



**JOE
LOUIS
GREENWAY**

EXECUTIVE SUMMARY

City of Detroit FEBRUARY 2025
Planning and Development Department

JOE LOUIS GREENWAY

Neighborhood Planning Study

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CITY OF DETROIT

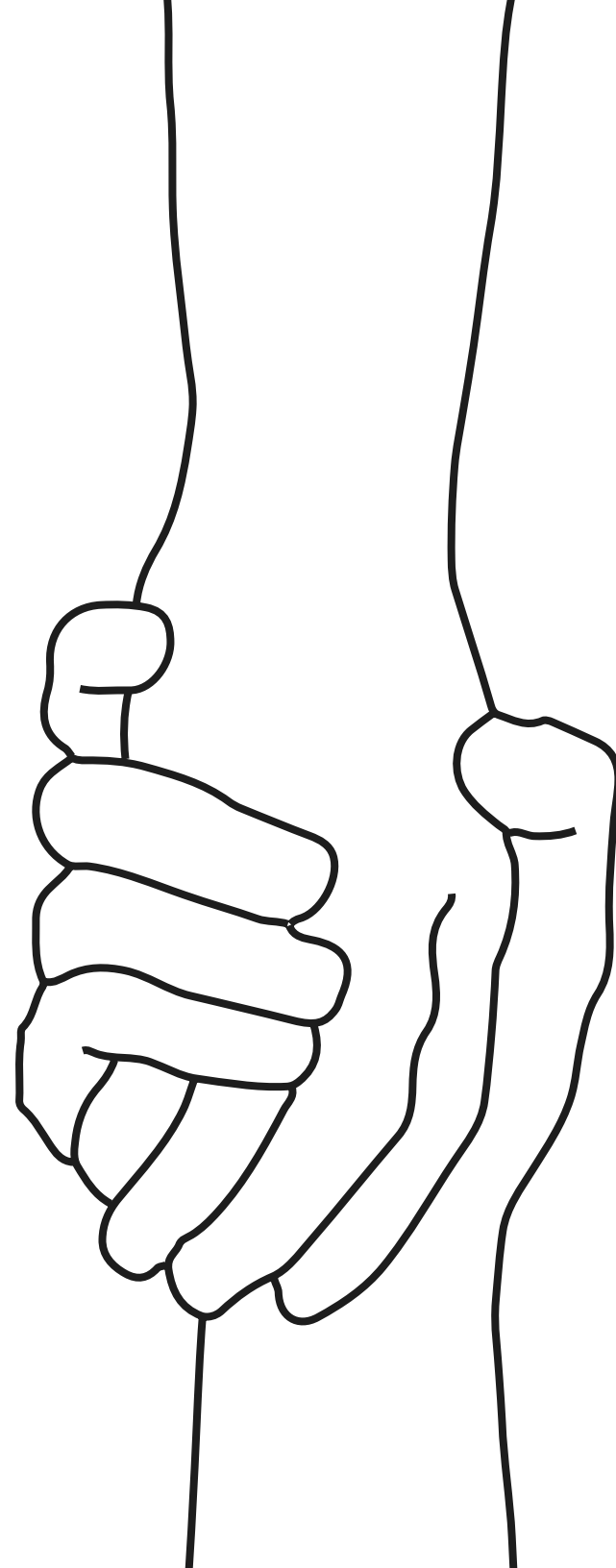
MAYOR MICHAEL DUGGAN

PLANNING AND

DEVELOPMENT DEPARTMENT

ALEXA BUSH, DIRECTOR

FEBRUARY 2025







FOREWORD

The Joe Louis Greenway Neighborhood Planning Study is the product of a two-year community-based planning process rooted in the exploration of how to leverage the generational investment of a 30-mile greenway connecting over 25 Detroit neighborhoods and three adjacent municipalities. The Planning Study builds upon the JLG Framework Plan to ensure this public infrastructure investment has an impact beyond the boundary of the path itself, contributing to a healthy and beautiful Detroit built on inclusionary growth, economic opportunity and an atmosphere of trust.

Through intentional community engagement conducted alongside significant construction progress, we've centered the voices of residents in neighborhoods that have historically faced challenges including aging housing and infrastructure, limited access to neighborhood services and environmental impacts from decades of disinvestment, including the abandoned industrial rail corridor that forms much of the greenway's path. Yet these challenges are matched by a legacy of resilience and the remarkable opportunity for the greenway to serve as catalyst to revitalize corridors, create green spaces, foster local economies, and connect previously isolated communities.

This plan seeks to strategically align existing City of Detroit programs and policy initiatives to maximize impact and create immediate benefits for residents, build a foundation for long-term neighborhood and economic development and establish accountability measures to track progress. The City of Detroit extends its profound gratitude to the residents, business owners, community organizers, technical experts, and public officials whose dedication made this plan possible.

Now, we call upon all stakeholders to join in implementation: residents to advocate for neighborhood priorities; community organizations to align efforts toward shared goals; businesses and developers to make investments supporting inclusive growth; and funders and city-wide organizations to look to this plan as a roadmap for strategic, coordinated investment that builds community wealth and resilience.

Together, by aligning our efforts around this shared vision, we can maximize the transformative potential of the Joe Louis Greenway for current and future generations of Detroiters.

ACKNOWLEDGMENTS

THANK YOU! to everyone who contributed to the Joe Louis Greenway Neighborhood Planning Study by participating in an interview or sharing a vision for the future at an event. Many local voices helped shape this plan; neighbors, employees, businesses, community organizations, institutions, City staff and leadership—your words and ideas populate the pages that follow.

CITY OF DETROIT

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1 INTRODUCTION

The Joe Louis Greenway is much more than a trail.

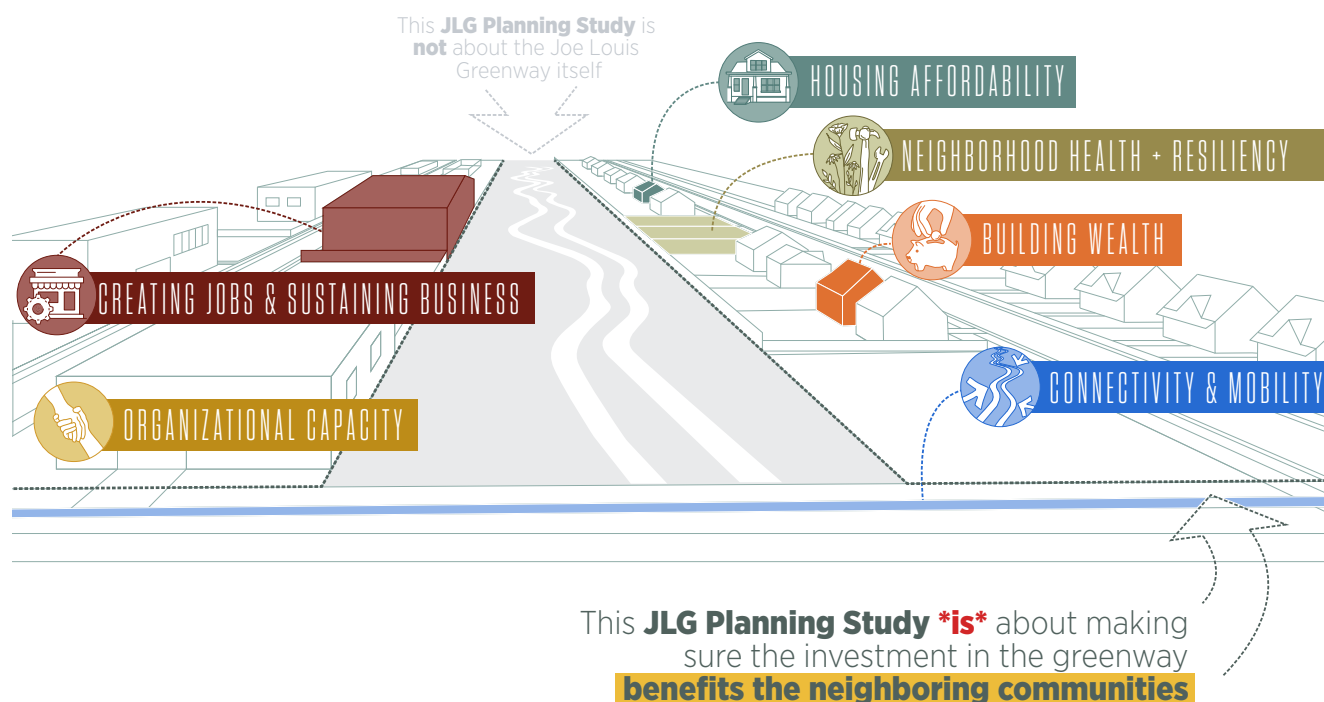
It is an opportunity to bring additional investment and attention to the neighborhoods that need it the most.

WHAT IS THE JOE LOUIS GREENWAY NEIGHBORHOOD PLANNING STUDY?

The Joe Louis Greenway (JLG) is a 27.5 mile recreational pathway that will unify Detroit's neighborhoods, people and parks. It passes through 23 Detroit neighborhoods, and four cities (Detroit, Dearborn, Highland Park, Hamtramck). 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 managed and constructed by the City of Detroit's General Services Department (GSD).

This Neighborhood Planning Study is not about the Joe Louis Greenway itself. It is about making sure the greenway benefits the neighboring communities, building upon the vision for inclusive growth and economic opportunity identified in the previously completed Joe Louis Greenway Framework Plan.

The Joe Louis Greenway provides a generational moment to link Detroit's neighborhoods and create inclusive economic opportunities for all residents. This work assesses strategies for neighborhoods to better **connect to** and **benefit from** the greenway, including studying the potential opportunities and impacts stemming from historical and systemic inequities, to inform policies and practices that are restorative, prescriptive, and holistic. The goals of the recommendations in this plan are to enhance quality of life, build wealth, and spur new equitable development in ways that provide all people – regardless of race, ethnicity, gender, age, ability, or socioeconomic status – the opportunity to flourish.



WHAT THE PLAN SEEKS TO ACCOMPLISH

- > Explore the potential impacts of greenway investment on surrounding neighborhoods;
- > Identify actions to improve residents' and businesses' quality of life;
- > Guide City policy and investments to support equitable growth around the Greenway;
- > Recommend future land uses and potential master plan updates alongside the Greenway;
- > Establish design guidelines to support future development and beautify existing properties; and
- > Identify critical opportunities around the Greenway for new investment.

THE VISION

The Joe Louis Greenway will provide connected, equitable and engaging spaces throughout Detroit and the region — where people and neighborhoods will find opportunities for empowerment, unity and healing. With intentional policies and investments, it can:

- Build Wealth & Ensure Housing Affordability
- Support Small Business & Commercial Corridor Activation
- Create and Sustain Jobs
- Improve Connectivity & Access
- Beautify & Green Neighborhoods
- Increase Organizational Capacity

How do we best leverage the investment in the Joe Louis Greenway to create prosperity and equitable outcomes for nearby residents and businesses?



THE PLANNING AREAS



This study assessed a ½ mile distance on either side of the greenway and further refined engagement & recommendations in five targeted neighborhood areas adjacent to the Joe Louis Greenway:

JLG SOUTHWEST

This study area includes the neighborhoods of Chadsey-Condon, Claytown, Michigan-Martin, Springwells, and Central Southwest.

JLG WESTSIDE

This study area includes the neighborhoods of Littlefield, Barton McFarland, Midwest, Grand River I-96, and Oakman Blvd Community.

JLG NORTHWEST

This study area includes the neighborhoods of Davison Schoolcraft, Chalfonte, Dexter-Fenkell, Pilgrim Village, Oakman Blvd Community, and Hope Village.

JLG NORTHEAST

This study area includes the neighborhoods of Cadillac Heights, North Campau, Campau/Banglatown, Grixdale Farms, and Greenfield Park.

JLG DEQUINDRE CUT EXTENSION

This study area includes the neighborhoods of Russell Industrial, Milwaukee Junction, Poletown East, McDougall Hunt, and Forest Park.

The route of the Joe Louis Greenway includes segments in Highland Park, Hamtramck and Dearborn. As separate cities with their own planning and revitalization goals, this work is focused solely on the JLG in the City of Detroit.

Each planning area above has a *Neighborhood Playbook* that identifies recommendations for investments and improvements unique to the needs and opportunities of that place. These strategies are shaped by an overall evaluation of the Joe Louis Greenway investment and identifies policies and programs that are needed to maximize the positive impact of the greenway and promote equity.

THE COORDINATION AREAS

While the areas along the Detroit Riverfront, Greater Downtown and the existing Dequindre Cut are part of the Joe Louis Greenway network, they are not a focus in this Neighborhood Planning Study largely due to the fact that they already have gone through their own neighborhood planning processes. While not engaging in detailed planning for these areas, coordination with them as part of the overall JLG network was critical to ensure all planning efforts are aligned and mutually supportive. Opportunity exists to address broader city and regional objectives, while maintaining consistency with local priorities, fostering cooperation without duplicating efforts or undermining prior community's visions.

DELRAY

The **Delray Neighborhood Framework Plan** was completed in 2021. Key recommendations as they relate to the Joe Louis Greenway included piloting a phytoforest as a means to test and clean brownfields, creating forested buffers to improve air quality, mitigating truck traffic and promoting modern industrial redevelopment. Implementation of these recommendations will create precedents and case studies, as much of the land surrounding the JLG in the other planning areas is also industrial in nature.

A major project and impetus for the Delray plan is the **Gordie Howe International Bridge** which will include bicycle and pedestrian facilities. The Joe Louis Greenway route was modified to connect directly to the bridge path and leverage associated infrastructure in the vicinity. The Delray Framework plan identified a potential JLG spur along the Rouge River and Zug Island. As the JLG segments in Southwest Detroit are completed, opportunities to strengthen connections to the River Rouge, Fort Wayne and Riverside Park should be explored.

JLG WEST RIVERFRONT

This area includes areas of Hubbard Farms, Mexicantown Hubbard Richard and Corktown. The **Greater Corktown Neighborhood Framework Plan** was completed in November 2020. It called for preventing displacement, expanding affordability, and building off of the Southwest Greenway (part of the Joe Louis Greenway). In May 2021, the U.S. Department of Housing and Urban Development (HUD) announced the award of a \$30M **Choice Neighborhood Implementation Grant** to the City of Detroit that will help to implement the plan, including the development of more than 800 affordable housing units. Following a six-year renovation by Ford Motor Company, and \$940 million investment in the 30-acre campus, **Michigan Central Station** opened in June 2024. As a mobility, technology and cultural hub, it will serve as a key destination along the Joe Louis Greenway, with public parks, outdoor plazas, cultural installations, community programming, and 1.2 million square feet of commercial space across multiple restored historic buildings.





DOWNTOWN & RIVERFRONT

The **Detroit Riverwalk** in Downtown Detroit has undergone significant development over the last decade, transforming into a vibrant 3.5-mile riverfront trail that connects parks, plazas, pavilions, and open green space from the former Joe Louis Arena to Belle Isle. The riverfront trail network includes the Dequindre Cut, Dennis Archer Greenway and Southwest Greenway expanding resident access to the Detroit River and connecting to the Ralph C. Wilson, Jr. Centennial Park and the larger Joe Louis Greenway. This integration of trails fosters a cohesive network, promoting accessibility and connectivity across the region and the riverfront.

The **Greater Eastern Market Framework Plan** is a comprehensive initiative aimed at expanding Detroit's Eastern Market district to support local food businesses, enhance residents' quality of life, and preserve the area's historic character while making it a vibrant, accessible destination for residents and visitors alike. The plan encompasses approximately 1.1 square miles, including the Market Core and the Greater Eastern Market area where a recent rezoning will allow expansion of food production uses on former residential land and mixed-use development on key corridors.

A key component of this framework is the **Dequindre Cut**, which provides a pedestrian and bicycle link between the East Riverfront, Eastern Market, and one of the most densely populated residential areas along the Joe Louis Greenway. Significant progress has been made in extending the Dequindre Cut. A half-mile extension from Gratiot Avenue to Mack Avenue was completed in April 2016, bringing pedestrians into the heart of Eastern Market. Further expansion is underway, with a multi-million-dollar federal grant awarded in July 2024 to fund a major extension of the Dequindre Cut as part of the Joe Louis Greenway. This extension aims to enhance connectivity and accessibility within the district, and will be coordinated with the **Forest Park / Diggs Homes Choice Neighborhoods** planning process funded by a recent award to the City by HUD.

Key aspects of the Eastern Market Framework plan are still underway, including the proposed development along the Dequindre Cut. These efforts focus on creating new residential, commercial, and mixed-use spaces that will integrate seamlessly with the greenway and the market, enhancing connectivity and encouraging greater public use of the area.

Finally, the ongoing **I-375 Reconnecting Communities Project** to convert the existing depressed freeway to a street-level boulevard and the associated zoning and land use study provide opportunity for strategic coordination to enhance access and impact of the Joe Louis Greenway in this area.



OUR PROCESS

+ 40

JLG PLANNING STUDY
MEETINGS, FROM
COMMUNITY FORUMS,
MEETINGS TO ON-SITE
CONVERSATIONS.

+ 1,032

MEETING ATTENDEE
SIGN-INS

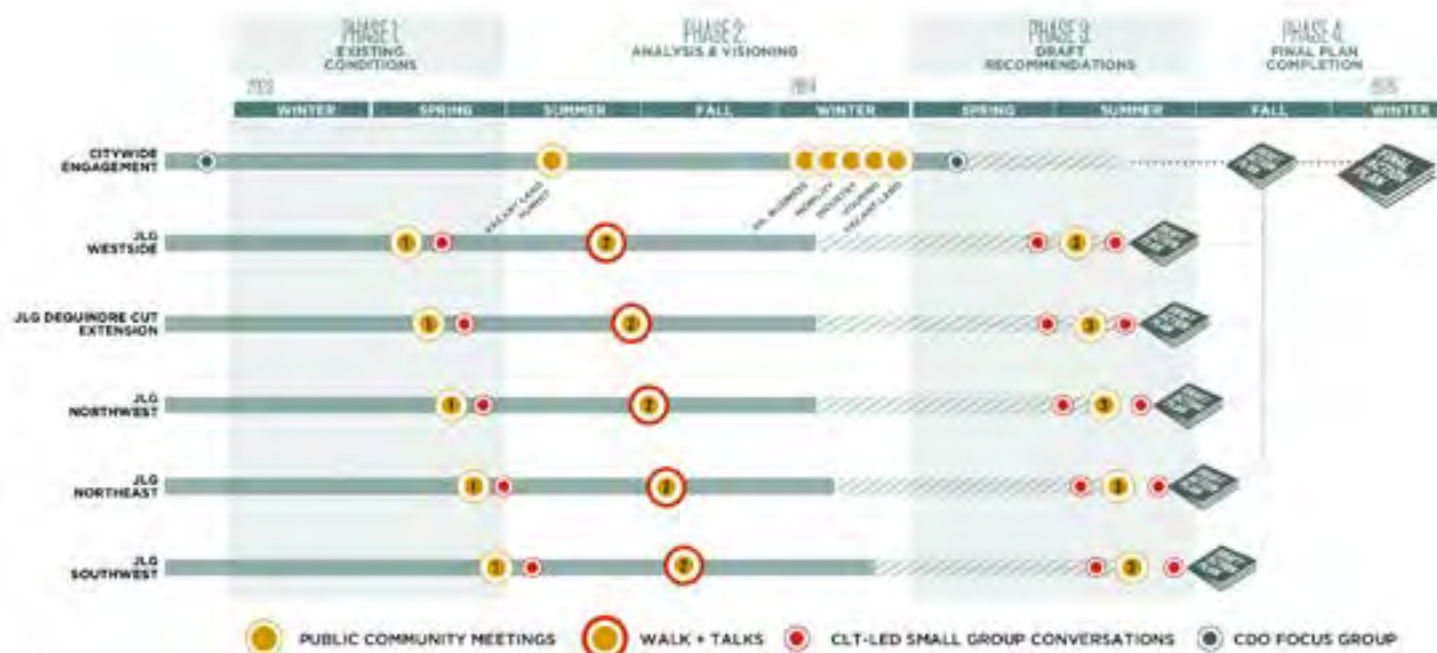
*Data Source: City of Detroit public
engagement counts, 2023-2024.*

COMMUNITY ENGAGEMENT APPROACH

The JLG Neighborhood Planning Study is a two-year community planning process with residents and stakeholders. Given the JLG Planning Study's large geographic area and diversity of neighborhoods, it was crucial to build partnerships, support community outreach, and create space for on-the-ground, place-based discussions. This approach helped identify investment opportunities and address the specific needs and concerns across all five JLG Planning Areas.

Therefore, the community engagement was comprised of both citywide and neighborhood-focused meetings distributed throughout three phases of engagement:

PROJECT TIMELINE





COMMUNITY LEADERSHIP TEAMS

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



Neighborhood area meetings, Move & Talks, CLT-led meetings and the Vacant Land Summit were held in person within each JLG Planning Area, while topic-based meetings were held virtually to share the initial strategies with as many residents as possible.



In addition to the public meetings, two kinds of small-format discussions were held:

COMMUNITY DEVELOPMENT ORGANIZATION (CDO) MEETINGS

Two focus groups were held with Community Development Organizations (CDO) leadership in collaboration with the Community Development Advocates of Detroit (CDAD), with the following goals:

- > Gaining neighborhood specific insight from CDO leaders/organizers.
- > Understanding ways in which CDOs could best become involved and assist with outreach for the JLG Planning Study and implementation recommendations.
- > Providing greater insight into the details of the planning study establishing key differences from previous frameworks and the physical JLG.
- > Understanding priorities and challenge areas facing communities within the impact area.
- > Discover CDO hopes for their communities in general and as it relates to the JLG Planning Study.

Twelve CDOs with representation across all 5 JLG Planning Areas and adjacent neighborhoods participated in these meetings, including:

- > **Bridging Communities, JLG Southwest.**
- > Detroit Hispanic Development Corp.
- > Eastside Community Network.
- > Hope Village Revitalization.
- > Jefferson East Inc.
- > Live 6 Alliance.
- > **North Corktown Neighborhood Association.**
- > Northend Woodward Community Coalition.
- > Renaissance of Hope.
- > Urban Neighborhood Initiatives (UNI).
- > Vanguard CDC.
- > Veterans Village of Highland Park.

