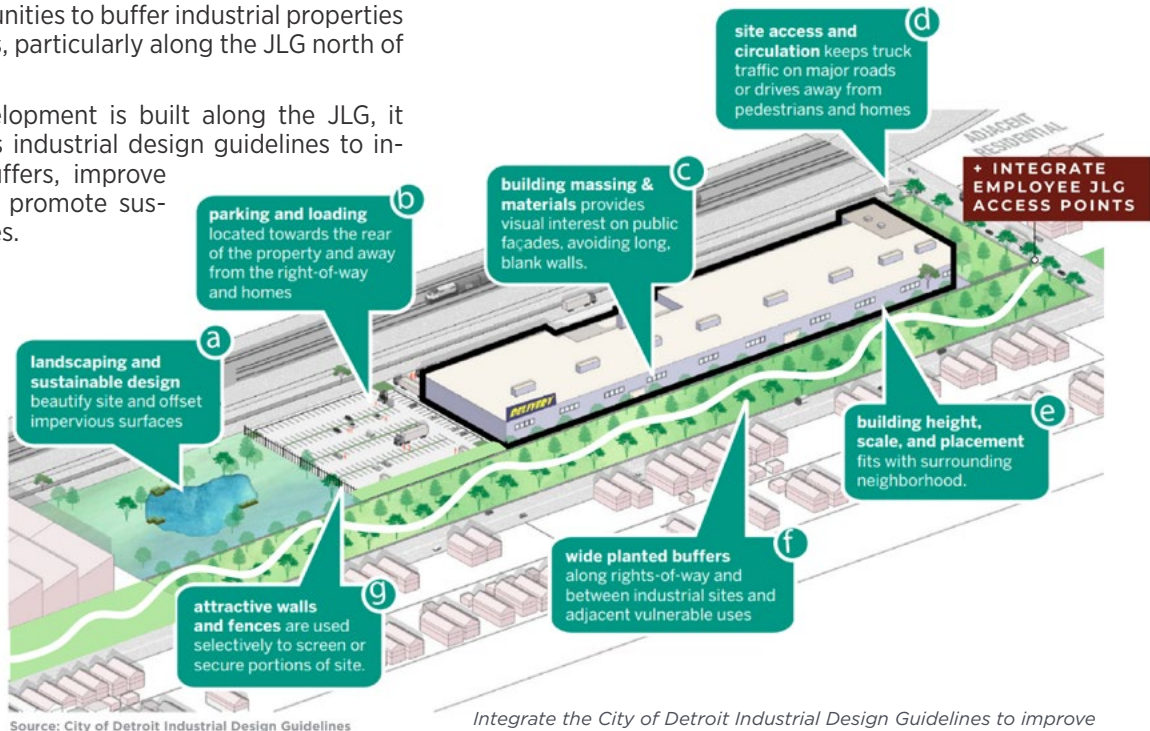
Downzone all M4 properties in the JLG Westside to allow for light industrial or commercial uses only, in order to transition away from heavy industrial uses along the JLG in the long term.

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, particularly along the JLG north of Grand River.

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.



Source: City of Detroit Industrial Design Guidelines

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.



Pilot buffering the JLG with meadow plantings and a community activation on public vacant land on Chicago.

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

BEAUTIFY & GREEN NEIGHBORHOODS

PARK NETWORK TODAY

Park gaps where residents have limited access to parks and open space are seen in the southern portion of Littlefield, and along the western alignment of the JLG in Barton McFarland. The Midwest-Tireman Neighborhood Framework Plan called for the former Sherrill school site to support a new park and open space, and improvements to a community open space at Equity Alliance that's already underway. In addition, the proposed Merit Park will include a recreation facility and a new park space to catalyze neighborhood development on Grand River.



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 WESTSIDE OPEN SPACE STRATEGIES

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



At the corner of Elmhurst and Oakman Blvd, explore the potential to close Elmhurst St. to traffic and create a new park on a publicly owned vacant lot. This would help to close the park gap in this area, and create stronger pedestrian and cycling connections.



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

One location in the JLG Westside has a high priority park gap, or lack of open space for residents. This gap can be filled by creating a new park on public vacant land at Elmhurst. Additionally, targeting large open spaces on the JLG for new recreational amenities and connecting to the JLG along Roselawn at Westfield could leverage the JLG itself to fill an existing park gap in Barton McFarland.

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 Westside include:

- > **Laker** - This park was recently upgraded with improved amenities, facilities and public art. Improve connections to the JLG and neighborhood, exploring a long term connection to Majestic.
- > **Wiley and Dinning-** These community open spaces have reduced maintenance and no planned improvements. They are recommended for tree planting, in coordination with cleanup and tree planting on the DLBA lots along Livernois Ave.
- > **Littlefield Playground** - Support Littlefield Community Association improvements, including annual maintenance of street murals connecting to the JLG.

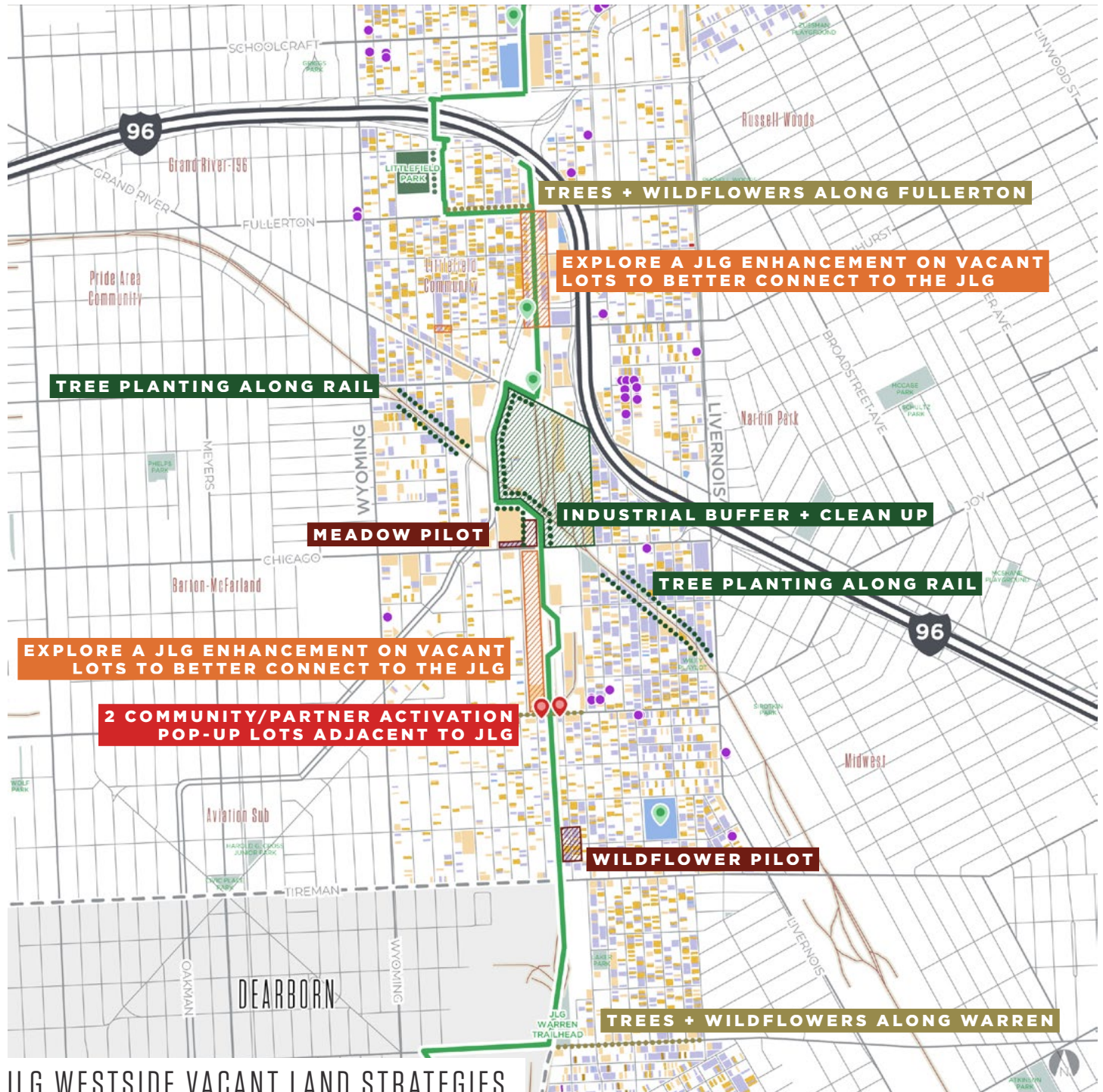
In addition, community-led initiatives at all scales should be integrated into the park network. Three of these initiatives include:

- > **Merit Park** is a state-of-the-art recreation facility currently under construction. Grand River improvements will support connection to the JLG.
- > **Renaissance of Hope Park**, which is part of the Grand River-Livernois Strategic Development Plan, is set to open in September of 2024.
- > **Equity Alliance Community Gathering Space**, with features such as commissioned artwork, planting, shade structures, signage and lighting. Warren improvements will support connection to the JLG.

BEAUTIFY & GREEN NEIGHBORHOODS

VACANT LAND TODAY

There are 228 acres of Vacant Land in the JLG Westside on 2,269 parcels. 71% of parcels are publicly owned, while 29% 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.**



JLG WESTSIDE VACANT LAND STRATEGIES

- JLG Route
- Industrial Cleanup
- Community/Partner Activation
- Publicly owned vacant land
- JLG Enhancement
- Community Land Based Project
- Semi public vacant land
- Planting Pilot
- Potential new open space location
- Privately owned vacant land
- Tree Planting
- Vacant Land Treatment Priority Corridors



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.

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 — EDO-WORK — ACTIVATE! | > Targeted Clean and Clear: Deploy Clean & Clear, Maintain as lawn, Mow 4x a year and consider barrier to prevent future dumping. |
| ADD VALUE | | > 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 access. | |
| | > Industrial Clean up: Clean and Remediate (as needed) industrial site; Establish Clean and Clear typology upon completion | |
| | > Meadow: Perennial meadow with dumping barriers at edge. | |
| | > Green Stormwater Infrastructure: Sites that increase biodiversity, create habitat, and provide stormwater management. | |
| | | > Tree Planting: Trees planted 12' - 15' on center, ground naturally mulched, and trim branches to 6' height for visibility. |
| | | > 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. |



CHICAGO

Rendering by SMM depicting a community activation (bicycle safety village) and meadow plantings on publicly owned vacant land along the JLG.

2. MATCH VACANT LAND TYPOLOGIES TO KEY SITES

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

- > **Alpine** - Wildflower lawn on potential future housing sites
- > **Joy Road** - Pop up community activation and wildflower lawn.
- > **Chicago** - Pop up community activation (safety village) and meadow.
- > **Livernois** - Tree planting along rail to serve as an industrial buffer.

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

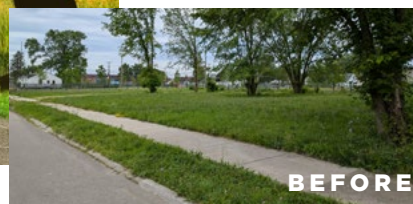
New vacant land typologies will take coordination, time, and trial and error to perfect installation, maintenance patterns and community support. Continue working with the community and those responsible for maintaining vacant land to address neighborhood feedback and activate sites.



AFTER

ALPINE

Rendering by SMM depicting a wildflower lawn on publicly owned vacant land along the JLG on Alpine St.



BEFORE

SPRINGING INTO ACTION!



GRAND RIVER OPPORTUNITY AREA



JOY ROAD GREENWAY OPPORTUNITY AREA



JLG WESTSIDE SUMMARY OF STRATEGIES

ALIGN ZONING

- 1 Downzone to light industrial and commercial uses
- 2 Downzone to non-industrial uses
- Explore zoning changes to permit increased density by right

BUILD & STABILIZE HOUSING

- 3 Focus multifamily infill near Fullerton Avenue, Alpine Street, and the Warren Trailhead to increase density
- 4 Mixed-use node at intersection of Grand River Avenue/Oakman Boulevard with opportunities for second story apartments and multifamily infill
- 5 Single-Family Housing Stabilization Pilot
- 📍 Multifamily infill opportunity on publicly-owned sites
- 📍 Multifamily rehab opportunity

IMPROVE CONNECTIVITY & ACCESS

- 📍 Key intersections
- 📍 Potential mobility hub location
- 📍 Streetscape improvements
- 📍 Key planned slow streets