(Organizations in **bold** attended both meetings).

COMMUNITY LEADERSHIP TEAM

The Community Leadership Team (CLT) was composed of trusted community leaders, artists, residents, advocates, and organizers who, through their own wealth of experience as residents or advocates and with guidance from the planning team, led dedicated community engagement in each of their neighborhoods to understand residents' visions and hopes for the JLG.

The CLT team carried out one-on-one interviews and small group discussions, gathered community stories, attended public workshops and meetings for each round of engagement, helped distribute information about the JLG Planning Study, and shared takeaways with the consultant team throughout the process.

While the public meetings were designed to reach and inform as many community members as possible, **the CLT-led discussions created space for community members to share personal stories and experiences, dive deep into specific issues, and bring different voices and perspectives into the plan.**

ENGAGEMENT TAKEAWAYS

Although each of the planning areas has its own set of challenges and opportunities, **residents across all five planning areas wanted the same thing: safe, clean, healthy, vibrant communities.**

Additionally, specific values and priorities raised by different planning areas included:

IMPROVED HEALTH AND
ENVIRONMENTAL CONDITIONS

MORE CULTURAL AND COMMUNITY UNITY

A UNIFIED COMMUNITY FOR LEGACY RESIDENTS AND NEW NEIGHBORS

MULTILINGUAL SUPPORT AND OUTREACH FOR
YOUTH, IMMIGRANT RESIDENTS AND SENIORS

BEAUTIFUL STREETS AND FAMILY-FRIENDLY SPACES

**THESE VALUES WERE
INCORPORATED INTO THE
RECOMENDATIONS TO ENSURE
THAT NEIGHBORING COMMUNITIES
WILL BENEFIT FROM THE IMPACTS
OF THE GREENWAY.**

EQUITABLE, SUSTAINABLE GROWTH

BETTER MOBILITY FOR ALL USERS

MULTIGENERATIONAL ENGAGEMENT
& PROGRAMMING

COMMUNITY RESOURCE CENTERS

REINVESTMENT IN REC CENTERS,
PLAYGROUNDS AND PUBLIC SPACES

MORE BEAUTIFICATION, SAFETY
AND LESS BLIGHT

A BLUEPRINT FOR COMMUNITY OWNERSHIP

PHASE 1

For the first round of engagement, a public meeting was held in each of the five planning areas and consisted of a presentation, Q&A session, and interactive activities such as “Rose & Thorn” and community asset mapping.

Many residents expressed the desire to celebrate the historical and cultural assets of their neighborhoods and the people who lived there. Similar concerns were raised across all five neighborhoods with respect to vacant land and blight, safety and crime, infrastructure maintenance (potholes, street lighting, flooding), and lack of neighborhood amenities.

The Community Leadership Team hosted five additional small group conversations on the same themes within their local networks.



**JLG WESTSIDE
PUBLIC MEETING #1**



**JLG DEQUINDRE CUT EXT.
PUBLIC MEETING #1**

PHASE 2

The second round of engagement consisted of five “Move & Talks,” a Vacant Land Community Summit, and five topic-based virtual meetings to move into deeper conversation on themes raised in Round 1.

During the “Move & Talks”, the Community Leadership Team led tours of each planning area with the project design team and discussed mobility and access issues, need for improved transit access, more/improved bike lanes, better maintained sidewalks and streets, connections to community spaces, and new/additional mobility options for children and seniors.

During the Vacant Land Community Summit, participants identified challenges and opportunities related to vacant land, including better maintenance, community activation for recreation or gardening, increased biodiversity, and empowering residents to be active participants in their communities.

The virtual **topic-based meetings** discussed in-depth issues around housing, commercial and industrial businesses, vacant land and mobility. Participants reviewed draft strategies and provided feedback on the direction and what may be missing.



PHASE 3

The third and final round of engagement included public meetings held in each of the planning areas to discuss draft recommendations in an open-house format with informational boards and accompanying activities.

Participants had the opportunity to weigh in on preferred types of housing, vacant land treatments, locations of potential MoGo stations, and locations for commercial pop-ups and community activation. Staff from multiple City departments and partner agencies facilitated tables and discussed planning study ideas.

The Community Leadership Team also worked with PDD and HRD staff to host on-site discussions about potential new housing development in each of the five planning areas.



**JLG NORTHEAST
MOVE & TALK**



**COMMUNITY VACANT
LAND SUMMIT**



**JLG NORTHWEST
PUBLIC MEETING #3**



**JLG SOUTHWEST
PUBLIC MEETING #3**

2

KEY ANALYSIS SUMMARIES & STRATEGIES

CONTEXT

IMPACTS FROM OTHER GREENWAYS

Cities that invested in new greenways and trails experienced significant benefits, like crime reduction, increased customers for local businesses, new housing units, and tax generation for city services. For example, the Midtown Greenway in Minneapolis helped to spur thousands of new housing units, and the Indianapolis Cultural Trail found that businesses along the trail have approximately 50% more customers and revenue. Learning from these outcomes can help to inform how to approach investments along the JLG.

One unique advantage Detroit has among these other cities is the amount of land available to both absorb new investment and provide opportunities for residents and businesses to build wealth. Detroit also has a cap on tax increases in place to protect homeowners from rising property values. However, to truly leverage these advantages to serve Detroiters, additional policies and programs are required to target to these anticipated benefits.



South Platte River Greenway
Denver, CO

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



Midtown Greenway
Minneapolis, MN

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



Indianapolis Cultural Trail
Indianapolis, IN

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



The 606
Chicago, IL

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

ALIGNING WITH PREVIOUS PLANNING EFFORTS

The **Joe Louis Greenway Framework Plan** was released in 2021. Completed with significant public input, the Framework Plan is driven by three primary goals:

GOAL 1
The Greenway will enhance residents' quality of life and promote community development.

GOAL 2
The Greenway will promote equity including creating inclusive economic opportunities for all residents.

GOAL 3
The Greenway will be a unifying, connective, multi-modal transportation network.

The Framework Plan identified an initial Greenway route and design standards for Greenway construction as well as general strategies to improve housing, create jobs, grow businesses, connect residents to jobs and amenities and, integrate public art. This plan represents the next steps in putting these broad goals into action.

In addition, this work builds upon the **Neighborhood Framework Plans** completed and underway by the Planning and Development Department. These plans, completed with public input, provide recommendations for land use, zoning and strategic investments in commercial corridors, parks, streetscapes and housing. The JLG overlaps or is adjacent to 10 different Neighborhood Planning Areas. The data and recommendations from these plans are integrated into this work as they reflect community values and priorities.

The same is true for grassroots community sponsored plans, special initiatives around the JLG and citywide plans. Key citywide plans that helped shape the strategies in this plan include The **Streets for People** plan that provides street design standards for Detroit streets; the **Vibrant Blocks for Business** plan that established design guidelines for commercial corridors; and the ongoing **Plan Detroit** master plan update and **Zone Detroit** citywide zoning ordinance update.

THE JOE LOUIS GREENWAY TODAY

Each part of the JLG looks and feels different due in part to adjacent land uses. As a significant part of the JLG is designed to use an unused rail line which once served nearby industrial businesses, it is no surprise that 27% of properties immediately along the JLG are active industrial uses. This includes larger industrial uses like food processing in Eastern Market, major distribution centers in JLG Southwest, but also much smaller businesses in the JLG Westside and JLG Northwest. The condition of these properties varies greatly. Parks are the second most prominent use along the JLG by acreage (20%).

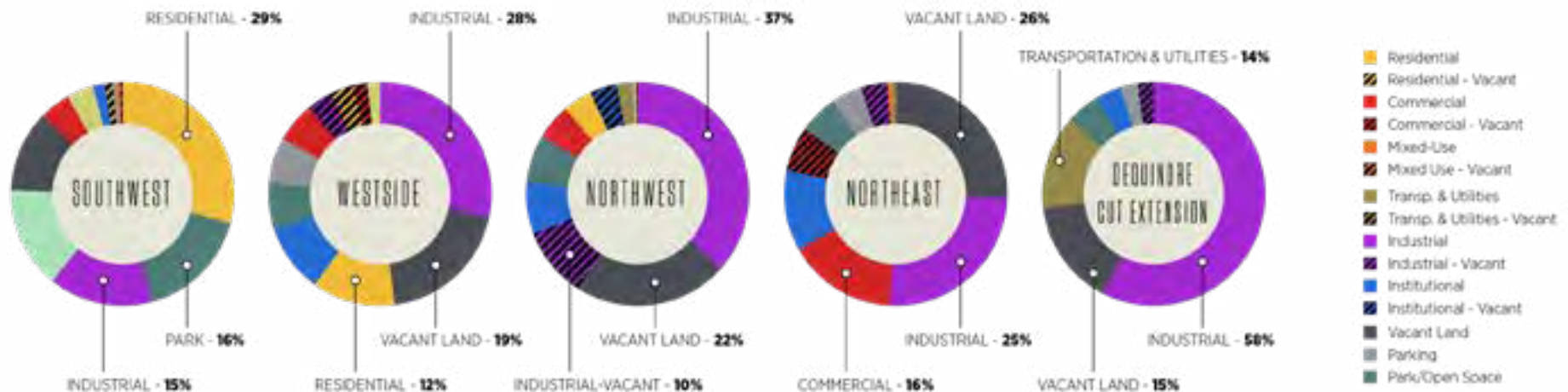
Empty land comprises 16% of the acreage with a half-mile of the JLG. This includes properties that were once used for industry. In fact, 55% of the vacant properties are formerly industrial uses. In the Neighborhood Planning Areas, there are over 1,400 acres of vacant land within a half-mile of the JLG. Within just the first block around the JLG there are 530 acres of vacant land of which 42% is currently publicly-owned.

There is limited commercial use immediately adjacent to the JLG (5% of area), and much of this activity is concentrated in portions of Downtown and in smaller pockets where major streets cross the JLG, often dedicated to auto-oriented businesses.

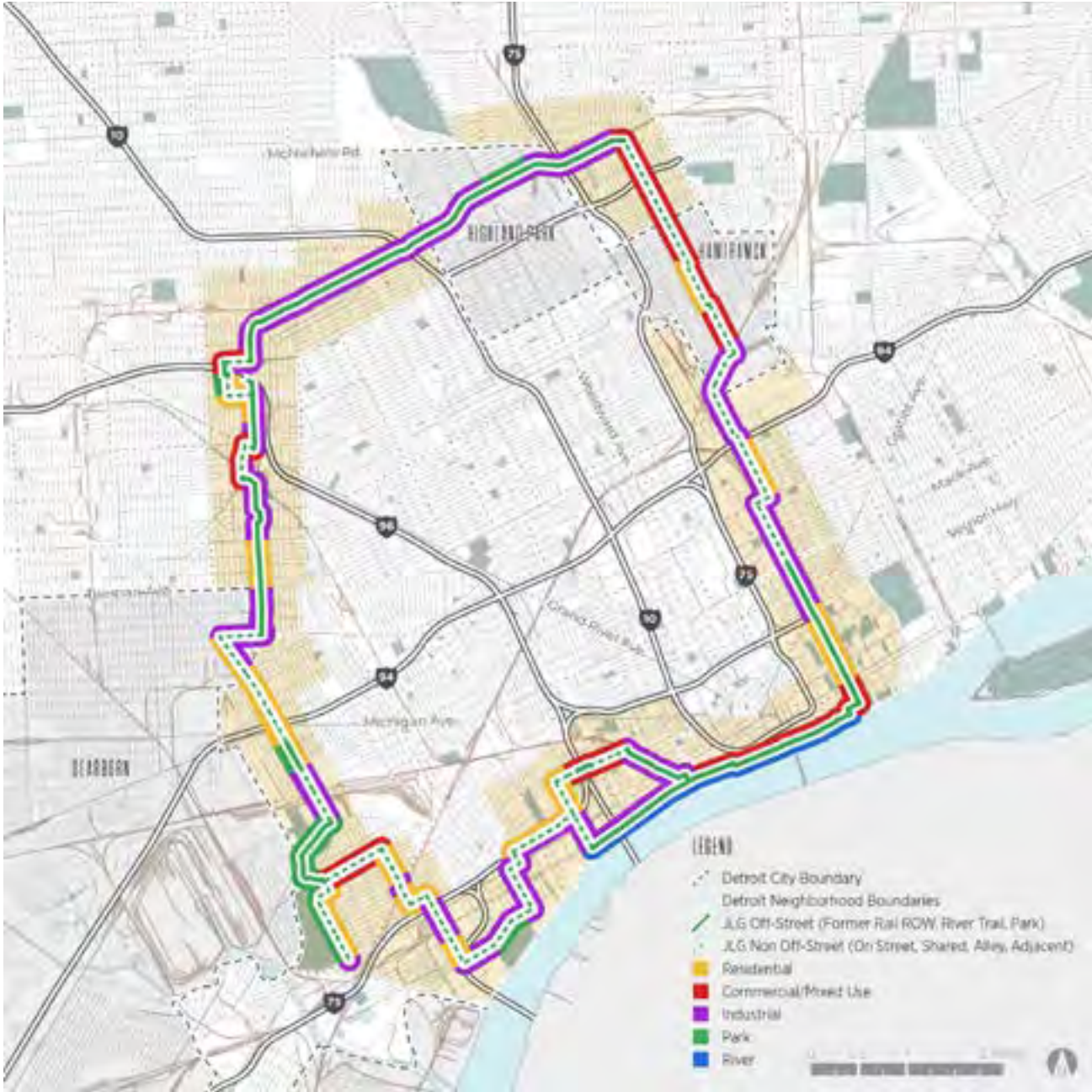
Despite the fact the JLG encompasses more than 20 different Detroit neighborhoods, there are very few areas where housing is directly adjacent to the JLG. One of the most prominent examples is in the JLG Westside between Tireman and Joy. Today, while housing comprises only 13% of adjacent uses, there are still over 16,500 occupied homes and 82,000 residents. The need for housing assistance and investment in existing structures is an important goal for the future of the JLG.

The typology of the JLG itself can also inform land use priorities and opportunities. The dashed line in the map to the right indicates where the JLG is on-street, while the solid line indicates an off-street linear park.

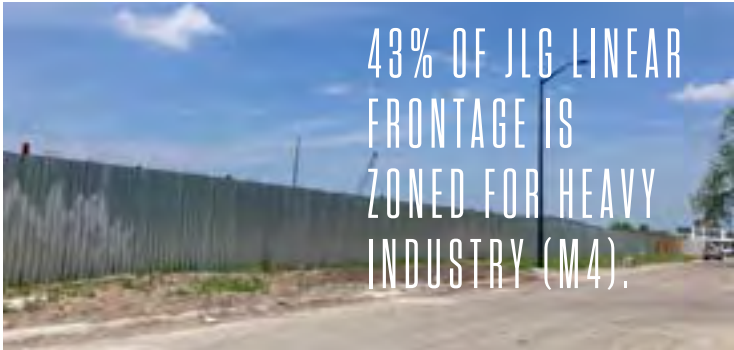
JLG FRONTAGE BY LAND USE AND PLANNING AREA



Based on 2022 Parcel Analysis conducted by Interface Studio. Representative of linear feet of frontage that is immediately adjacent to the JLG.



Generalized land use map depicting the major land use types fronting the JLG.



Industrial adjacency on Lonyo



Industrial adjacency near Warren



Commercial adjacency at Tireman

WHO LIVES AROUND THE JLG?

82,543

**DETROIT POPULATION
WITHIN A HALF-MILE**

\$34,299

**MEDIAN HOUSEHOLD
INCOME**

*Data Source: City of Detroit Full Demographic Panel, ESRI
2022*

The population living within a half-mile of the JLG represents a diverse and vibrant community. This Greenway, which connects 23 neighborhoods in Detroit, spans residential areas with varying population density, socioeconomic backgrounds, ages, and ethnicities.

TOTAL POPULATION

There are just over 82,000 people living within a half-mile of the JLG in Detroit. This means that one in five residents in Detroit lives within walking distance to the JLG. While housing values and demand for new units are not putting pressure on rents in areas outside of Downtown and Riverfront, increased costs of maintaining aging housing stock in many JLG neighborhoods has an impact on resident's ability to remain in place and benefit from JLG investment.

ETHNIC AND RACIAL COMPOSITION

- More than half of the residents are Black or African American (**52%**), but the JLG Planning Areas are also home to residents who identify as Latino or Hispanic (**22%**), White (**18%**), Asian (**4%**), or multiracial/ethnic (**3%**). Less than **1%** of residents are Native American, Pacific Islander, or other race/ethnicity.
- **32% of residents within half-mile of the JLG speak another language besides English.** While the majority speak English well or very well, **15% of the population report not speaking English well as a second language.**
- **Not every neighborhood within the JLG Planning Areas has been equally impacted by industry or historical disinvestment,** requiring an equitable planning approach that understands specific neighborhood priorities and barriers and provides tailored solutions.
- **Cultural diversity is an intrinsic value and asset in many communities along the JLG,** such as Southwest Detroit or Campau-Banglatown, and has an impact on the types of businesses, events, programs and community outreach that are relevant to each neighborhood.

AGE DISTRIBUTION

Residents are spread across various age groups, with **a significant portion (22%) being working-age adults from 20 to 34 years old. Children (30%) and seniors (13%)** also make up significant percentages, indicating a need for services across all age groups.

HOUSEHOLD COMPOSITION

The area encompasses a mix of long-standing residents and newer arrivals, contributing to the region's cultural richness. **Overall, 59% of the households within a half-mile of the JLG are owner occupied, while 41% are renter occupied.**

INCOME AND SOCIOECONOMIC STATUS

The demographics of the population living near the JLG reflect the broader trends of Detroit—diverse yet economically challenged:

- **Median Household Income:** \$34,299, compared to \$32,357 citywide.
- **Unemployment:** 11% in the JLG Planning Area, compared to 20% citywide.

With further development of the JLG, there are opportunities to enhance community wellbeing and economic prosperity.

SUMMARY BY PLANNING AREA

Southwest



POPULATION

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

TOTAL PLANNING AREA POPULATION:

25,285
RESIDENTS

▼ **7%**
SINCE 2010

RACE (non-Hispanic) & ETHNICITY:

black/african american
white
asian
native american
pacific islander
other/multiple race
latino/hispanic

28%
of residents are
foreign-born

17,256
RESIDENTS
speak a language other
than English at home

AGE GROUPS (by years old):

Under 18

35% (8,850)

18 to 64

57% (14,412)

65 & over

8% (2,023)

HOUSING & INCOME

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

MEDIAN HOUSEHOLD INCOME (2022):

\$34,319
PER YEAR

MEDIAN HOUSE VALUE:

\$44,483
IN THE SOUTHWEST AREA

▼ **38%**
SINCE 2010

FAMILY HOUSEHOLDS*:

4,772
FAMILY HOUSEHOLDS

65%
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 UNITS:

7,329 units-occupied | **1,095**

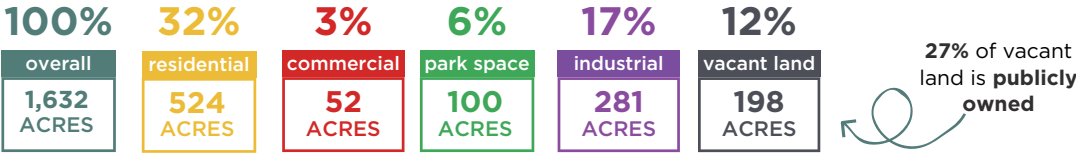
53%
owner-occupied

47%
renter-occupied

vacant

LAND USE

Source: City of Detroit, Interface Studio



SUMMARY BY PLANNING AREA

Westside



POPULATION

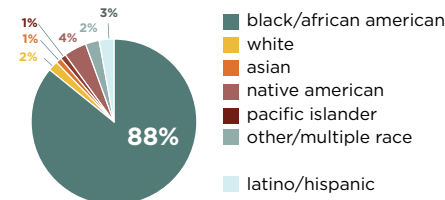
Source: U.S. Census Bureau 2017-2021 5-year Estimates, City of Detroit

▶ 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):

Age Group	Percentage	Count
Under 18	23%	(2,337)
18 to 64	59%	(5,996)
65 & over	18%	(1,829)

HOUSING & INCOME

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

▶ 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".