CREATE & SUSTAIN JOBS

- 6 Industrial and commercial Blight-to-Beauty area
- 7 Reposition as a light industrial district
- 8 Focus on partnerships with existing properties to increase commercial activation and neighborhood connections to the JLG
- 📍 Potential retail pop-up

BEAUTIFY & GREEN NEIGHBORHOODS

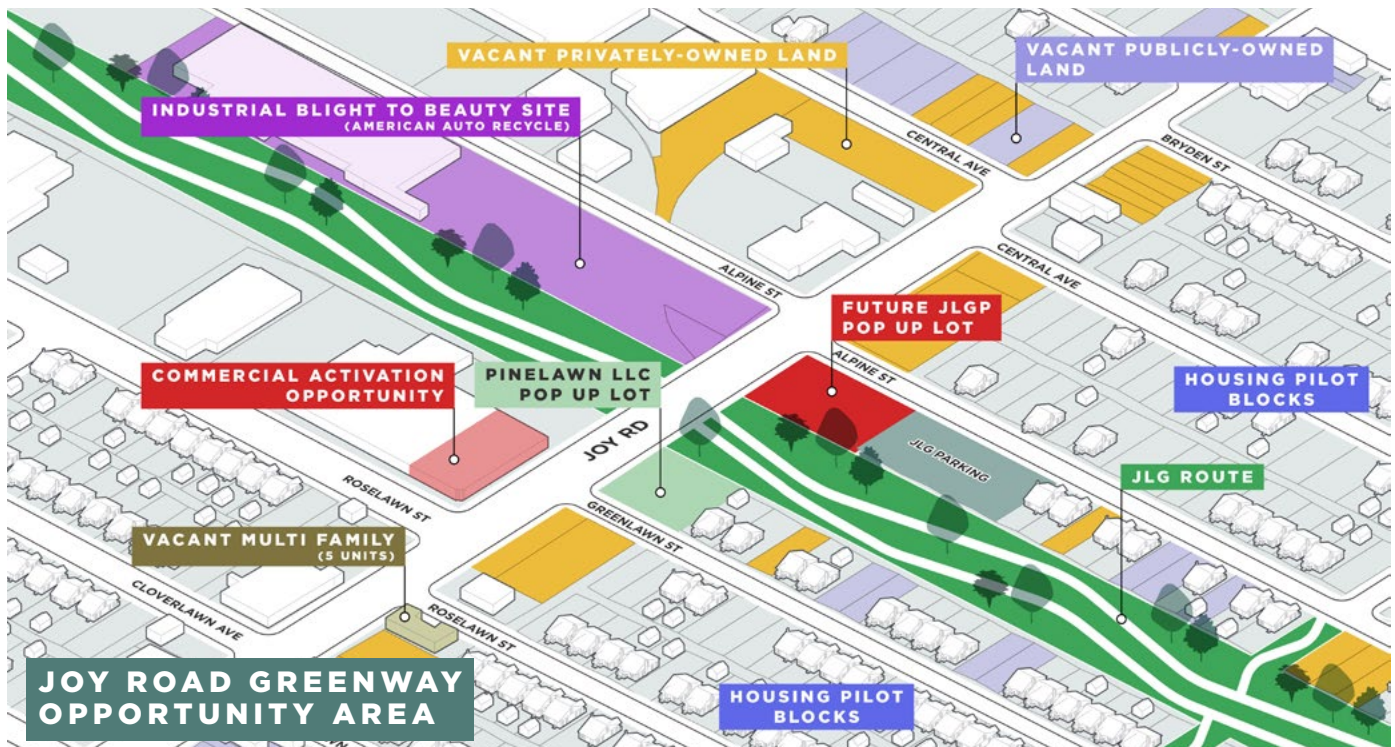
- 📍 Community/partner activation sites
- 📍 Potential new open space location
- Tree-buffering along the JLG and near industrial uses/highways
- ▨ Target vacant land treatments along/near the JLG

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 opportunities
- > Improving quality of life by activating vacant land and beautifying neighboring industrial and commercial properties.

Strategic greenway opportunity areas for implementing these strategies include Grand River Ave. and Oakman Blvd., as well as Joy Rd. where it meets the Joe Louis Greenway.





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