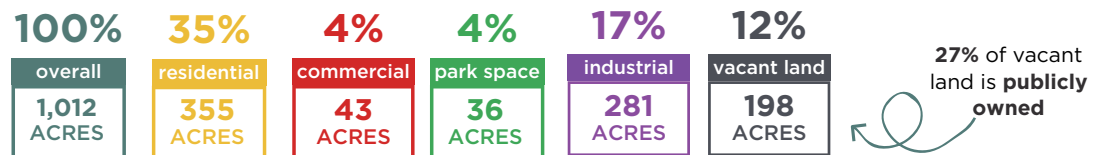
▶ HOUSING UNITS:

4,213 units occupied | **1,331**

Housing Type	Percentage
owner-occupied	51%
renter-occupied	49%
vacant	

LAND USE

Source: City of Detroit, Interface Studio



SUMMARY BY PLANNING AREA

Northwest



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:

94%
3%
1%
0.1%
1%
1%

black/african american
white
asian
native american
pacific islander
other/multiple race
latino/hispanic

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

▶ 285
RESIDENTS
speak a language other
than English at home

▶ AGE GROUPS (by years old):

Under 18
23% (2,827)

18 to 64
59% (7,253)

65 & over
18% (2,213)

HOUSING & INCOME

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

▶ 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 UNITS:

5,387 units occupied | 1,796

53% owner-occupied

47% renter-occupied

vacant

LAND USE

Source: City of Detroit, Interface Studio

100% overall
1,192 ACRES

35% residential
415 ACRES

4% commercial
42 ACRES

3% park space
38 ACRES

12% industrial
139 ACRES

27% vacant land
328 ACRES

52% of vacant land is publicly owned

SUMMARY BY PLANNING AREA

Northeast



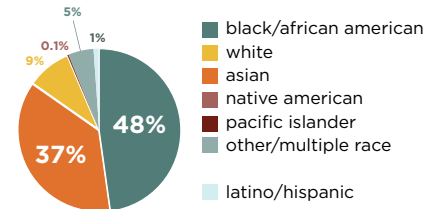
POPULATION

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

▶ TOTAL PLANNING AREA POPULATION:

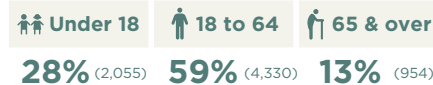
7,339
RESIDENTS▼ 17%
SINCE 2010

▶ RACE (non-Hispanic) & ETHNICITY:


26%
of residents are
foreign-born

3,502
RESIDENTS
speak a language other
than English at home

▶ AGE GROUPS (by years old):



HOUSING & INCOME

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

▶ MEDIAN HOUSEHOLD INCOME (2022): **\$32,641**
PER YEAR

▶ MEDIAN HOUSE VALUE:
\$41,008
IN THE NORTHEAST AREA
▼ 14%
SINCE 2010

▶ FAMILY HOUSEHOLDS*:
1,376
FAMILY HOUSEHOLDS
60%
OF TOTAL

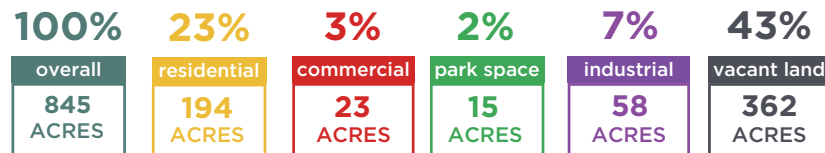
*A family group is defined by the US Census as "any two or more people residing together, related by birth, marriage, or adoption".

▶ HOUSING UNITS:

2,300 units occupied	540
61% owner-occupied	39% renter-occupied
vacant	

LAND USE

Source: City of Detroit, Interface Studio



53% of vacant land is publicly owned

SUMMARY BY PLANNING AREA

Dequindre Cut Extension



POPULATION

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

▶ TOTAL PLANNING AREA POPULATION:

3,031
RESIDENTS

▼ 14%
SINCE 2010

▶ RACE (non-Hispanic) & ETHNICITY:

1%
0.3%
3.6%
2%

83%

black/african american

white

asian

native american

pacific islander

other/multiple race

latino/hispanic

3% (approx.)

of residents are foreign-born

128
RESIDENTS

speak a language other than English at home

▶ AGE GROUPS (by years old):

Under 18

18 to 64

65 & over

21% (645)

59% (1,775)

20% (611)

HOUSING & INCOME

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

▶ MEDIAN HOUSEHOLD INCOME (2022):

\$21,368

PER YEAR

▶ MEDIAN HOUSE VALUE:

\$39,159

IN THE DEQUINDRE CUT EXTENSION AREA

▼ 28%
SINCE 2010

▶ FAMILY HOUSEHOLDS*:

506

FAMILY HOUSEHOLDS

39%
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 UNITS:

1,297-units occupied

266

14%
renter-occupied

86%
vacant

LAND USE

Source: City of Detroit, Interface Studio

100%

overall

1,197
ACRES

7%

residential

80
ACRES

3%

commercial

32
ACRES

2%

park space

28
ACRES

49%

industrial

581
ACRES

23%

vacant land

280
ACRES

38% of vacant land is publicly owned

JLG NEIGHBORHOOD PLANNING STUDY | 24

NEIGHBORHOOD PLANNING STUDY GOALS

The following pages present the key analyses and recommended strategies developed to support the goals identified through the community engagement process.

BUILD WEALTH & HOUSING AFFORDABILITY

SUPPORT SMALL BUSINESS & COMMERCIAL CORRIDOR ACTIVATION

CREATE & SUSTAIN JOBS

IMPROVE CONNECTIVITY & ACCESS

BEAUTIFY & GREEN NEIGHBORHOODS

BUILD WEALTH AND ENSURE HOUSING AFFORDABILITY

At the heart of an equitable housing framework is the goal of building wealth through homeownership and ensuring long-term housing affordability so that housing remains accessible to existing residents.

Some of the key questions examined were:

- > How can the City and partners best support homeowners and renters along the JLG through existing housing programs?
- > How can existing housing affordability be preserved and quality improved?
- > How can the JLG stimulate new housing investment to increase density and improve condition?
- > What can be done to ensure existing residents are not displaced in areas where housing values and rents may rise?
- > Who will be served by new housing, and how can we plan for long-term opportunities in areas with a limited market to build new housing in the near term?

WHAT WE HEARD

In terms of **housing**, participants were excited about:

- > Support for existing homeowners.
- > Preservation and rehab of vacant structures.
- > Access to affordable housing for individuals, families and seniors.

When asked about what priorities this plan could start addressing, participants expressed the need for:

- > More housing with the potential for higher densities in targeted areas to support more grocery stores and services in neighborhoods.
- > Programs for first-time homebuyers and for helping residents navigate city processes.
- > Programming and community-building that brings together legacy residents and newcomers.
- > More information about allowed uses in mixed-use areas.
- > Strategies to break the cycle of disinvestment, especially in areas that cannot support new housing.
- > Transparency and opportunity for existing residents to have a voice in new development.

WHAT WE LEARNED:

HOUSING CONDITIONS ON THE GROUND

The neighborhoods surrounding the Joe Louis Greenway vary substantially in terms of occupancy and condition. There are approximately 16,500 residential parcels within a half-mile of the JLG. Most of those (79%) are owner-occupied and 75% are single-family homes. About 21% of occupied homes are duplexes or two-family structures, with higher percentages of these units in the JLG Southwest and JLG Northwest offering a significant opportunity for local landlords to build wealth, increase density and protect affordable rental options within existing neighborhood fabric. The JLG Northwest and JLG Westside have the highest numbers of buildings with five or more units. There are also a considerable number of rental units in the JLG Dequindre Cut Extension, for the most part located in the Forest Park Apartments.

In 2023, there were over 2,000 vacant structures owned by the Detroit Land Bank Authority within a half-mile of the JLG. 221 vacant structures exist within one block of the JLG, of which only 68 were classified as salvageable. To prevent demolition and help stabilize housing, targeted rehabilitation is necessary around the JLG with a particular need in the JLG Westside, and JLG Southwest.

As most housing units are single-family, one of the biggest factors in shaping the look and feel of each community is the number of remaining occupied homes. Some neighborhoods around the JLG remain relatively stable with a limited number of vacant parcels. Neighborhoods like Barton McFarland, Cadillac Heights, Springwells, and Claytown have fewer vacancies with more intact homes. Other areas like Midwest Tireman near I-96, North Campau, and portions of Campau Banglatown experienced a significant loss of housing and contain a substantial amount of empty land. As an example, the JLG Northwest planning area includes over 4,000 occupied residential buildings but also 3,300 vacant properties (including 700 vacant residential buildings and 2,600 vacant lots). The JLG Northeast includes approximately 2,200 occupied homes but over 5,000 vacant properties (including 700 vacant residential buildings and 4,300 vacant lots).

Though conditions vary, all communities offer unique assets that residents value including local parks, gardens, churches, and more. These important community anchors are essential in targeting improvements to benefit each community.

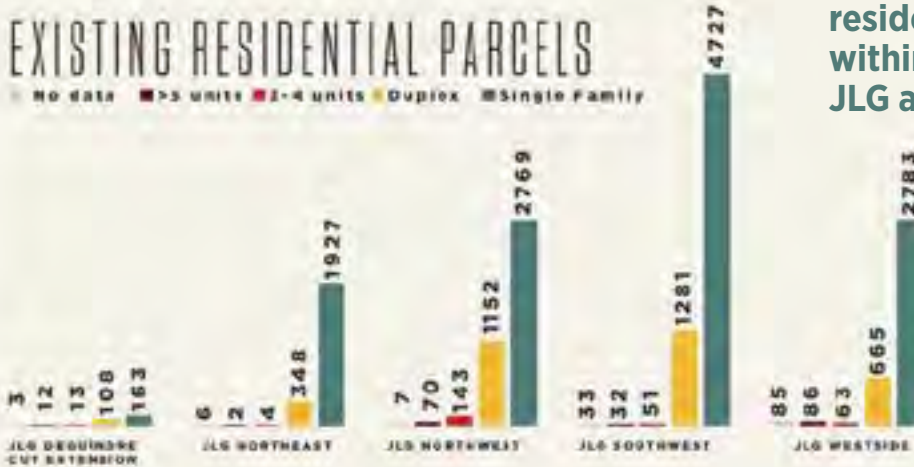
**TOTAL NUMBER
OF OCCUPIED
RESIDENTIAL
PARCELS**

HOMEOWNER 12,386
RENTAL 3,153

**TOTAL OCCUPIED
RESIDENTIAL
PARCELS** 16,533

EXISTING RESIDENTIAL PARCELS

NO DATA >3 units 2-4 units Duplex Single Family



75% of occupied residential parcels within half-mile of the JLG are single family.

**TOTAL NUMBER
OF DLBA VACANT
RESIDENTIAL
STRUCTURES**

Demolition 333
For Sale 68
Salvageable 763
Sold 712
Other 110

TOTAL 2,246

DLBA OWNED VACANT STRUCTURES



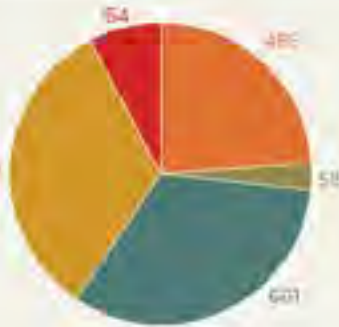
TIER 1

Immediately Adjacent
41 structures total



TIER 2

Within 1 block
178 structures total



TIER 3

Within a half mile (the rest)
2025 structures total

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

DLBA VACANT STRUCTURES
Demolition
For Sale
Salvageable
Sold
Other (not for sale, hold)

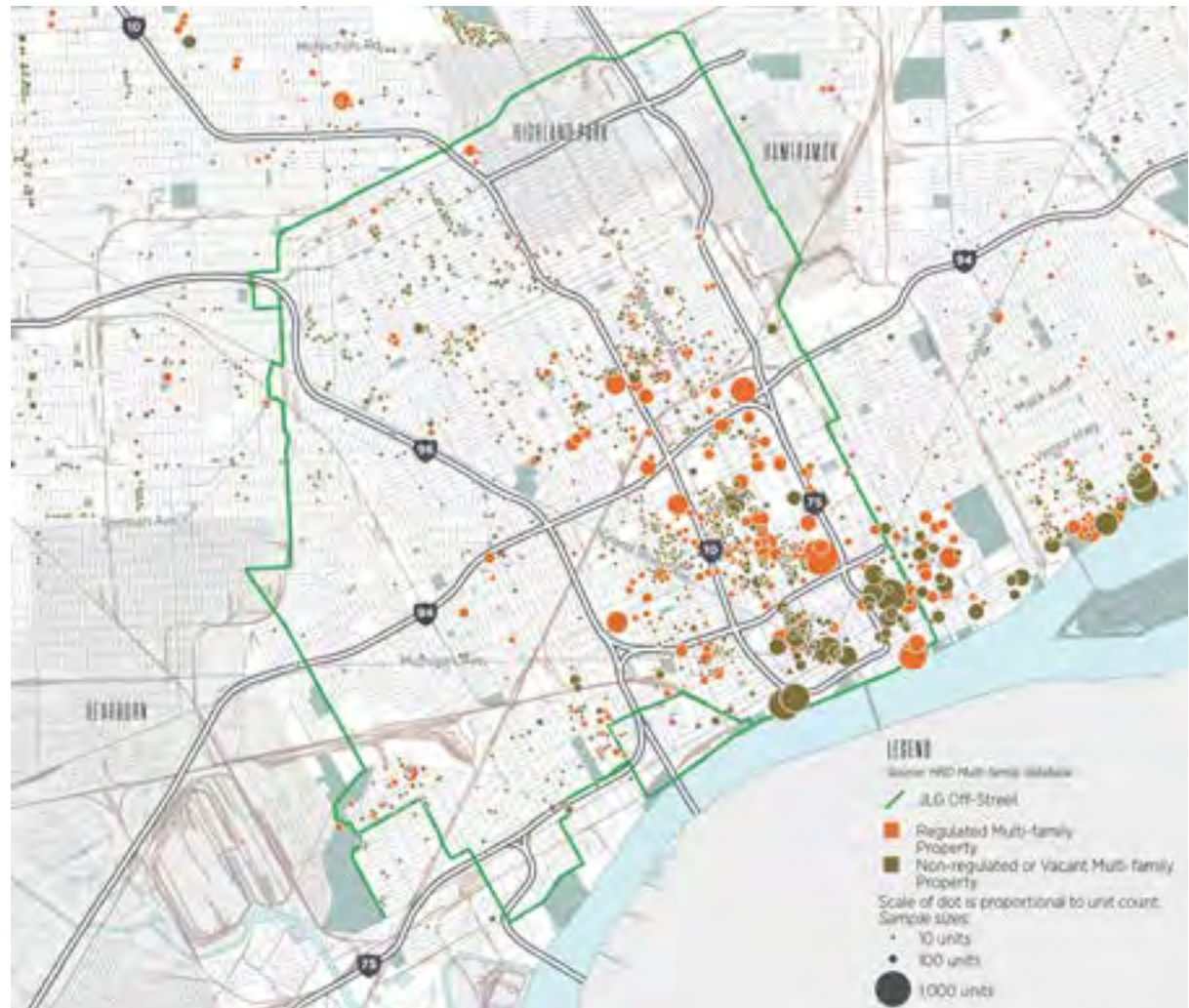
AFFORDABILITY

The current affordable housing inventory near the JLG consists of both regulated and non-regulated (naturally occurring) affordable housing. According to the Housing and Revitalization Department (HRD), as of 2024, there are 51 buildings containing 1,493 regulated units within a half-mile in either direction (or a 10-minute walk) of the JLG.

The majority of affordable housing in the area, however, is naturally occurring and non-regulated. While precise data on the number of non-regulated units is not readily available, Interface Studio conducted an analysis using the best available parcel information to estimate these numbers. Non-regulated multi-family buildings are represented by the brown dots on the map to the right, with the size of each dot indicating the relative scale of units within each property.

Although the map shows a relatively small number of non-regulated multi-family units outside the Downtown and Midtown areas, it is estimated that there are 12,868 non-regulated multi-family units in 3,705 buildings within a half-mile of the JLG.

Investing in the preservation of these naturally occurring affordable housing units is a key strategy to combat potential displacement resulting from JLG development. This approach also ensures the continued availability of quality, affordable rental housing near the JLG.



Map depicting regulated and non-regulated multi-family properties by number of units.

Sum of Total Housing Units in Multi-Family Buildings by Regulation Status and Planning Area

Analysis of housing units in multi-family buildings in each planning area. Sources included HRD available data and City of Detroit parcel data. Where official unit count data was unavailable, Interface Studio summed the number of units based on parcel typology (i.e. triplex equals three units, etc)

	In 2-4 Unit Buildings	In 5+ Unit Buildings	In 2-4 Unit Buildings	In 5+ Unit Buildings	In 2-4 Unit Buildings	In 5+ Unit Buildings	In 2-4 Unit Buildings	In 5+ Unit Buildings	In 2-4 Unit Buildings	In 5+ Unit Buildings	Total Units JLG wide
Regulated Occupied Mixed Use		34									34
Regulated Occupied Residential		270		131	2	480				575	1,458
Total Regulated Units		304		131	2	480				575	1,492
Non-regulated Occupied Mixed Use	6	86		46	9	38	2	5	2		194
Non-regulated Occupied Residential	1,885	1,087	1,170	1,382	2,268	2,463	300	79	178	217	11,029
Non-regulated Vacant Mixed Use	2	12				22	7		2		45
Non-regulated Vacant Residential	63	93	265	292	333	350	118	48	38		1,600
Total Non-regulated Units	1,956	1,278	1,435	1,720	2,610	2,873	427	132	220	217	12,868
	JLG Southwest		JLG Westside		JLG Northwest		JLG Northeast		JLG Deq. Cut Extension		

Funding for developing new regulated affordable housing through the **Low-Income Housing Tax Credit (LIHTC)** program is allocated to projects based on a scoring system outlined in the **State's Qualified Allocation Plan (QAP)**.

QAP scores rank and evaluate LIHTC applications, helping states prioritize projects that best address housing needs and policy goals. In Michigan, QAP scoring categories include:

- > **Proximity to Transportation:** Projects within quarter-mile of a public transit stop.
- > **Proximity to Amenities:** Access to grocery stores, schools, parks, and medical facilities.
- > **Development Characteristics:** Features such as assisted living components, historic rehabilitation efforts, and commitments to accessibility.
- > **Experience of the Development Team:** Points awarded for a proven track record in successful LIHTC projects.
- > **Permanent Supportive Housing (PSH):** Projects that dedicate units to serve vulnerable populations and provide on-site supportive services.

The higher a project scores in these areas, the better its chances of receiving the tax credits needed for affordable housing development.

Each census tract has been evaluated for its ability to achieve a higher QAP score. The best-scoring areas are concentrated in Downtown and Midtown, where walkability, access to employment, and proximity to services are strong, as shown in the map to the right. Lower-scoring areas can improve over time through targeted investments. For example, the development of the JLG itself is one such investment that can boost QAP scores.

The tri-cities—Detroit, Hamtramck, and Highland Park—are collectively awarded an average of 500 LIHTC units annually. Roughly half of these units are estimated to be allocated to projects in Midtown and Downtown. This leaves an estimated 125 to 190 affordable units per year available for allocation across the JLG study area, resulting in a total of 1,000 to 1,500 LIHTC units within the JLG study area by 2030.

The forecasted demand for new LIHTC units for each subarea can be found in the Appendix: *Joe Louis Greenway Residential Market Analysis*.



Map evaluating the potential for higher QAP scores based on scoring categories by Census Tract. Data provided by the City of Detroit, 2024.

THE HOUSING MARKET

A detailed analysis of the local housing market conducted by Noell Consulting Group in December 2022 (See Appendix: *Joe Louis Greenway Residential Market Analysis*), evaluated demographic trends, housing investments, and rental and sales prices for the neighborhoods around the JLG. Regional and City trends in new housing construction for both market-rate and affordable housing were evaluated to gain a picture of the JLG's potential to capture new housing investment. Similar to the conditions on the ground, the market potential for new housing varies significantly from one neighborhood to another.

Through the year 2030, the *JLG Residential Market Analysis* forecasts the potential for approximately 175 new construction for-sale residential units, 1,000 new market-rate rental units, and 1,000-1,500 new affordable

housing units primarily through the Low Income Housing Tax Credit (LIHTC). **In all, the total potential is about 2,250 new housing units by 2030 along the JLG, outside of Downtown.** These numbers are modest but reflect real numbers in terms of new housing built across Detroit over time. With nearly 13,000 vacant properties outside of Downtown zoned for residential use around the JLG, achieving the market potential would still leave the majority of vacant residential properties to address. This gap indicates a need to prioritize vacant land management strategies in the long term to stabilize neighborhoods for re-investment.

To help direct new investment, the market study classifies the areas around the JLG into four general market categories each of which offer different housing opportunities, **Harvest, Grow, Fertilize and Seed.**

← STRONGER MARKET AREAS

Harvest markets are characterized by a positive growth in households and where the existing housing values support the cost of new construction. These areas are located in the stronger market areas of Downtown and the JLG West Riverfront. Harvest areas have the best chance for new, private market-rate development in the near term.



Grow markets have lost some households but the housing values are high enough to support new Low Income Tax Credit (LIHTC) housing and some market-rate development in pockets. The Grow areas include the JLG Southwest, Eastern Market / Dequindre Cut and Hamtramck.



These areas represent the best opportunities to:

- > RFP public sites for mixed-income development where site assemblies exist to support the development; and
- > Focus on housing rehabilitation to protect existing housing at affordable prices - what is called Naturally Occurring Affordable Housing (NOAH).

WEAKER MARKET AREAS →

Fertilize markets have declining numbers of households and low housing values. These areas include the JLG Westside and JLG Northwest planning areas around the JLG and some adjacent blocks around Hamtramck.



Seed markets have lost a lot of households and have very low housing values. These areas include the Northeast planning area north of Hamtramck and in Highland Park.



These areas represent the best opportunities to:

- > Implement Housing Stabilization Programs to preserve existing housing
- > Strengthen the connection to Strategic Neighborhood Fund (SNF) areas
- > Conduct targeted outreach to increase access to existing housing stabilization programs
- > Target cleaning and greening on vacant lots
- > Consider holding strategic publicly-owned land for future investments
- > Work to boost Qualified Allocation Plan scores (QAPs) for potential LIHTC funding



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

In all market areas, JLG-wide:

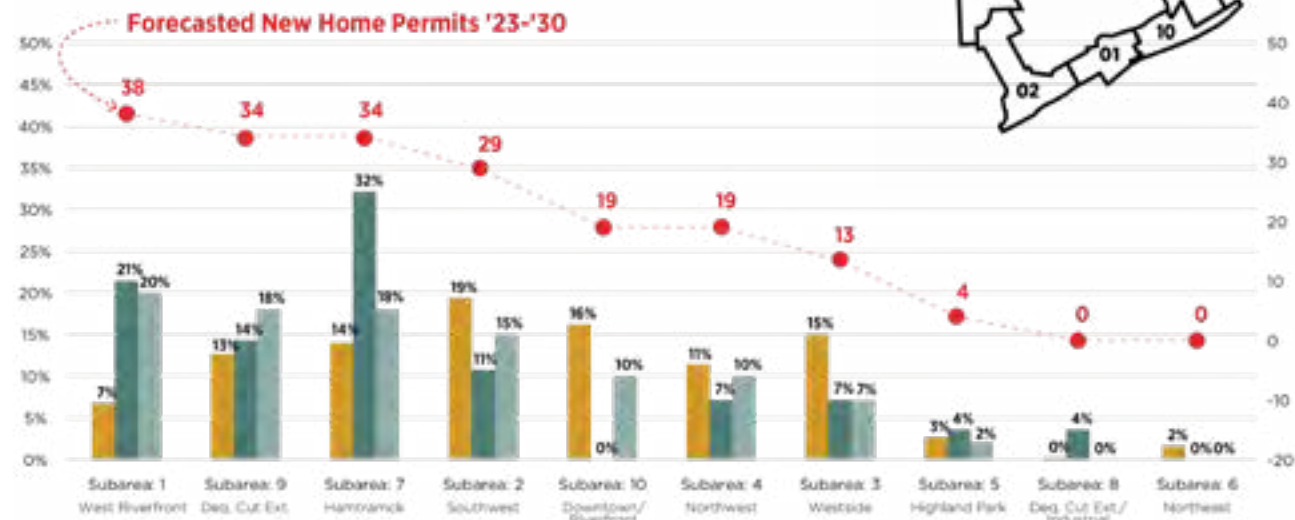
- **Invest in connectivity**
- **Consider strategic acquisitions**
- **Conduct targeted outreach**

*JLG Planning Areas Housing Market Classifications
by Noell Consulting*

RESIDENTIAL FOR SALE ANALYSIS

JLG Subarea Distribution of New Home Permits

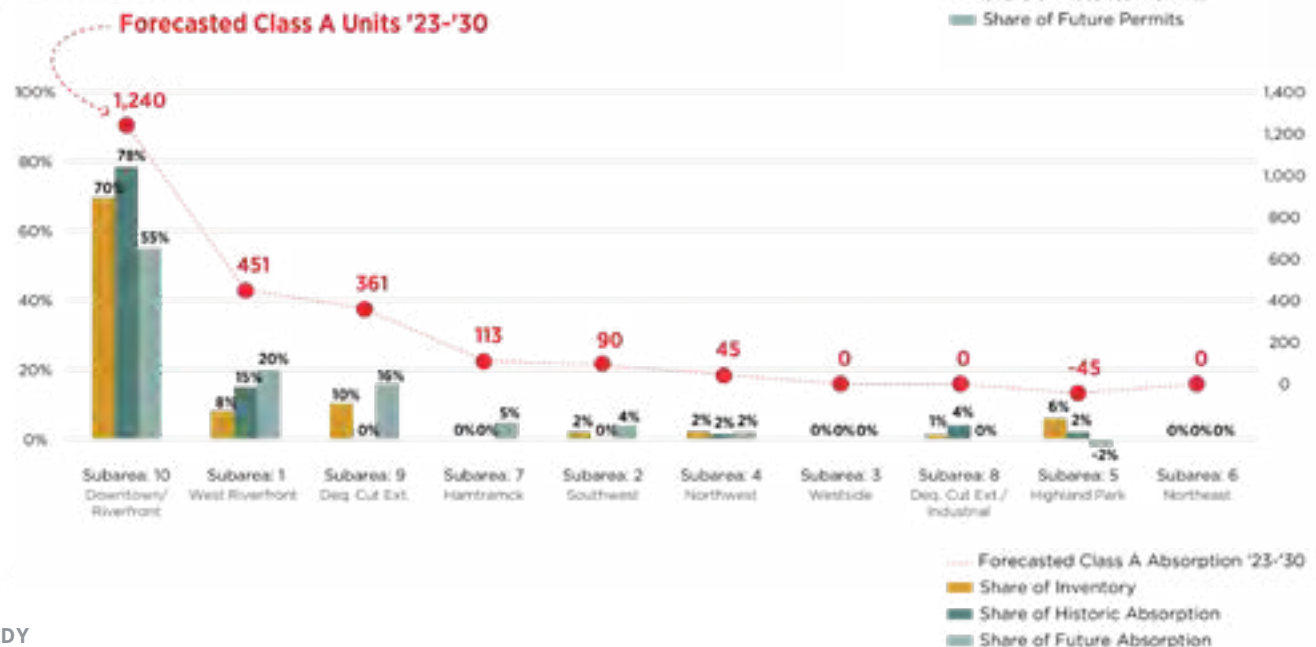
In total we forecast future demand for **191** new home permits from 2023-2030 along the JLG Planning Areas.



RESIDENTIAL RENTAL ANALYSIS

JLG Market Area Distribution of Market Rate (Class A) Rental Units

In total we forecast future demand for **2,255** rental units from 2023-2030 along the JLG Study Area.



KEY TAKEAWAYS

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

- > The market is already stronger for new housing largely in the Riverfront, Dequindre Cut Extension, and JLG Southwest areas.
- > There are a few opportunities for new affordable housing over the long term in areas adjacent to major Greenway access points. Notable opportunities include the corner of McNichols and Joseph Campau in the Northeast and near Schoolcraft Road and the greenway in the JLG Northwest.
- > 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 outside of Downtown.
- > Barriers to creating new construction housing in other areas include the high cost of construction, limited funding sources, contiguous parcel ownership, and lower resale values.

Building new housing alone is not a solution. The real opportunity is to help existing residents stay in place and preserve existing residential buildings.

- > Expand existing resources and outreach to existing homeowners and renters in areas adjacent to the JLG to help keep existing residents in place.
- > Continue to work to stabilize neighborhoods to strengthen weaker market areas and prepare for long term future investment. This includes blight cleanup and increasing the number of jobs.
- > **Prioritize preserving multi-family units including duplexes, triplexes and quads** as they allow for rental housing at more affordable price points than larger single-family homes.

Land is a potential asset



Bridging Neighborhoods Program JLG Pilot Rehab of vacant DLBA structure

better support housing development for all income levels across the JLG.

- > In growing markets, like the JLG Southwest and Dequindre Cut, support mission-driven redevelopment that attracts investment aligned with neighborhood serving priorities.
- > In areas with limited near-term market potential, strategic long-term land banking is a valuable tool to support future community-oriented housing and neighborhood improvements, including potential commercial services.
- > Transparency is critical when communicating goals related to land assembly, land banking, and the sale of publicly-owned land. Proactive collaboration with community organizations can help build awareness and trust.
- > Continue community conversations and outreach throughout the development process involving public lands.



Vacant mid-size multi-family structure in Midwest-Tireman near JLG neighborhood entry

GOALS & STRATEGIES

GOALS

Across the Joe Louis Greenway, the housing goals reflect the values expressed by residents throughout the engagement. These include:

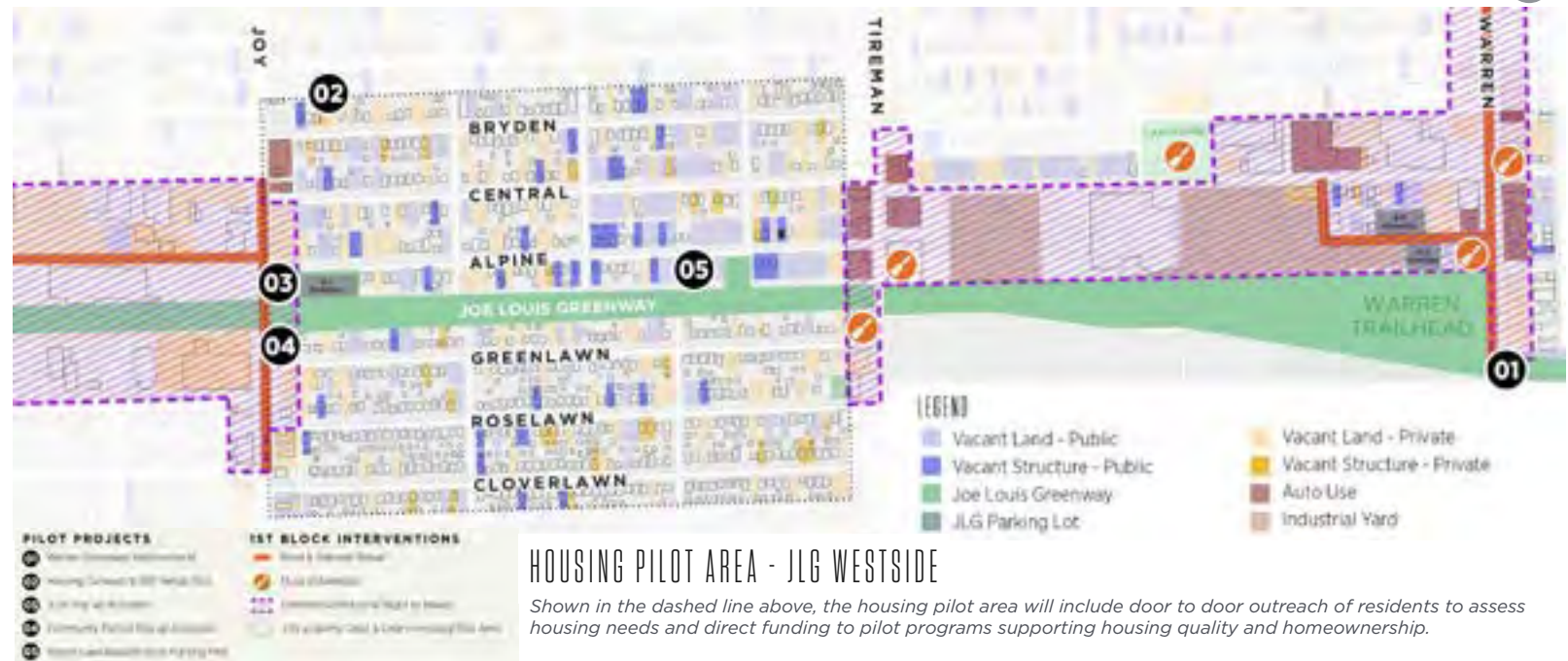
- > Prioritize inclusivity and equity in public initiatives so housing improvements benefit the people who already live near the JLG
- > Improve existing housing quality
- > Build wealth for current and future homeowners
- > Expand homeownership
- > Preserve existing affordable housing
- > Protect opportunity for new and diverse affordable housing options along the greenway as this new asset enhances quality of life

To achieve these goals, a number of JLG-wide strategies are necessary. The application of these strategies to each planning area around the greenway are included in the JLG Neighborhood Playbooks.

STRATEGIES

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

- > Target outreach to existing residents along the JLG route to help to provide access to housing resources supporting affordable homeownership and quality rentals, and help to inform potential needs for housing program expansion. Prioritization for these outreach areas are highlighted in the JLG Neighborhood Playbooks.
- > Support housing initiatives with stabilization of publicly-owned properties, both vacant land and structures.



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

Establish programs for repair/rehab grants for small scale rental housing

- > Consider expanding the **Duplex Repair Program** recently piloted with ARPA funds (and now closed) where applications for the program filled within a few weeks. As of 2023, there were 3,163 duplex properties within a half-mile of the JLG.
- > Expand the **Landlord Certificate of Compliance Rebate Program**: a \$750 per-unit rebate to eligible landlords who successfully obtain a rental Certificate of Compliance from the City of Detroit's Buildings, Safety Engineering, and Environmental Department (BSEED) on or after November 1st, 2023. All building types are eligible.
- > Expand the **Second Floor Apartment Program**: a HRD matching program supporting property owners seeking to renovate vacant second floor apartment space into rental units with rents at or below 80% AMI. A 24-unit pilot with SDBA in JLG Southwest Detroit was recently piloted, but there may be an opportunity to expand the program to impact other JLG adjacent neighborhoods in the future.

Invest in rehabilitation of vacant and occupied multi-family / mixed-use buildings with requirements to maintain affordability

- > Coordinate with local CDOs to target outreach to multi-family property owners high-priority areas identified in the neighborhood playbooks.
- > Provide assessments and consulting to owners of existing occupied housing in exchange for extended affordability through a **Preservation Pre-Development Program**.
- > Incentivize affordable housing preservation by expanding the number of projects that can make a **Payment In Lieu of Taxes (PILOT)** instead of traditional property taxes.
- > Provide **private grant capital and low-interest loan capital** to leverage other public funding for affordable housing consistent with the previous program operated by LISC - Detroit Housing for the Future Fund.



DUPLEX REPAIR PROGRAM



2ND FLOOR RESIDENTIAL GRANT PROGRAM

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.

GOALS & STRATEGIES

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

Holding public land for community development alongside the JLG is crucial for fostering equitable growth and ensuring that all residents benefit from the greenway's amenities. Public land dedicated to affordable housing helps prevent displacement of low-income residents and supports inclusive community development. By preserving these opportunities, the City can provide stable, high-quality housing options that remain accessible over time, regardless of market fluctuations. This strategic use of public land also ensures that diverse populations can live near the greenway. Additionally, integrating affordable housing with the greenway network encourages healthy lifestyles, improves mental well-being, and creates vibrant, interconnected neighborhoods. In the long run, this approach supports sustainable urban planning, mitigates inequality, and fosters resilient communities. The following map illustrates potential opportunities for new multi-family housing developments on publicly-owned vacant land alongside the JLG.

POTENTIAL FOR OVER 500 UNITS IN 10 YEARS

This map identifies housing opportunity sites on publicly held land in each planning area. Housing unit counts are based on multi-family building typologies. The Housing Market Study indicated some of the market potential for these is longer term. As such, consider holding strategic sites along the greenway for future community development opportunities.



Specific recommendations for each site depends on the anticipated market conditions.

- > In stronger market areas request proposals and provide resources for new mixed income multi-family development on publicly-owned sites. Work with local community development organizations to develop a disposition strategy aligned with priority outcomes.



Potential for DLBA assembly on Sharon St, just off Vernor Hwy.



Potential for DLBA assembly on Cahalan St, just off Springwells St.

Potential for Multi-family housing on publicly-owned sites in the JLG Southwest that would support density near important commercial corridors.

- > In weaker market areas (JLG Westside, JLG Northwest, JLG Northeast), work to increase scores for LIHTC deals and consider strategic land banking and beautification for long-term housing opportunity sites.



Potential for long term Multi-family housing on publicly-owned sites in the JLG Northeast. Interim uses for this land can be found in the JLG Northeast Playbook.

GOALS & STRATEGIES

4. ALIGN ZONING AND LAND USE POLICY TO SUPPORT HOUSING INVESTMENT

- > Expand Targeted Multi-family Area (TMA) boundaries in alignment with JLG recommendations (See *Around the Greenway* 6.2)
- Prioritize Census Tract 5190 in the near term, and consider 5260, 5091, 5191, 5341, 5365, 5304, 5316, and 5317 in later phases. Also note that in some instances targeting smaller geographies of Census Blocks can help to maximize impact around the JLG.



Recommendations for augmenting the Targeted Multi-family Census Tract boundaries to support NPS recommendations.

- Evaluate zoning changes to support increased density at key housing sites (See *Around the Greenway 6.1*)

Much of the surrounding area is currently zoned for industrial use, which limits opportunities to create diverse housing options along the JLG. By rezoning key parcels for residential or mixed-use development, the city can unlock the potential for mixed income housing, strengthen connections to the JLG, and ensure the area evolves into a livable, community-focused corridor that meets the growing demand for quality housing.



Example of zoning recommendations from the Northeast Playbook to promote housing development at the corner of Joseph Campau and McNichols.

- Explore opportunity to establish a Community Land Trust(s) adjacent to JLG (See *Around the Greenway 6.3*)

Several Community Land Trusts (CLTs) are currently operating in Detroit, working to preserve long-term affordable housing. CLTs typically require private investment to acquire vacant land or buildings, maintain properties, and support development or rehabilitation efforts. A larger trust means greater resources for sustainable management over time. Funding should be targeted toward acquiring, rehabilitating, and selling vacant residential buildings, with sales through a CLT model to ensure long-term affordability for residents.

The City and the Detroit Land Bank Authority (DLBA) are exploring policies to support land trusts such as option agreements for publicly-owned property and streamlining processes around assessment and permitting unique to CLTs.

COMMUNITY LAND TRUSTS

A Community Land Trust (CLT) is a community-owned nonprofit that maintains long-term ownership of land but enables residents or businesses to own the structure on top of the land. This enables a CLT to set the price for sale when the resident or business wants to sell. As such, a CLT can protect long-term affordability of housing and businesses.

SUPPORT SMALL BUSINESS & COMMERCIAL CORRIDOR ACTIVATION

The Joe Louis Greenway is an opportunity to spur inclusive economic development. Neighborhood residents across the JLG expressed a need for more services in their communities. Many recall how once vibrant commercial districts many years ago are shadows of what they once were. Population loss over the decades hollowed out the customer base that supported local stores. Today, it's that much harder to operate a business in many locations along the JLG and that much harder for residents to buy what they need in their communities.

Some of the key questions examined were:

- > How do we connect trail users to small businesses close to the JLG?
- > How do we create opportunities for small businesses and entrepreneurs to formally set up shop along the JLG?
- > Where is there opportunity to increase commercial activity/new business?
- > How do we increase traffic on the JLG to create more potential customers?

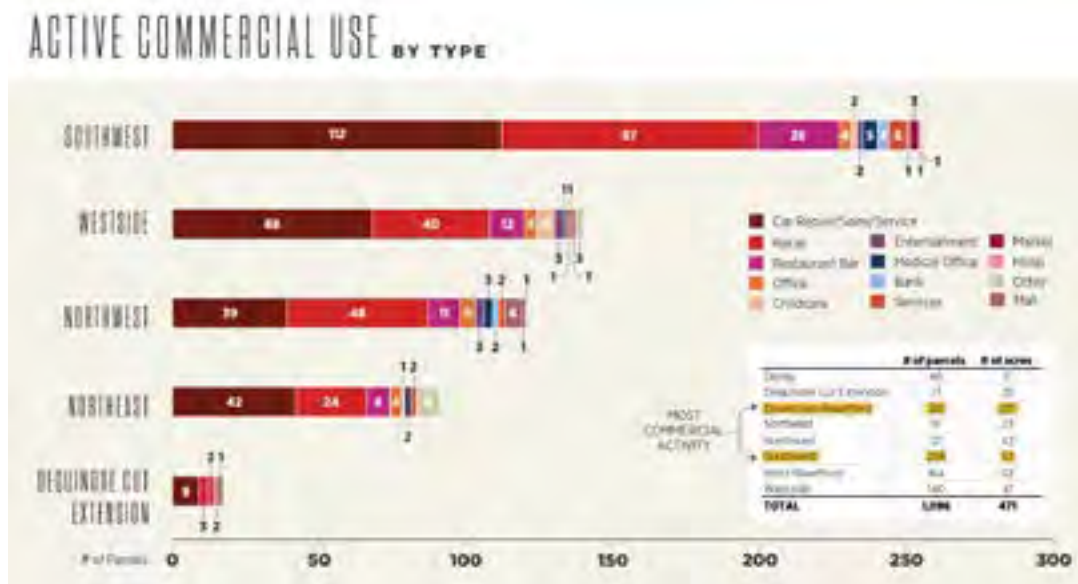
WHAT WE HEARD

In terms of **commercial businesses**, participants were excited about:

- > Increased access to goods & services within their neighborhood.
- > Opportunity to highlight local small business along the JLG.

When asked about what priorities this plan could start addressing, participants expressed the need for:

- > Activating the street through events and more pop-up vendors.
- > Clarity on process/opportunities for businesses to operate along the JLG.
- > Improving wayfinding and storytelling.
- > Outreach to youth and seniors.
- > Increasing capacity of local business associations and CDCs.
- > Strategies to break the cycle of disinvestment in areas with low demand for new commercial/retail.



Commercial parcel analysis by Planning Area. Source: Interface Studio Analysis, 2022.

WHAT WE LEARNED

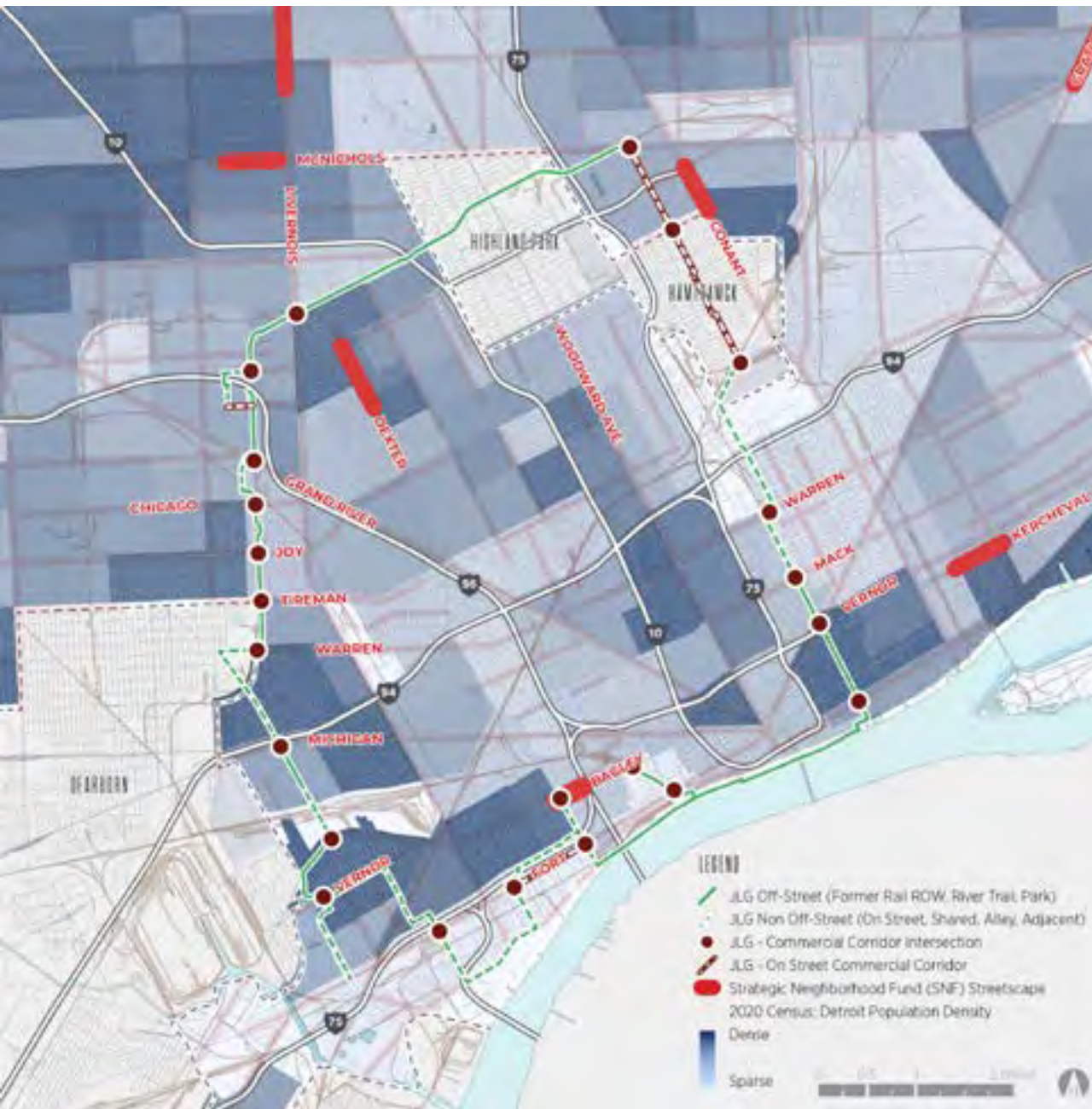
COMMERCIAL CONDITIONS ON THE GROUND

The JLG intersects with 23 commercial streets, and shares space on-street along six commercial corridors. Of the planning areas around the JLG, the JLG Southwest neighborhoods have the most commercial activity (excluding Downtown). However, even though the JLG Southwest has many vibrant commercial areas, the type of commercial use is often dominated by auto-related businesses like gas stations and body shops. There are 256 active commercial parcels within a half-mile of the JLG, 44% are auto-oriented businesses while retail and restaurants account for 34% and 11% respectively.

This is a similar story around other portions of the JLG where neighborhoods in the JLG Westside, JLG Northeast and JLG Dequindre Cut areas all have more auto-oriented businesses than traditional retail or restaurants. Only the JLG Northwest has more retail and restaurants than auto-oriented businesses, concentrated mostly on Livernois Avenue.

Further, many of these commercial corridors consist of significant amounts of empty land and vacant buildings. What were once vibrant commercial streets offer much less in terms of services and activity. The condition of empty properties and the lack of activity present significant barriers to opening and sustaining a brick & mortar store in walkable proximity to the JLG.

However, there are also several commercial corridors nearby where recent Strategic Neighborhood Fund (SNF) investments have been made in streetscape and commercial development. These and other areas along the JLG, such as Barton McFarland and Southwest Detroit, offer concentrations of residential density. Strategic investment in safe connections and wayfinding to SNF commercial streets (i.e. McNichols, Dexter and Conant) could drive traffic to the JLG and visa versa.



Map depicting the JLG and it's relationship to Commercial Corridors and Population Density.

THE COMMERCIAL MARKET

Like every other city, Detroit is impacted by national trends that shape the potential for both new retail and office space. Nationally, retail was struggling prior to the pandemic, and, with an increasing amount of goods purchased online and high real estate and construction costs, opening a new store is now extremely difficult. Further, continued work from home policies has had a major impact on the future of office space. New retail and office spaces have been built, but the amount of space is limited and the pace of construction slow. These realities mean cities need to be strategic in where to focus financial incentives and programmatic support for new commercial use.

As with the housing market, opportunities for new commercial space vary significantly around the JLG. A market study completed for this work identifies three types of commercial markets:



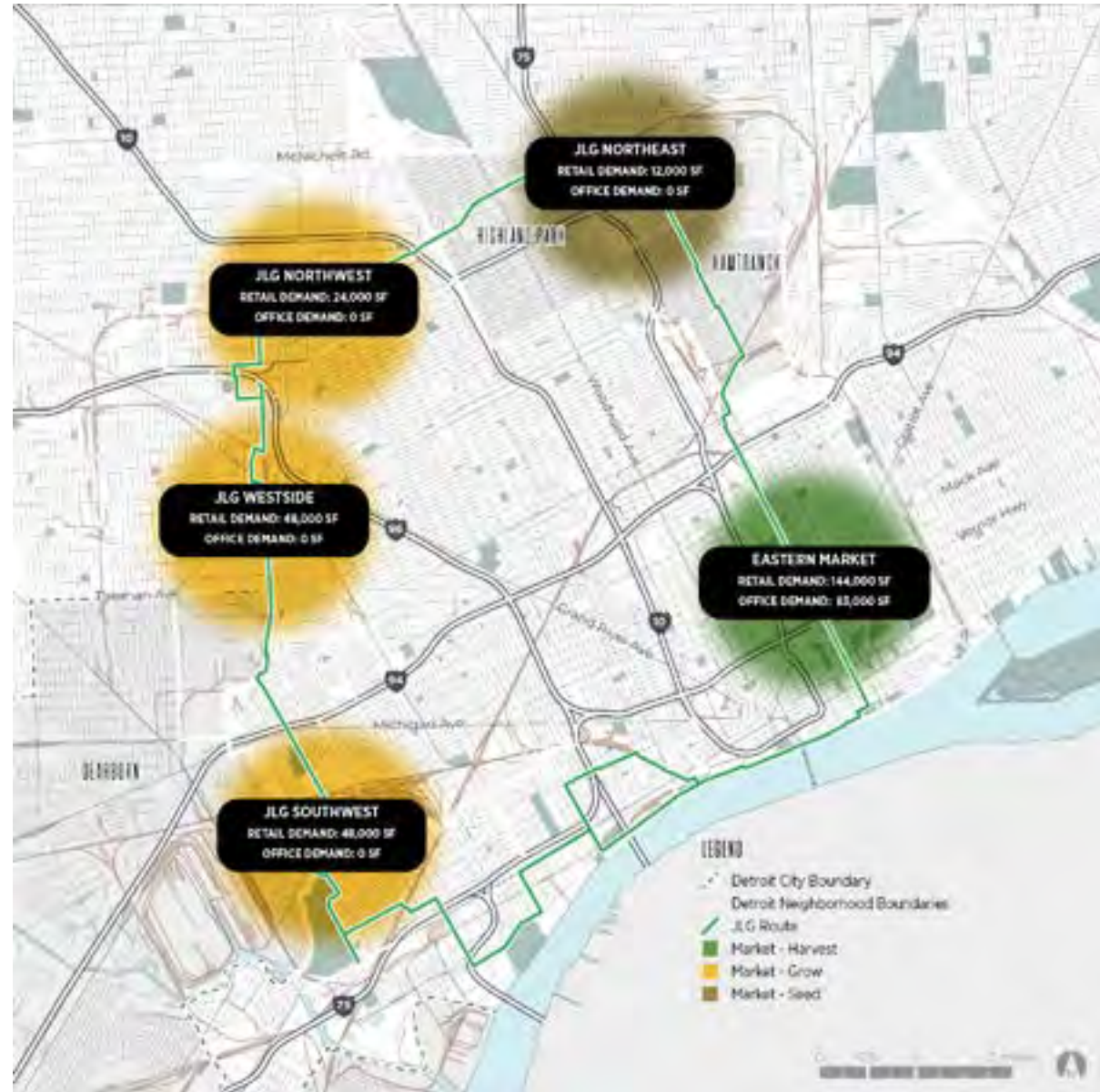
Harvest markets support the demand for local retail and mixed use development. These are the strongest markets and represent Downtown, the West Riverfront and Dequindre Cut / Easter Market.



Grow markets support existing commercial businesses and investments and are prime opportunities for micro-retail pop ups. Grow areas represent neighborhoods in the JLG Southwest, JLG Westside and JLG Northwest portions of the JLG.



Seed markets offer the least opportunity for commercial development due to high vacancies in nearby residential blocks. The JLG Northeast neighborhoods including North Campau and Campau / Banglatown are designated as seed areas. The opportunities in seed areas are to improve perceptions through cleaning and public improvements to better support long term development goals.



Commercial Real Estate Market Typology by Planning Area.

Overall, the market study anticipates a demand for almost 1.3 million square feet of new office space by 2030. However, almost the entirety of this opportunity is focused on Downtown with some in adjacent areas including West Riverfront and Eastern Market.

For retail, there is the potential for 285,000 square feet of new retail space by 2030 outside of Downtown. About half of that demand is likely to take place in the Dequindre Cut / Eastern Market areas around the JLG. These numbers are extremely modest, requiring actions that focus retail activity in strategic locations around the JLG.

KEY TAKEAWAYS

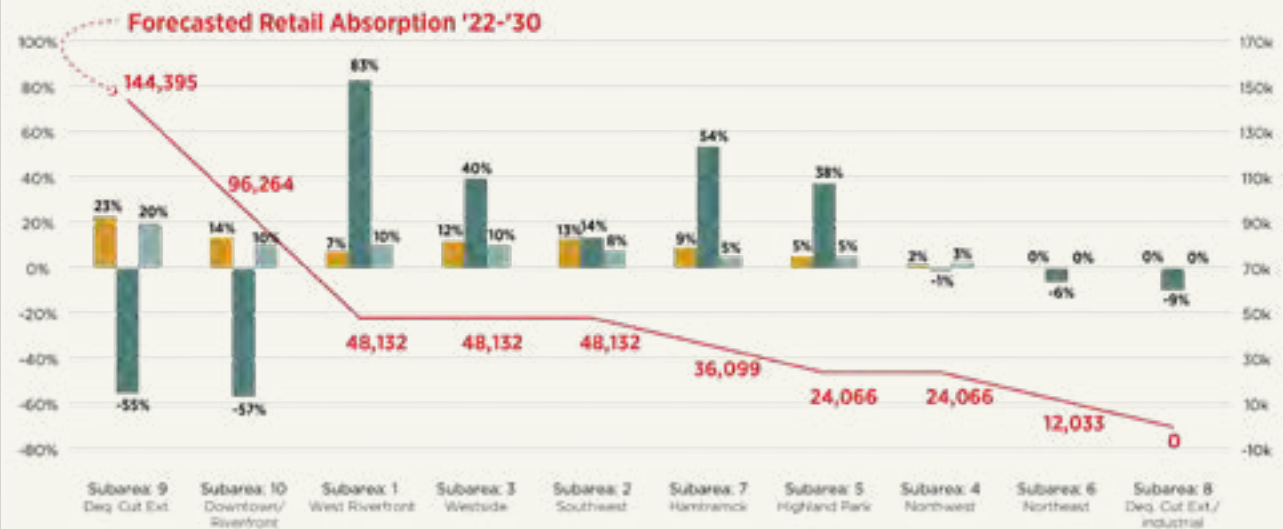
Residents want to see commercial corridors revitalized and thriving but several factors may impact whether or not new retail is possible.

- > Housing density is the key to supporting commercial activity at all scales.
- > Opening a new retail business today faces changes in global retail trends, such as the rise of online shopping, and higher construction costs for businesses that want a physical presence.

- > There is no “one size fits all” economic development strategy: different neighborhoods will require different approaches to growth.
- > Some corridors have negative perceptions to overcome which can deter new businesses from opening.

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

- > The JLG can bring more foot traffic and visibility to small businesses and commercial corridors, supporting economic growth.
- > Programming through the JLG can also help home-based entrepreneurs throughout the city to scale up and reach more customers.
- > Over the next five years, jobs are expected to increase city-wide, and there will be more opportunities for commercial growth.
- > Retail businesses with an experiential component (i.e. entertainment, food & beverage or even retail that features programming like book clubs or running groups) are more competitive with online outlets and may benefit most from JLG adjacency.



Commercial Real Forecast by Noell Consulting, 2022.

GOALS & STRATEGIES

GOALS

Across the Joe Louis Greenway, the commercial goals reflect the values expressed by residents throughout the engagement. These include:

- >> Empower entrepreneurs
- >> Support local businesses
- >> Connect residents to jobs

To achieve these goals, a number of JLG-wide strategies are necessary. The application of these strategies to each planning area around the JLG are included in the JLG Neighborhood Playbooks.



JLG investment & programming can support local commercial corridors such as West Vernor in Southwest Detroit



Seek partnerships with non-traditional retail spaces along the JLG to bring activity to greenway.

STRATEGIES

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

- > Prioritize pedestrian and bike connections to/from commercial corridors within half-mile of JLG, particularly to Strategic Neighborhood Fund (SNF) Corridors. (See *Connectivity & Access 4.2*)
- > Work with local business associations (formal and informal) around the JLG to promote local businesses and commercial districts through programming & signage to ensure existing businesses can benefit from the JLG, remain and grow (See *Connectivity & Access 4.2*)
- > Invest in infrastructure and public amenities where commercial corridors intersect with the JLG (See *Connectivity & Access 4.1 & 4.3*)



Example of strengthening connections to commercial corridors at Vernor in the JLG Southwest

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

- > Continue targeted outreach to nearby businesses and property owners to identify common needs and opportunities for collaboration leveraging survey tool developed during the planning study.
- > Focus on tactical, immediate blight-to-beauty initiatives including Strategic Ordinance Reinforcement & Remediation (S.O.R.R.T.), tree planting, and murals/art installation
- > In stronger market areas, invest in new commercial / mixed-use development projects



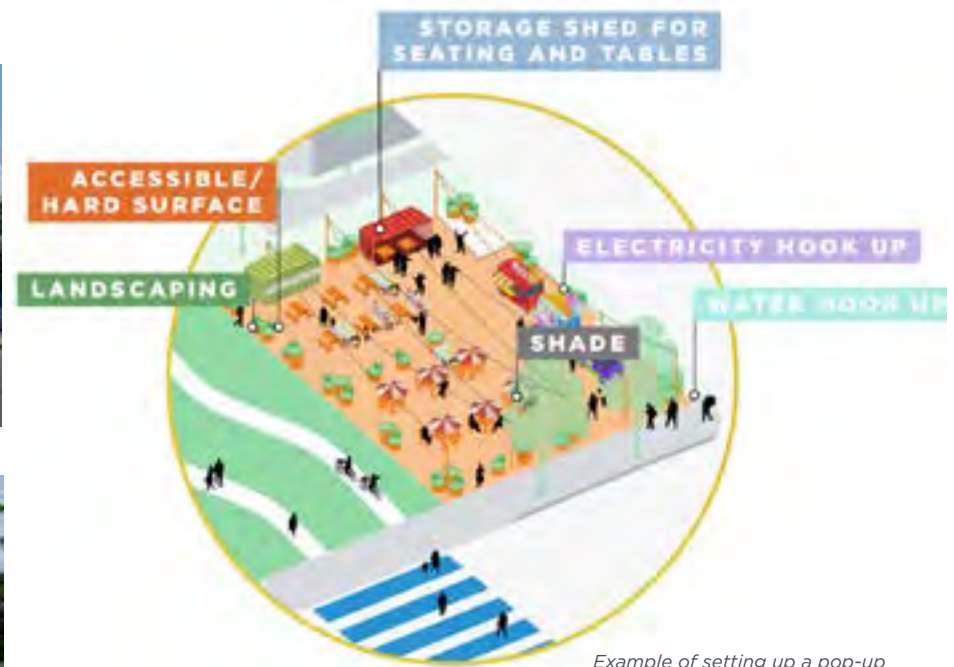
Opportunity for blight to beauty & activation where Meade Cut-Thru meets JLG



Newly painted murals along the JLG as part of the City Walls program

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

- > Establish clear standards, process and resources for pop-up commercial activity along the JLG (See *Around the JLG* 6.1)
- > Create spaces to support pop-up, seasonal or temporary retail activity along the JLG.
- > Focus on programming and partnerships to increase greenway usership & drive traffic to local business.



Example of setting up a pop-up alongside the JLG. Formalizing the process to set up shop on or along the JLG would address questions such as:

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

CREATE AND SUSTAIN JOBS

In many locations, the Joe Louis Greenway route utilizes former rail rights-of-way that served industrial businesses. For this reason, a large amount of the JLG runs past active and inactive industrial properties. This is a challenge, but also an opportunity. Vacant industrial sites as well as some active, heavy industrial businesses have significant impacts on the JLG and nearby neighbors. Modern industrial businesses are cleaner and greener than traditional industry, and provide quality jobs that can be easily accessed by residents across the JLG. The opportunity is to mitigate the negative impacts of existing industrial sites and leverage the industrial lands along the JLG to provide space for Detroit-based entrepreneurship and attract businesses that provide quality job & training opportunities for Detroit residents.

Some of the key questions examined were:

- > How do we mitigate the impacts of industry alongside the JLG?
- > Where do we focus on preserving industrial districts alongside the JLG and encourage new industrial activity?
- > What zoning changes are needed to better reflect today's opportunities with respect to industrial businesses?
- > What kind of industry is compatible with nearby neighborhoods?
- > How do we jump start the turnover of underutilized industrial properties to higher quality industrial sites?
- > In the long-term, how do we attract new employers and prepare residents to benefit from future jobs?

WHAT WE HEARD

In terms of **industry and jobs**, participants were excited about:

- > Creating jobs and supporting local businesses.
- > Improving areas affected by industrial impacts.
- > Transforming blighted spaces into gardens.
- > Proposed zoning changes, including downgrading from heavy industrial zones (M4).

When asked about what priorities this plan could start addressing, participants expressed the need for:

- > Mitigating the negative impacts of industrial sites on surrounding residential uses, including truck traffic, screening standards and planted buffers.

WHAT WE LEARNED

INDUSTRIAL CONDITIONS ON THE GROUND

Approximately 49% of the industrially zoned land along the JLG is not being used for active industrial uses. Part of this is due to the size and age of industrial structures. Within a half-mile of the JLG, 69% of active industrial parcels are less than one acre. Only 3% of active industrial parcels are over 10 acres and most of these are concentrated in the Dequindre Cut / Eastern Market and Delray communities.

In addition, the overwhelming majority of industrial buildings are very old. Built primarily in the 1940s, 50s and 60s, these industrial buildings were built in a different era and to different standards than modern industrial businesses expect. A very small number of newer industrial buildings exist across the JLG where even in the Dequindre Cut/Eastern Market area, only 3% of industrial buildings were built after 2000.



Industrial parcels that front the JLG by their zoning classifications and vacancy.



Map depicting industrial land uses by size of the industrial property.

The existing conditions of industrial properties bring about a number of challenges that need to be addressed:

- > Deteriorated, obsolete, under-utilized and/or vacant properties (including some in public ownership) are a visible blight around the JLG and on neighboring homes.
- > Prior industrial activity raises concerns around soil contamination and the safety of reusing these properties without significant investment in cleanup.
- > Truck traffic, loading and un-managed truck parking (and dust!) are a major issue for neighbors.
- > Past or current air pollution, fumes and emissions are all environmental justice concerns.

To ensure the success of the JLG, there is a significant need to address these issues, but also a need to strategically retain some land for continued, modern industrial use. Local businesses and everyday items rely on industry, and local industrial land helps to:

- > Maintain a diverse and resilient economy
- > Provide well-paying jobs for people of all backgrounds
- > Create opportunities for entrepreneurship

When thinking about where to support industrial land uses in the future, consider the existing concentration of active industrial uses, where there is larger, publicly held vacant industrial sites, freeway access, and the opportunity to buffer from existing residential neighborhoods.

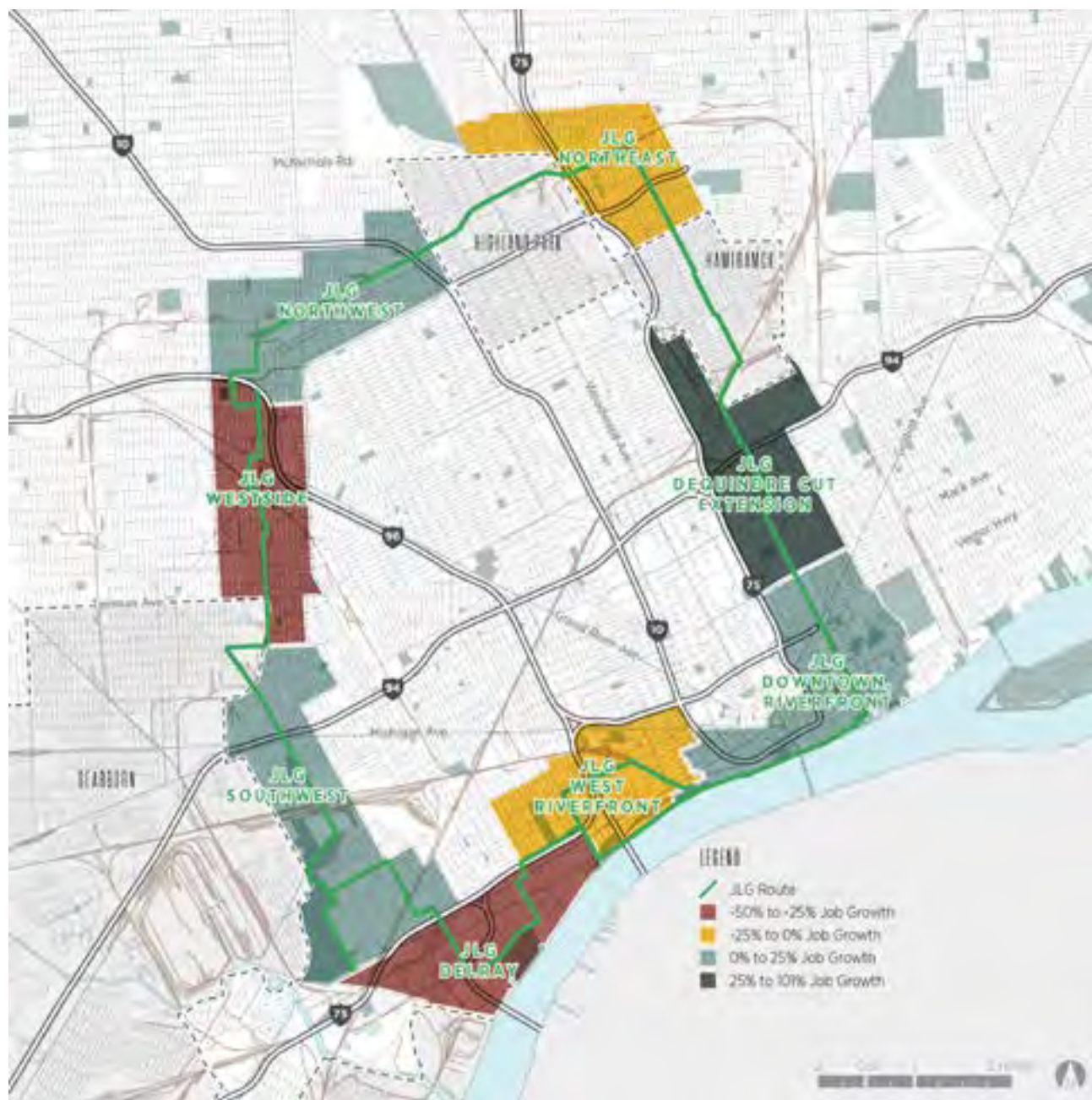
THE INDUSTRIAL MARKET

Industrial activity around the JLG was once viable. As the needs of industry changed, many of these legacy industrial districts around the JLG are no longer relevant. The large amount of vacancy speaks to this change in the market.

For the City of Detroit as a whole, job growth is stagnant - the number of jobs in 2021 was the same as 2011 and 30,000 below 2001. Motor vehicle manufacturing rebounded but overall, manufacturing has lost 25,000 jobs since 2001. These trends signal the need for less industrial land than in the past.

The half-mile around the JLG encompasses 68,000 jobs which represents more than a third of the City's total. Industrial rents are very low but most of the buildings are old and need upgrades to support new businesses. Only four new industrial buildings were completed around the JLG between 2012 and 2022.

As with the physical conditions, the industrial market varies around the JLG. The JLG Dequindre Cut Extension gained a significant number of jobs while the JLG Southwest and JLG Northwest neighborhoods saw modest job gains of 12% and 1% respectively. Other areas like the JLG Northeast and JLG Westside saw job declines of as much as 34%. This variation indicates that the market opportunity is to preserve and expand industrial activity in targeted areas including the Dequindre Cut Extension and Delray. The JLG Northwest remains an active industrial district and can provide space for small- to mid- size industrial businesses. Industrial design guidelines must be followed by all new industrial businesses to ensure they are good neighbors to the JLG. Outside of these areas, industrially-zoned land offers opportunities to transition to other uses such as solar farms, urban agriculture, or commercial retail. This includes industrial property in the JLG Westside, JLG Southwest and JLG Northeast.



Map depicting the percent job growth by planning area, 2022.

KEY TAKEAWAYS

Detroit is a CITY OF MAKERS and there's an opportunity to continue that legacy on industrial lands along the JLG.

- > There are still opportunities for new industrial businesses, particularly second-stage companies that emerge from one of the City's many business incubators.

The negative perceptions and impacts of existing industrial uses on the JLG and surrounding homes need to be addressed.

- > Impacts of industrial activity are still being felt today including the impacts from truck traffic (dust/noise), physical appearance of industrial properties, and air pollution.

How industrial land around the JLG is zoned and planned for needs to change.

- > Largely, the City should plan to transition away from heavy industry except for the JLG Dequindre Cut Extension.
- > In other areas, pivot to industrial mixed use. This includes new real estate types to complement existing conditions and co-location with commercial/housing.
- > The private sector alone will not produce the industrial landscape that is needed around the JLG - the public sector needs to push the market.
- > There are resources for both small-scale commercial development and large-scale industrial development. Detroit is missing the resources to support small- to middle-scale industrial activity which is missing in today's market.



Images of industrial properties adjacent to the JLG in the JLG Westside (top) and JLG Dequindre Cut Extension (bottom).

GOALS & STRATEGIES

GOALS

Across the Joe Louis Greenway, the industrial goals reflect the values expressed by residents throughout the engagement. These include:

- >> Support existing businesses
- >> Create new jobs off the JLG
- >> Reduce negative impacts on surrounding residences and JLG
- >> Connect residents to Jobs

To achieve these goals, a number of JLG-wide strategies are necessary. The application of these strategies to each planning area around the JLG are included in the Neighborhood Playbooks.

STRATEGIES

1. CREATE BETTER CONNECTIONS BETWEEN INDUSTRIAL EMPLOYERS AND THE JOE LOUIS GREENWAY

- > Work with adjacent industrial businesses to improve their access along greenway frontage and promote JLG use by employees and customers.
- > Connect adjacent business to programs to help them plan for and grow alongside the JLG.
- > Establish Good Neighbor Agreements with willing industrial businesses for upkeep.
- > Repair sidewalks, streets and crosswalks (if applicable) where industrial uses intersect with the JLG.



Improving access to the JLG through industrial streets.



JLG industrial zoning recommendations summary.

2. BETTER ALIGN INDUSTRIAL ZONING WITH TODAY'S OPPORTUNITIES

- > Preserve heavy industrial uses in some limited areas including the JLG Dequindre Cut Extension and Delray, but better define allowable industrial uses.
- > Establish guidelines for disposition of publicly-owned industrial sites and JLG-specific design standards for properties adjacent to the JLG (See *Around the Greenway 6.1*)
- > Work to transition industrial opportunity sites that are underutilized to maximize their potential.
- > Study opportunities to downzone from M4 to light industrial, industrial-mixed, and in some cases non-industrial zoning. (See *Around the Greenway 6.1*)



Truck parking on a residential street in the JLG Northeast. Strategic downzoning of industrial properties can help to mitigate the impact of trucks on adjacent neighborhoods.

GOALS & STRATEGIES

3. UPGRADE THE CONDITION OF EXISTING INDUSTRIAL PROPERTIES

- > Incentivize property owners to meet updated industrial design guidelines. Consider piloting an 'Industrial Motor City Match Grant program to support this effort.
- > Target outreach to nearby businesses and property owners to understand needs and focus on tactical, immediate property clean ups and improvements, such as large scale murals.
- > Study opportunities to reroute trucks away from JLG and residential areas and identify mitigation strategies in the right-of-ways around industry and along truck routes.
- > Invest in green buffers between industrial uses and residential blocks. (See *Green & Beautify 5.1*)



Example of a local industrial small business alongside JLG at potential neighborhood access point



Rendering by SMM of a potential location for an industrial tree buffer on public vacant land along St. Aubin in the JLG Dequindre Cut Extension.



TREE BUFFER ON ST. AUBIN

2022 INDUSTRIAL DESIGN GUIDELINES

The City of Detroit Industrial Design Guidelines can help to improve industrial properties along the JLG.



Guiding Principles:

Appropriate Site Design

- > New development should be appropriate for its context, with building height, setbacks, orientation, lighting, and signage all designed to fit with the surrounding area.

Site Access & Circulation

- > Provide adequate access and maneuverability for trucks and cars while paying special attention to the attractiveness of the street frontage and conflicts with residential streets and pedestrian paths.

Parking, Loading, & Outdoor Storage

- > Screen and locate parking, loading, and outdoor storage areas toward the side or rear of the property away from public streets and homes.

Buffering

- > Ideally, industrial uses are located away from residential areas, though this is not possible in many places within the City. To mitigate negative impacts from industrial uses, sites should provide natural buffers, especially for high-impact industrial uses, adjacent to rights-of-way and vulnerable uses.

Building Form & Materials

- > Buildings should be designed to avoid the appearance of long, blank walls and use high-quality building materials

to enhance key elements such as entrances and corners.

Walls & Fences

- > Walls and fences are attractive, durable, and used to provide screening or security in certain areas of the site, rather than "wall off" the entire facility.

Site Landscaping

- > Use interior site landscaping to offset expanses of impervious surfaces and soften visual impacts of large buildings, truck parking/loading, outdoor storage, and detention ponds.

Sustainable Design

- > Site and building design should utilize design strategies that decrease energy use, reduce urban heat island effects, manage stormwater runoff, and naturally mitigate air pollution resulting from industrial operations and traffic.

Historic Structures & Neighborhoods

- > Realizing that rehabilitating existing industrial buildings for new users is often difficult and costly, the intent of this principle is to preserve historic structures to the greatest extent possible. Where industrial sites are adjacent to residential areas, design sites and buildings to be harmonious with neighborhood development patterns.

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

- > Leverage training and workforce experience programs in future greenway maintenance and land stewardship pilots.
- > Work with new development and employers to develop job training programs specific to new and growing sectors, and bring job fairs to events on the JLG.

5. EXPLORE A LONG-TERM OPPORTUNITY TO CREATE SPACE FOR ENTREPRENEURS ALONGSIDE THE JLG.

- > Strategically acquire and assemble land to support new industrial development.
- > Evaluate opportunities to rehab or build new, modern small- to mid-size industrial space for small and growing businesses.

PILOT A MODERN INDUSTRIAL FLEX SPACE



LONG TERM DEVELOPMENT POTENTIAL

01 Prairie Street Extension

- ◆ Proposed Right of Way

02 Phase 1 Build Out

- Light Industrial Buildings
 - Flexible sub-dividable spaces that can come in a range of sizes and allow for scalability
 - Prioritize buildings facing JLG

03 Phase 2 Build-Out

- ▨ Continue to build out the rest of the site with light industrial buildings as funding permits

Test fit for a modern industrial flex space in the JLG Northwest. This could consist of flexible sub-dividable spaces and allows for scalability to accommodate the needs of different industrial business types. This new type of industrial real estate product can work on a range of different site sizes across JLG neighborhoods, and support small to mid-size businesses 4,000sf to 12,000sf. An example of this type of model is Saltbox in Atlanta.

IMPROVE CONNECTIVITY & ACCESS

One of the JLG's core goals is to become part of the connective, multi-modal transportation network that the City has been developing. To do so means ensuring people can get safely to the JLG from their neighborhoods, and ensuring people can get safely from the JLG to schools, churches, grocery stores, etc. Highways, major roads (some owned by the State of Michigan and Wayne County) and rail lines create a number of conflicts that require careful planning to improve safety and access for everyone.

Some of the key questions examined were:

- > How will the JLG contribute to both local and regional mobility and recreation access?
- > What barriers and motivations exist for residents considering using the JLG?
- > How can the JLG improve daily commutes and which modes of transportation are most critical?
- > What neighborhood destinations are most important and which routes should be prioritized in making connections?
- > What infrastructure improvements are needed to reach our mobility and access goals?

WHAT WE HEARD

PUBLIC ENGAGEMENT SUMMARY

In terms of **mobility and connectivity**, participants were excited about:

- > Bike share and other mobility options coming to their neighborhood.
- > Out of the box solutions to increase JLG access to seniors and youth (e.g. shuttles).
- > Improved neighborhood sidewalks and access points.

When asked about what priorities this plan could start addressing, participants expressed the need for:

- > A focus on secondary streets for bike and pedestrian traffic instead of main roads.
- > Improvements to pedestrian safety on busy roads and intersections.
- > ADA-compliant improvements and rest areas.
- > Improvement, maintenance and access to bike paths.
- > Convenient parking options.





Map depicting JLG access points and residential and industrial land uses with key intersections.

WHAT WE LEARNED

MOBILITY CONDITIONS ON THE GROUND

While the JLG promises to enhance connectivity and will provide recreational opportunities, existing access routes and transportation options are inconsistent across different planning areas. In some neighborhoods, direct and convenient pathways to the JLG are lacking, limiting the ability of residents to fully utilize this valuable resource. This variability in connections poses a significant challenge, necessitating strategic planning and targeted improvements to ensure equitable and efficient access for all community members. Addressing these disparities will be crucial in maximizing the JLG's potential as a unifying and revitalizing urban asset.

- > **Accessibility:** An assessment of the condition of every sidewalk or bike path that intersects with a JLG access point was not conducted as part of this scope. However, field observations and resident reports indicated a need for improved neighborhood access in all planning areas. Sidewalks are often overgrown or broken, making it hard for people with disabilities or those using mobility aids to navigate. Ongoing maintenance challenges, such as keeping the paths clear of debris, and managing overgrown vegetation, particularly as it relates to industrial areas, can affect the usability and approaches to the JLG.
- > **Connectivity:** While the JLG provides a valuable off-street trail experience, some neighborhoods face challenges in accessing it efficiently. In particular, areas separated by large industrial properties, those connected only via high-traffic streets, and off-street segments with limited or widely spaced public access points present barriers to safety, comfort, and convenience. Although additional neighborhood access points were integrated using available vacant land, gaps in connectivity persist in specific areas such as Dearborn, Roselawn (from Joy to Chicago), Oakman Blvd community, North End, Forest Park, and existing Dequindre Cut.



- > **High Injury Networks:** Detroit's High Injury Network (HIN) identifies streets where higher concentrations of crashes resulting in death or serious injury took place from 2017-2021. The streets that make up this network tend to be wide, with high speeds, lots of traffic, and few opportunities for people to cross the street. 56% of the HIN is on roads owned by Wayne County or MDOT. Roads that connect to the JLG that are identified as part of high injury networks include:
 - Michigan Avenue
 - Davison
 - Linwood
 - McNichols
 - Joseph Campau
 - Mack

Four of these corridors (Mack, Davison, Joseph Campau and Linwood) are receiving funding through the Safe Streets for All program to mitigate safety concerns, offering near-term opportunity to provide a better JLG experience.



- > **Auto Access:** A few locations along the JLG construction will include dedicated off-street parking lots (Patton Park, Warren Trailhead Park, Joy Road, Rosa Parks, Modern Mackay). Public input indicated the desire for additional parking facilities. However, there are widespread opportunities along the JLG to utilize on-street curbside parking facilities. There are also many opportunities to partner with existing underutilized parking lots, for example adjacent church lots, to provide additional shared parking facilities without sacrificing potential JLG open space.



- > **Bicycle Network:** The City of Detroit's bike network consists of a mix of existing and planned infrastructure aimed at improving connectivity, safety, and accessibility for cyclists. Current infrastructure includes dedicated bike lanes, protected bike lanes, shared lanes (sharrows), off-street trails, and neighborhood slow streets. However, gaps remain, particularly in connecting key neighborhoods, commercial corridors, and transit hubs.

High-priority areas include routes that serve high-demand corridors, schools, employment centers, and underserved communities, and are outlined in the City's Streets for People plan.

- > **Access to bikes:** Barriers to residents utilizing the JLG include having access to bikes themselves. MoGo, the City's bikeshare program, is planning to expand to service JLG in key locations, and is currently piloting a station in Midwest Tireman. In addition, the MoGo Access Pass, programs such as Freebikes4kids, and bikes for employees target specific groups who can benefit most from bike ownership.



KEY TAKEAWAYS

- > **Conditions vary across planning areas, but in large part, pedestrian and cycling conditions approaching the JLG, particularly in industrial areas, are in need of investment or maintenance.**
 - Given the need to improve these facilities is greater than resources available, prioritize improving safety at key intersections, along identified neighborhood Slow Streets, and high injury networks.
 - The Streets for People document is critical guidance in designing street and access improvements.
- > **Closing key network gaps in existing bicycle infrastructure near the JLG is critical to ensuring the JLG investment can operate as a transportation corridor.**
- > **High frequency public transit routes are opportunities to improve multi-modal access to the JLG.**
- > **This is about equity.**
 - Expanding Detroit's bike network goes beyond infrastructure—it also includes ensuring equitable access to bicycles. Prioritizing safe, accessible routes in historically disinvested areas helps bridge mobility gaps and ensures that all residents, regardless of income or location, can benefit from a connected and safe bike network.
 - 7,742 (23%) households in planning area do not have access to a car.
- > **Opportunities for improved access and connectivity should continue to be evaluated throughout the ongoing design and construction of the JLG.**

There is also potential to partner with adjacent private property owners to leverage underutilized or non-functional portions of land along the JLG, such as:

 - **Parking:** Existing private parking facilities could offer shared-use opportunities, reducing the need for new, dedicated Greenway parking lots.
 - **Connectivity:** Adjacent parcels may provide potential pathways or connections that enhance access to the JLG from surrounding neighborhoods.

MOGO ACCESS PASS

The MoGo Access Pass offers an affordable transportation option for Detroit residents enrolled in state assistance programs. For just \$5 per year, eligible individuals receive unlimited 60-minute bike trips across MoGo's network of over 80 stations. To qualify, applicants must provide a 9-digit case number from programs such as Food Assistance, Medicaid, or Child Care Assistance. This initiative enhances equitable access to bicycles along the JLG and throughout Metro Detroit.

GOALS & STRATEGIES

GOALS

Across the Joe Louis Greenway, the mobility goals reflect the values expressed by residents throughout the engagement. These include:



Provide safe resident connections

- > Prioritize safe connection for existing residential, reinforcing connection to neighborhood assets and commercial corridors with a quality access point every quarter mile



Reduce conflicts

- > Mitigate industrial / truck route conflicts and vehicle / pedestrian conflicts



Improve transit access

- > Provide nodes with amenities at intersections with high volume transit routes



Improve safe bike access

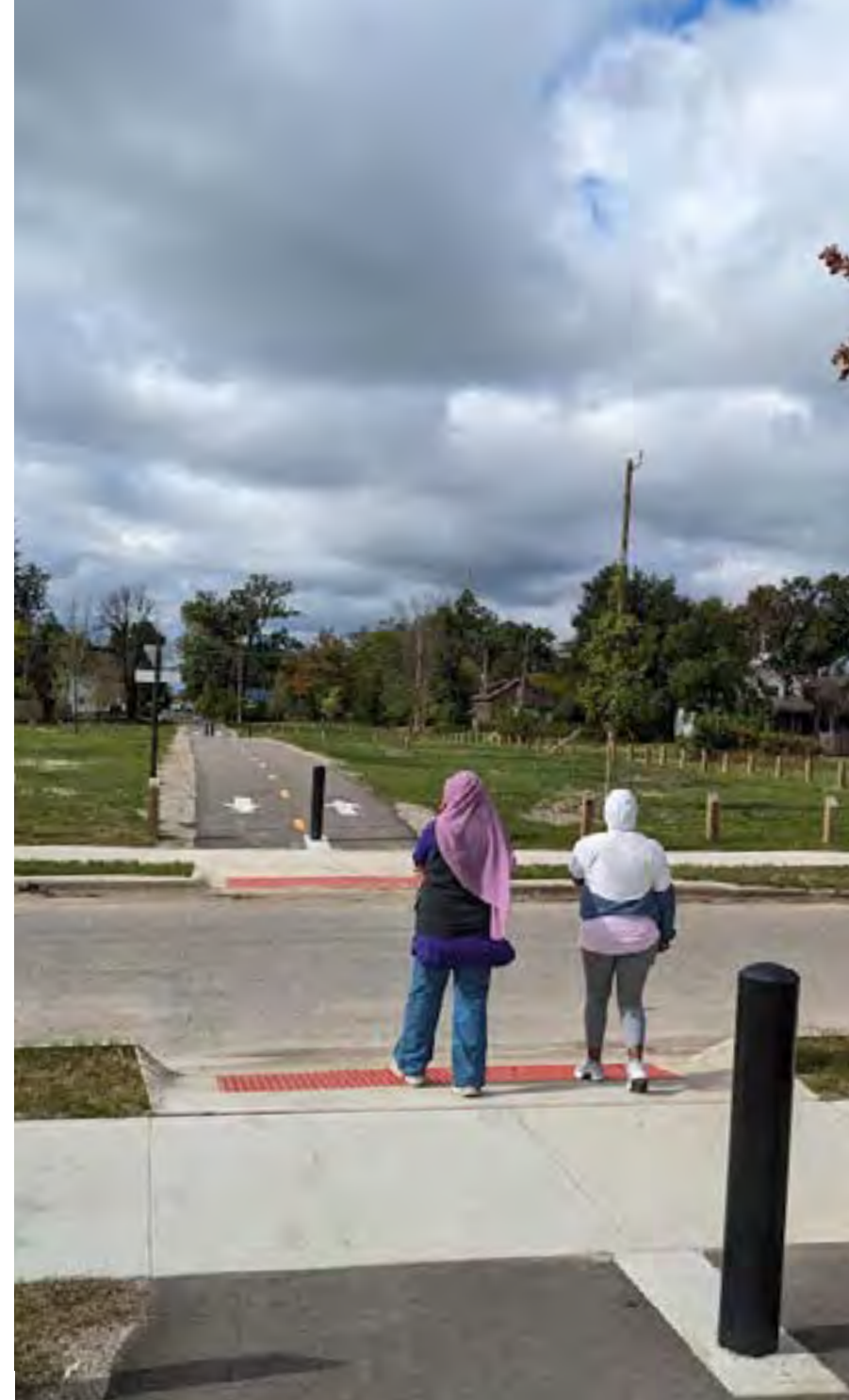
- > Provide safe bike approaches and transitions to the JLG, connect to existing bike infrastructure and improved bike share and amenities



Accommodate car access

- > Prioritize off-street parking at primary trailheads, emphasize multi-modal connections and utilize on-street, existing parking where possible

To achieve these goals, a number of JLG-wide strategies are necessary. The application of these strategies to each planning area around the JLG are included in the Neighborhood Playbooks.



Meade Cut-Thru in the JLG Northeast

STRATEGIES

1. IMPROVE STREETS AT KEY JLG INTERSECTIONS

Undertake streetscape enhancements along major roads that connect to the JLG, including road improvements sidewalk improvements, bicycle facilities, new signage, crossings, lighting, and art.

In high conflict areas (highways, major roadways, railways and truck routes), identify opportunities for road rightsizing, crossing enhancements, reinforcement of greenway character, and alternative routes.

2. IDENTIFY PREFERRED SLOW STREETS TO CONNECT TO THE JLG

- > Improve safety and accessibility of priority connections to the JLG through the implementation of the slow street network.
 - 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. Slow Street improvements can be made during road resurfacing and/or prioritized for routes connecting to neighborhood destinations such as parks, libraries or schools.
 - Slow streets for each planning area are identified in the Neighborhood Playbooks.
- > Provide wayfinding signage to help residents and visitors navigate to/from the JLG and neighborhood assets & commercial corridors
 - Create clear signage guidance for community sponsored wayfinding alongside the JLG.



Key JLG access points and connectivity & access priorities. Icon descriptions can be found on the previous page.

GOALS & STRATEGIES

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

Prioritize **bus shelter, amenities, and micro-mobility options** where JLG intersects high-frequency bus routes and key intersections

- > Prioritize connections to the high volume, high frequency transit routes (ConnectTen).
- > Develop consistent treatments for all ConnectTen intersections, such as including a bus shelter, MoGo station, wayfinding signage and the potential for a mini mobility hub.
- > Support policies to increase overall bus reliability and frequency
- > Monitor status of future DDOT Reimagined changes

Provide **off-street parking** with EV charging at primary trailheads with multi-modal connections. Utilize on-street and existing parking where possible.

Improve **access to bicycles**, expand access to MoGo and collaborate with employers and other partners. Examples include [Bikes 4 Employees](#) and [Detroit in Motion](#)

- > Ensure that the transition is safe - use protected intersections, raised crosswalks, RRFBs, daylighting
- > Ensure that the approach is safe - assess striping & pavement quality, evaluate need for separation & traffic calming
- > Include MoGo stations
- > Include bike parking and repair stations



Potential for a mobility hub on Joseph Campau at Gaylord St. including an enhanced bus stop and shaded seating.



Drawing depicting proposed improvements to Joseph Campau, linking the JLG to Evans Rec Center.



Rendering depicting a potential mobility hub at Patton Park on Vernor in the JLG Southwest.

MOBILITY HUB

A mobility hub along the JLG is a designated connection point where multiple transportation options come together to enhance accessibility and convenience for trail users. Potentially located near high-frequency (ConnectTen) bus routes, these hubs can include bike-share stations, secure bike parking, seating, and potentially vehicle parking, making it easier for people to transition between biking, walking, and public transit. By integrating these amenities, mobility hubs support a seamless, multimodal transportation network that encourages sustainable travel and improves connectivity for residents and visitors along the JLG.

4. EVALUATE JLG USERSHIP TO IDENTIFY GAPS AND BARRIERS TO ACCESS. ADJUST MOBILITY STRATEGIES ACCORDINGLY

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 potential gaps in adjacent resident participation.



Southwest Rides Bike Shop in Southwest Detroit.

BEAUTIFY & GREEN NEIGHBORHOODS

Detroit's population and job losses are particularly evident around portions of the JLG. Some residential neighborhoods and commercial districts that were once fully occupied and vibrant are faced with large amounts of empty land and vacant buildings. The vacancy is a quality of life issue that impacts everyone and often hinders new investment.

Beyond greening empty land, there are opportunities to expand and improve park space around the JLG in strategic locations. Many neighborhoods are underserved by parks and have less tree cover than other neighborhoods across Detroit.

Some of the key questions examined were:

- > When should land be held for mission-driven development?
- > For empty land that has no clear path to development in the near-term, where are there opportunities to invest in enhanced vacant land treatments (i.e. large meadow or forest)?
- > What models of public/private partnerships can test these ideas locally?
- > How can the JLG and adjacent vacant land be leveraged to provide resident better access to recreation spaces?



Vacant Land Summit engagement photo

WHAT WE HEARD

In terms of Beautifying and Greening Neighborhoods, participants were excited about:

- > Colorful meadows and the potential to implement multiple vacant lot strategies on a site.
- > Reusing specific vacant sites for pop-up retail activation to establish community anchors.
- > Prioritizing development and investment over vacant land management, and exploring what the market can support.
- > Increasing street tree maintenance.
- > Building on, and encouraging, active resident and business stewardship on city and non-city owned park spaces.
- > Potentially creating community gardens and smaller scale park spaces with amenities.
- > Beautifying cut-throughs and green alleyway connections to parks.

When asked about what priorities this plan could start addressing, participants expressed the need for:

- > Empowering resident stewardship by supporting community involvement, grassroots partnerships, and local leadership in maintaining and activating vacant lots.
- > Investing in sustainability by expanding green infrastructure, solar power, and EV charging to promote environmental health along the JLG route.
- > Exploring potential to utilize vacant lots for recreation, gardens, businesses, and educational uses to create community wealth and resilience.
- > Improving safety and accessibility by addressing park rules, animal control, fencing, and mobility options such as scooter and bike rentals to ensure safe and welcoming spaces.
- > Expanding comfort and amenities for community gatherings, including additional shaded areas, seating, restrooms, water fountains, and kid-friendly play and performance areas.
- > Promoting environmental education by engaging students in park design and incorporating sustainability-focused learning opportunities.
- > Identifying opportunities to create green buffering to mitigate climate change and improve the environmental health of the neighborhoods nearby heavy industrial uses.

WHAT WE LEARNED

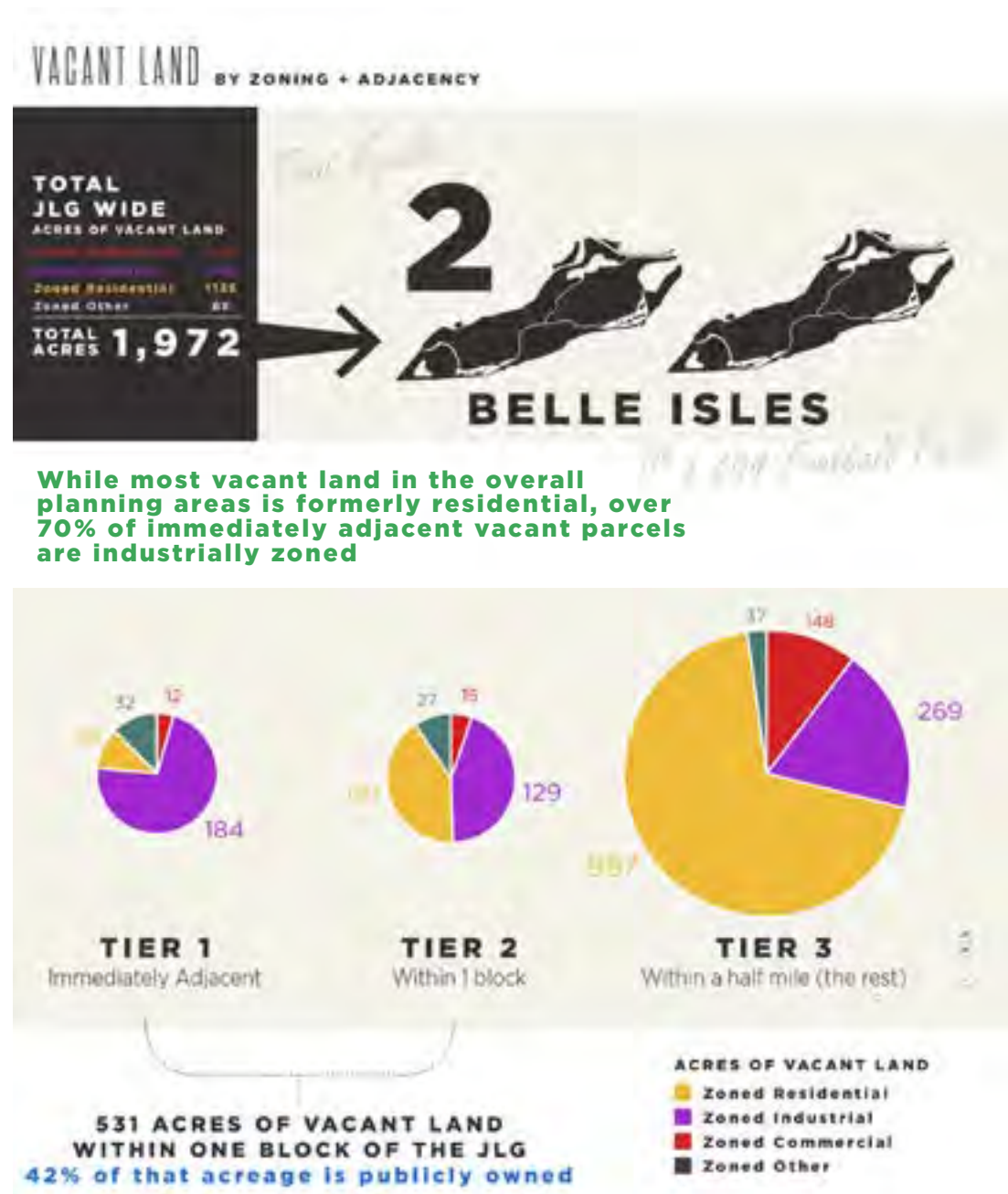
CONDITIONS ON THE GROUND

There are 16,825 vacant lots within a half-mile of the JLG. This amounts to almost 2,000 acres or the equivalent of two Belle Isles. 57% of these lots are publicly-owned. Within just the JLG Neighborhood Planning areas there are over 1,400 acres, and within 1-block of the JLG, there are 530 acres of empty land with over half of that zoned for industrial use.

The scale and distribution of vacant land varies significantly across neighborhoods along the JLG. In the JLG Northeast, vacant parcels make up 51% of the land—more than any other use, including housing or industry. In the JLG Northwest, vacancy accounts for 31% of parcels, while the JLG Southwest and JLG Westside show lower rates at 20% and 29%, respectively. Overall, the amount of vacant land exceeds current market demand for new housing, commercial services, or industrial uses. Given limited resources, it's essential to prioritize and invest strategically in vacant lots to maximize community benefit.



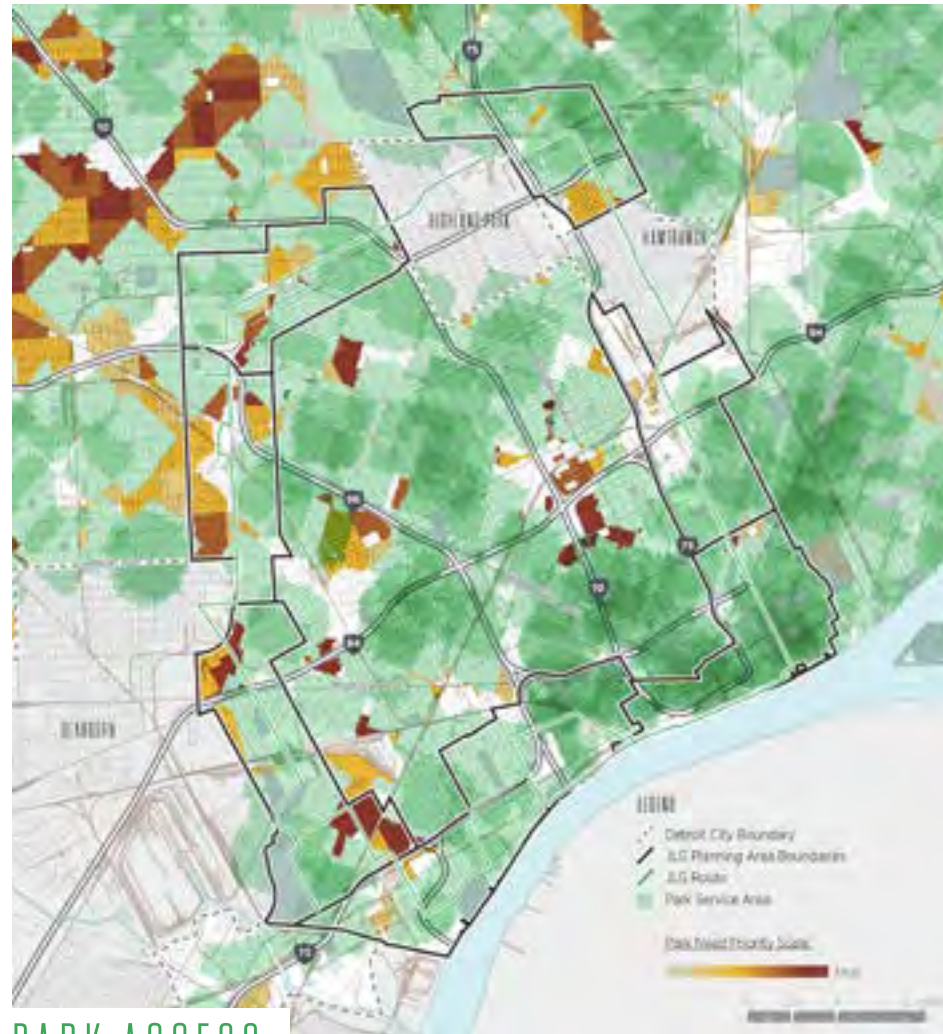
Map depicting vacant land in half-mile of the JLG based off of 2023 parcel data.



The opportunity is to clean and beautify strategic sites that have the biggest impact on quality of life when development in the near term is unlikely (within the next decade or so). This requires both an upfront investment (cleaning, site preparation, design and planting) but also an ongoing investment in maintenance. Further, there are factors that have major impacts on the ability and cost to clean and green an empty lot. These include:

- > **Former use** - if the prior use was industrial or a commercial service like a laundromat, the site could be contaminated and not suitable for many uses without a clean-up of anything environmentally hazardous.
- > **Site size** - small lots can be less costly to green and maintain but have a minimal impact. Can small lots be assembled to create larger areas for greening that is more cost effective?
- > **Condition** - if the site is impacted or already overgrown, it can take a lot of time and money to prepare the site for something nicer. If a site is already tended or partially cared for, these are much easier to improve.

The JLG expands park space for nearby communities and helps fill critical gaps in recreational access across many neighborhoods. To maximize its impact, the JLG must be seamlessly integrated into local open space systems, ensuring that nearby parks are both safe to access and well-connected to the JLG. A park access analysis highlights areas lacking sufficient recreational spaces. These gaps present opportunities for strategic investments to create new parks or enhance existing ones. By addressing these deficiencies, the JLG can serve as a catalyst for broader improvements in the open space infrastructure, providing residents with more accessible and interconnected green spaces. This not only enhances recreational opportunities but also promotes environmental sustainability, improves community health, and fosters social cohesion by creating inviting public spaces where people can gather, play, and engage with nature.



Park access map, data provided by DPRD

PARK ACCESS

The City of Detroit strives to ensure that all residents can reach a park within a 10-minute walk. To achieve this, the Detroit Parks & Recreation Division (DPRD) analyzes park walksheds—the area that an average pedestrian can reach within half-mile or about 10 minutes. In many areas, park walksheds overlap, giving residents multiple options for recreation. However, some neighborhoods fall outside of all park walksheds, creating gaps in park access. The areas in orange and red above experience ‘park gaps’ that may be able to be filled with the creation of the JLG. For more information on how walksheds are created and how park gaps are calculated, visit the Detroit Parks and Recreation Strategic Plan at detroitmi.gov/parksplan.



Tree planting priority areas, data provided by GSD

The JLG also presents a significant opportunity to increase tree cover, both along the greenway itself and on adjacent publicly-owned vacant land. The map above analyzes existing tree canopy, impervious surfaces, and equity indicators, highlighting areas where additional tree planting is most needed. By targeting tree planting in these priority areas, shown in red, it can help reduce urban heat, improve air quality, and enhance environmental resilience in areas that need it the most.

KEY TAKEAWAYS

The distribution and amount of empty properties varies significantly around the JLG.

- > Some neighborhoods have the potential to see scattered empty lots redeveloped for housing and other uses.
- > Other neighborhoods will require long-term maintenance of vacant land to provide benefits to nearby residents.

There are gaps across the neighborhoods in the provision of parks, trees and green space.

- > The JLG is a new open space, but more investment is needed to ensure it is connected to nearby parks and community play spaces.
- > The amount of vacant land provides opportunities to create new green spaces.

Greening and maintaining land requires a lot of investment of both time and resources.

- > The former use of an empty lot, size and current condition determines the level of investment needed to transform it into an asset.
- > For this reason, greening needs to take place in strategic locations in each community and with community partners.



Vacant Land Summit engagement photo



GOALS & STRATEGIES

GOALS

Across the Joe Louis Greenway, the goals for beautifying neighborhoods reflect the values expressed by residents throughout the engagement. These include:

- Utilize public vacant land as an asset to improve neighborhood conditions
- Develop typologies of vacant land that improve the environmental health of the neighborhood and combat climate change.
- Promote community activation of lots on clean land where feasible.
- Close the Park Gap.
- Utilize the JLG as the backbone for a complete open space network.

To achieve these goals, a number of JLG-wide strategies are necessary. The application of these strategies to each planning area around the JLG are included in the Neighborhood Playbooks.

STRATEGIES

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

- > Pilot interim and permanent typologies on publicly-owned properties
These strategies focus on diverse approaches to revitalize vacant land, enhancing neighborhood aesthetics, and promoting environmental sustainability.
- > Leverage available assessment and remediation funds (including EPA CWA grant) to reduce impact of prior contamination.

REDUCE HARM



GOALS & STRATEGIES

2. MATCH VACANT LAND TYPOLOGIES TO KEY SITES

- > Prioritize vacant lots that reduce harm and add value to the community.
- > When choosing a typology for a lot, consider the long-term potential use for the site.
- > Engage community groups in land stewardship planning. Large scale plantings and remediation projects require city and institutional participation, while targeting activation projects should be led by the community.
- > Pursue funding and partnerships to pilot wildflower lawns, meadows, tree planting and community activation.

Note that 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.

**WILDFLOWER LAWN ON ALPINE**

Illustration by SMM of the potential for a wildflower lawn on Alpine in the JLG Westside.

**PERENNIAL MEADOW AT MODERN MACKAY**

Illustration of a temporary activation vacant land adjacent in the JLG Northeast, including asphalt murals and perennial meadow plantings.

3. FILL PARK GAPS AND IMPROVE JLG ACCESS

While the JLG itself will present communities with more open space access, there may be opportunities to expand recreation access in strategic locations on vacant land alongside the JLG.

- > Invest in acquisition or easement agreements with private property owners to facilitate new JLG Connectors
- > Explore opportunities to expand recreation amenities in strategic locations on JLG property or adjacent vacant land and align capital planning. Opportunities for new recreation spaces or enhanced recreational amenities identified in this planning process include:
 - A new trailhead park at Schoolcraft Road
 - Community activations at Joy Road
 - A bike safety village at Chicago Ave
 - A new open space at Elmhurst Street
 - Upgraded facilities at Salsinger Park
 - A new trailhead park at Joseph Campau Ave

4. LEVERAGE JLG INVESTMENT TO CONNECT RESIDENTS TO PARKS AND COMMUNITY RECREATION AND OPEN SPACES

- > Prioritize connectivity improvements to directly link neighborhood parks, open spaces and recreation centers to the greenway (See *Connectivity and Access 4.2*) This includes the implementation of slow streets, street tree plantings in the right-of-way, wayfinding signage, and enhanced crossings. For details on specific connections to parks in the neighborhood planning areas, consult the JLG Neighborhood Playbooks.



COMMUNITY ACTIVATION AT JOY




Rendering by SMM showcasing the potential activation of two vacant lots along the JLG at Joy Road, featuring wildflower plantings, community gathering spaces, and pop-up retail opportunities.

COMMUNITY ACTIVATION AT CHICAGO



Rendering by SMM depicting a potential bike safety village and wildflower plantings on publicly-owned land adjacent to the JLG at Chicago.



NEIGHBORHOOD PLAYBOOKS OVERVIEW

3

NEIGHBORHOOD PLAYBOOKS

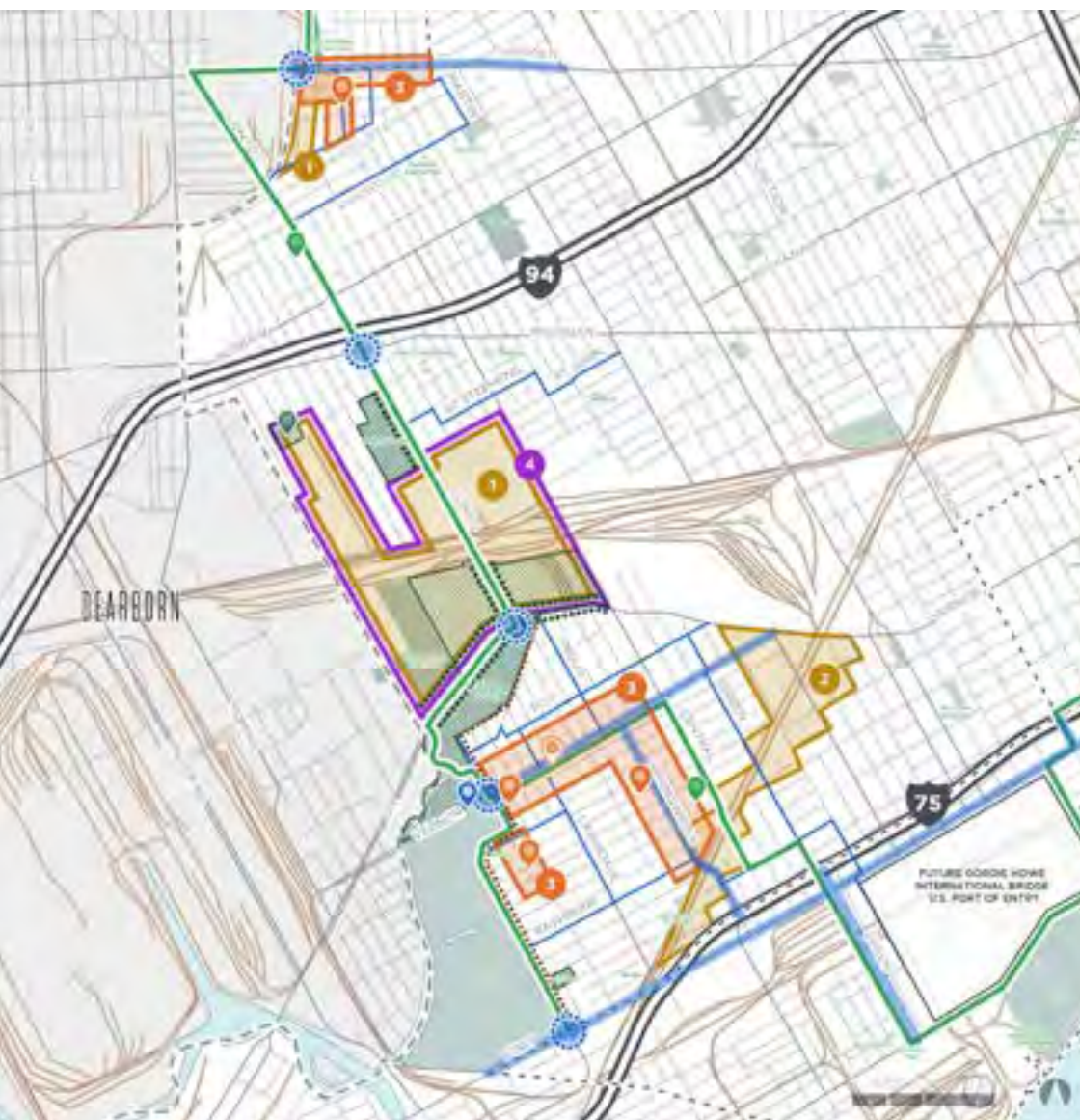
To apply the strategies described in this document, **Neighborhood Playbooks** are available for each planning area. The Neighborhood Playbooks are stand-alone documents intended for use by the City, partners and local leaders in each planning area. The Playbooks are designed for discussion. The outer cover is a summary of key trends and data. Inside is a series of pull-out sheets that illustrate specific actions and recommendations. The sheets are organized around the key goals of the study:

- Build Wealth & Ensure Housing Affordability
- Support Small Business & Commercial Corridor Activation
- Create & Sustain Jobs
- Improve Connectivity & Access
- Beautify & Green Neighborhoods

An overall summary of the strategies for each planning area are on the pages that follow.

Pages from the JLG Westside Neighborhood Playbook >>





JLG SOUTHWEST - SUMMARY

ALIGN ZONING

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

BUILD & STABILIZE HOUSING

- ③ Focus housing infill near Vernor Highway/ Springwells Street, Elsmere Street, and Warren Avenue/Central Street to increase density
- 📍 Multifamily infill opportunity on publicly-owned sites
- 🏠 Mixed-use rehab opportunity

IMPROVE CONNECTIVITY & ACCESS

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

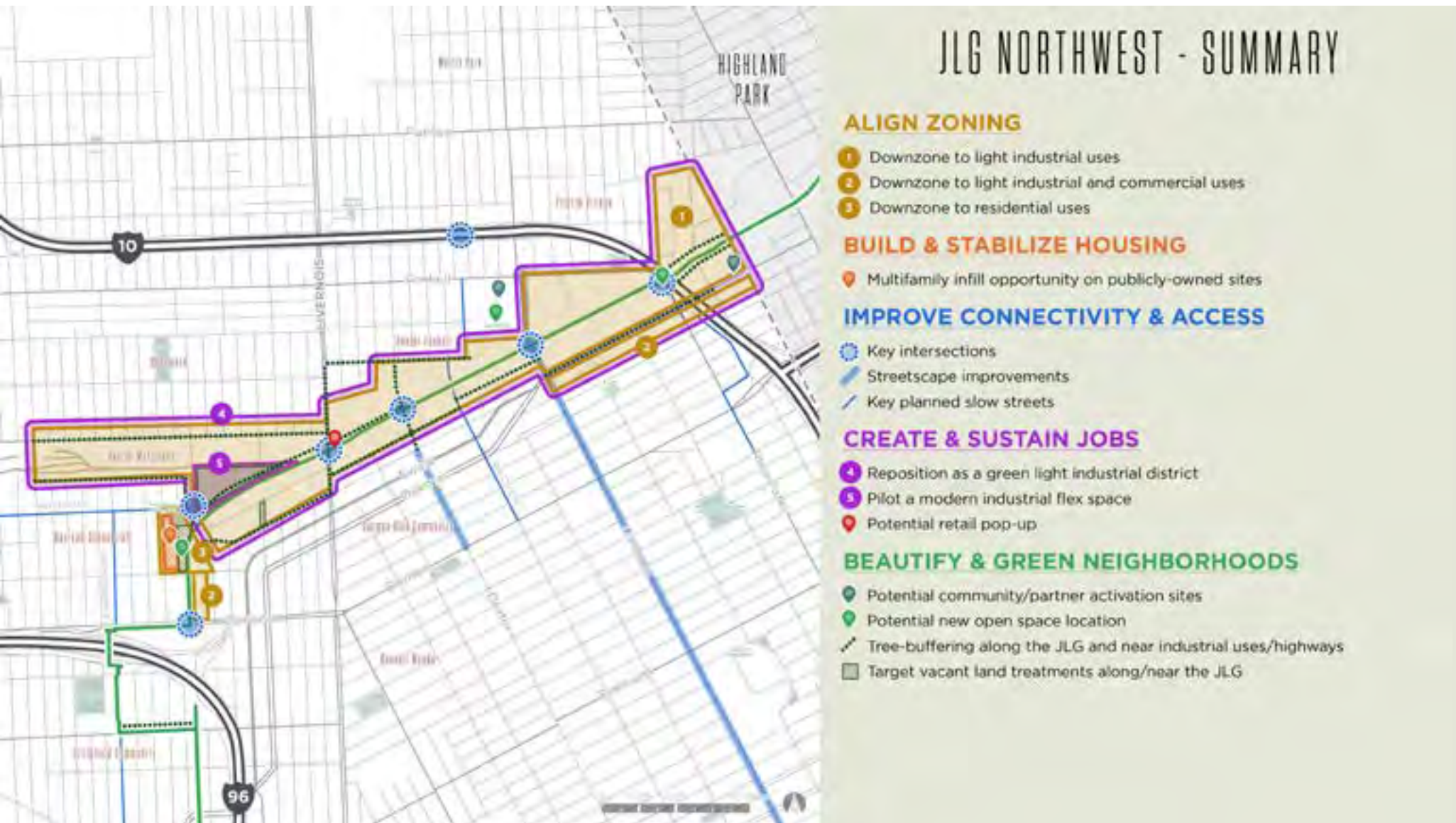
CREATE & SUSTAIN JOBS

- ④ Focus on outreach, site buffering, and screening improvements in the near-term, and explore assembly and land use transition in the long-term

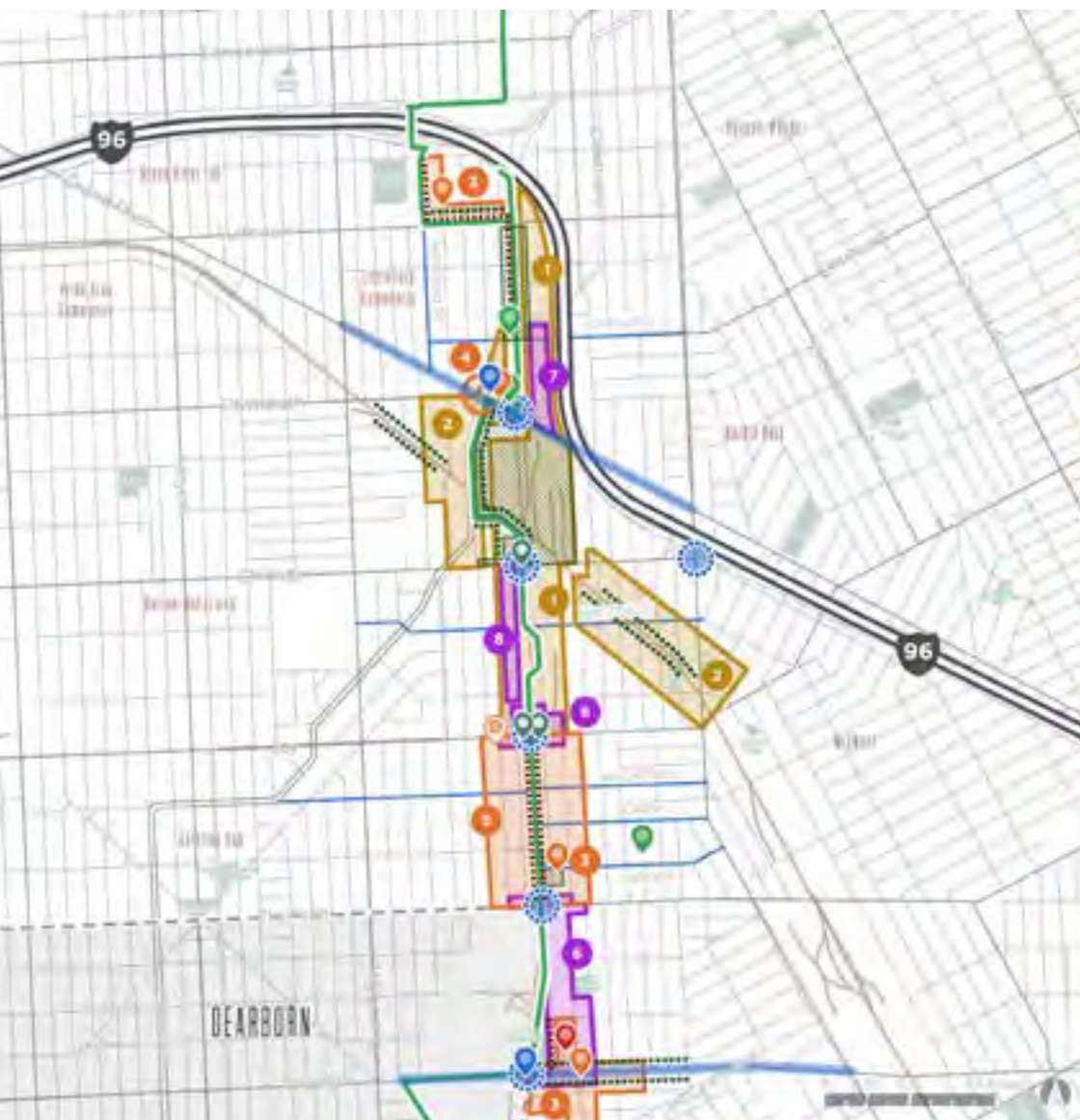
BEAUTIFY & GREEN NEIGHBORHOODS

- 📍 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 and adjacent parks

Summary map from the JLG Southwest Playbook



Summary map from the JLG Northwest Playbook



JLG WESTSIDE - SUMMARY

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
- 6 Multifamily infill opportunity on publicly-owned sites
- 7 Multifamily rehab opportunity

IMPROVE CONNECTIVITY & ACCESS

- Key Intersections
- Potential mobility hub location
- Streetscape improvements
- Key planned slow streets

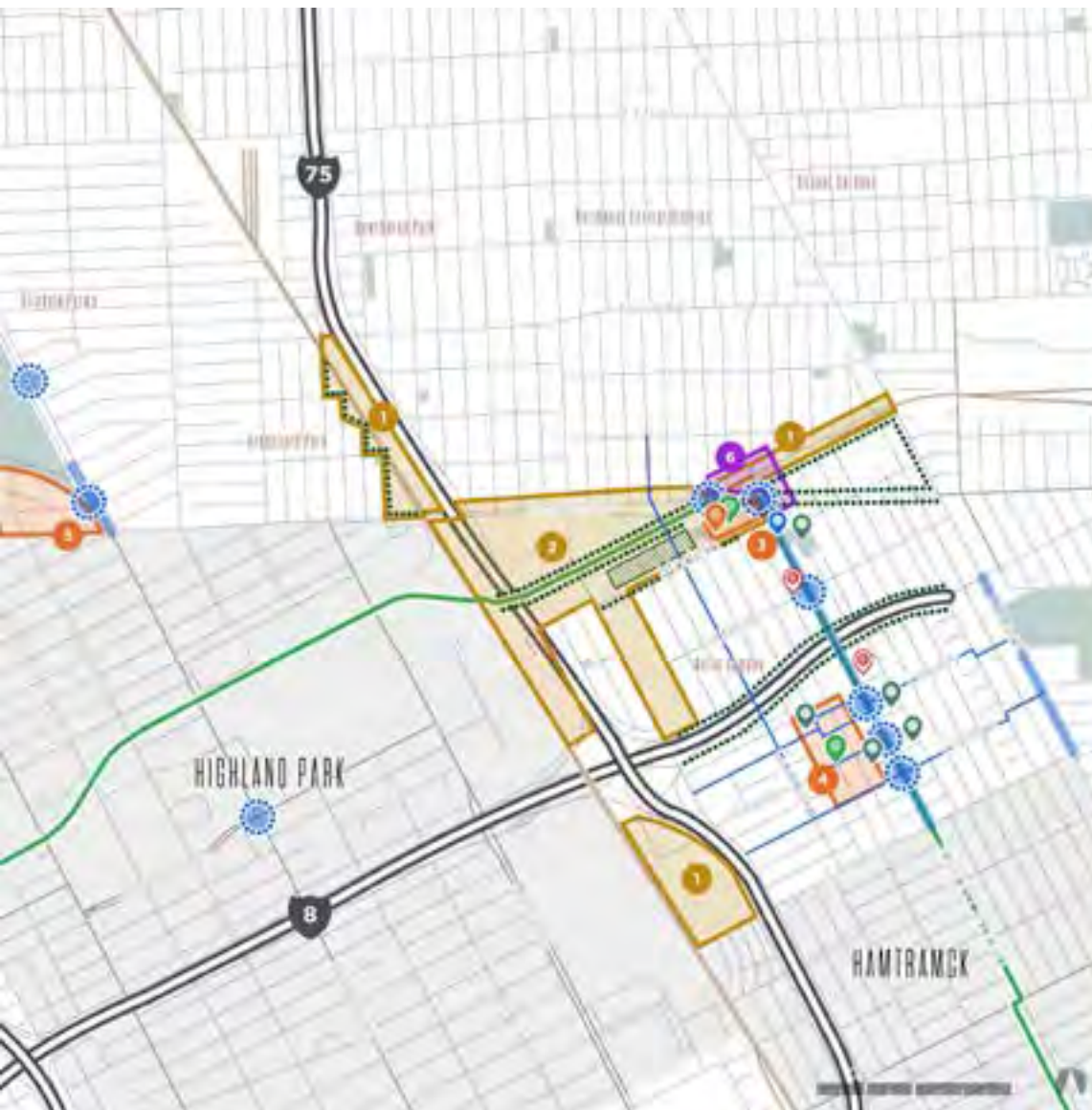
CREATE & SUSTAIN JOBS

- 8 Industrial and commercial Blight-to-Beauty area
- 9 Reposition as a light industrial district
- 10 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

Summary map from the JLG Westside Playbook



JLG NORTHEAST - SUMMARY

ALIGN ZONING

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

BUILD & STABILIZE HOUSING

- 1 Potential catalytic LIHTC mixed-income housing site along Modern Street
- 4 Long term opportunity for future housing infill development to support affordability and support density near Joseph Campau Commercial Corridor
- 5 Address necessary building improvements of vacant and occupied buildings in the Palmer Park Multi-Family District
- 9 Multifamily infill opportunity on publicly-owned sites

IMPROVE CONNECTIVITY & ACCESS

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

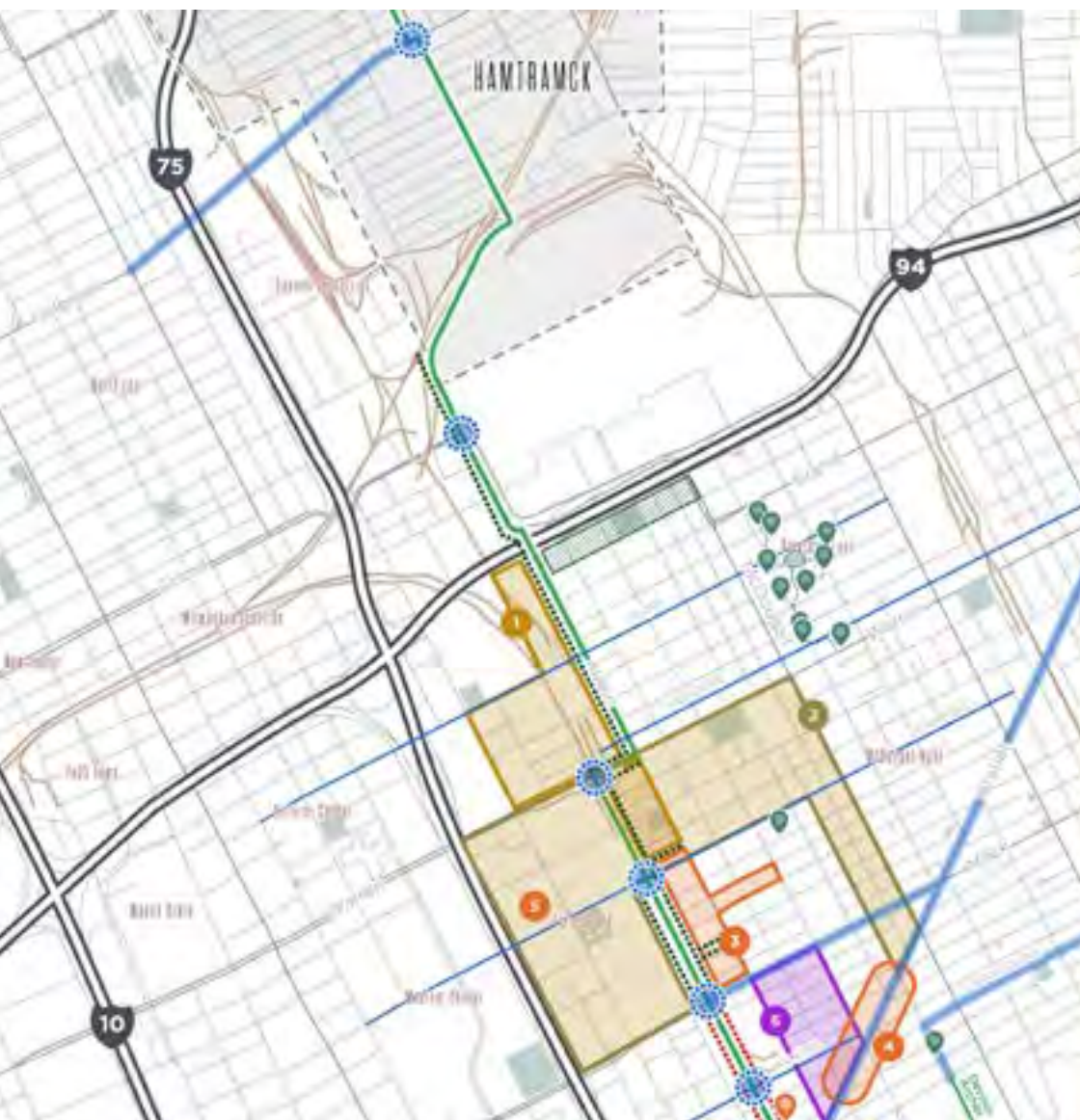
CREATE & SUSTAIN JOBS

- 6 Encourage new mixed-use development adjacent to JLG trailhead
- 7 Commercial/mixed-use development opportunity

BEAUTIFY & GREEN NEIGHBORHOODS

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

Summary map from the JLG Northeast Playbook



JLG DEQUINDRE CUT EXTENSION - SUMMARY

ALIGN ZONING & POLICY

- 1 Potential to downzone to light industrial and commercial uses
- 2 Expand targeted multifamily area

BUILD & STABILIZE HOUSING

- 3 Preserve and stabilize publicly-owned sites along Dequindre for long-term mixed-use development
- 4 Preserve existing second story apartments along Gratiot
- 5 Coordinate with Choice Planning Grant Initiative
- 6 Multifamily infill opportunity on publicly-owned sites

IMPROVE CONNECTIVITY & ACCESS

- 7 Key intersections
- 8 Streetscape improvements
- 9 Key planned slow streets

CREATE & SUSTAIN JOBS

- 10 Prepare Eastern Market Expansion area to support growth of food production business in alignment with Eastern Market Framework
- 11 Commercial/retail activation to build momentum toward mixed-use development

BEAUTIFY & GREEN NEIGHBORHOODS

- 12 Community/partner activation sites
- 13 Tree-buffering along the JLG and near industrial uses/highways
- 14 Target vacant land treatments along/near the JLG

Summary map from the JLG Dequindre Cut Extension Playbook



AROUND THE GREENWAY

4

GREENWAY OPPORTUNITY AREAS

The JLG spans across more than 20 neighborhoods, some of which face significant challenges due to the large amount of vacant land and buildings. While there is opportunity for new investment in housing or commercial businesses in some locations, any investment needs to be strategic and focused to make an impact.

Greenway Opportunity Areas or ‘GO Areas’ are locations where major and visible access points exist for the JLG. These include major trailheads and other points of access along important community roads and near community amenities. In total, there are ten GO Areas:

- > Vernor
- > Warren
- > Joy
- > Grand River
- > Schoolcraft
- > Linwood
- > Modern-Mackay
- > Davison-Meade
- > Canfield
- > Wilkins

GO Areas offer strategic locations to align policy and investments with community goals. This includes changes to zoning, targeted new housing rehabilitation and/or development, improved streets, new commercial activity and/or jobs, and new and enhanced open spaces. The GO Areas are summarized on the following pages.



JLG SOUTHWEST

VERNOR

**OPPORTUNITY:**

Improve connections to the JLG through streetscape improvements and vacant land treatments along the Vernor Highway commercial corridor. Focus support on private property owners to explore mixed-use infill opportunities on Vernor. Work with local residents on strategy to hold public residential sites for infill housing.

EXISTING CONDITIONS + CONTEXT:

There are several vacant or underutilized privately-owned buildings and properties along Vernor. There is limited publicly-available land for development with the exception of a potential assembly on Sharon Street.

- > 17 vacant parcels (1.9 acres), including 10 publicly-owned (0.7 acres)
- > 2 vacant buildings (privately-owned)
- > 5-10 potential housing units (on public land)
- > Suggested public land assembly:
2008-2030 Sharon

JLG SOUTHWEST/WESTSIDE

WARREN



OPPORTUNITY:

Increase residential density near the JLG Trailhead along Warren Avenue and Central Street on publicly-owned vacant properties. Consider acquisition of key privately-owned vacant properties on Warren and along the JLG. Implement streetscape improvements along Warren, including bike lanes, and enhance the Warren underpass through public art and improved lighting.

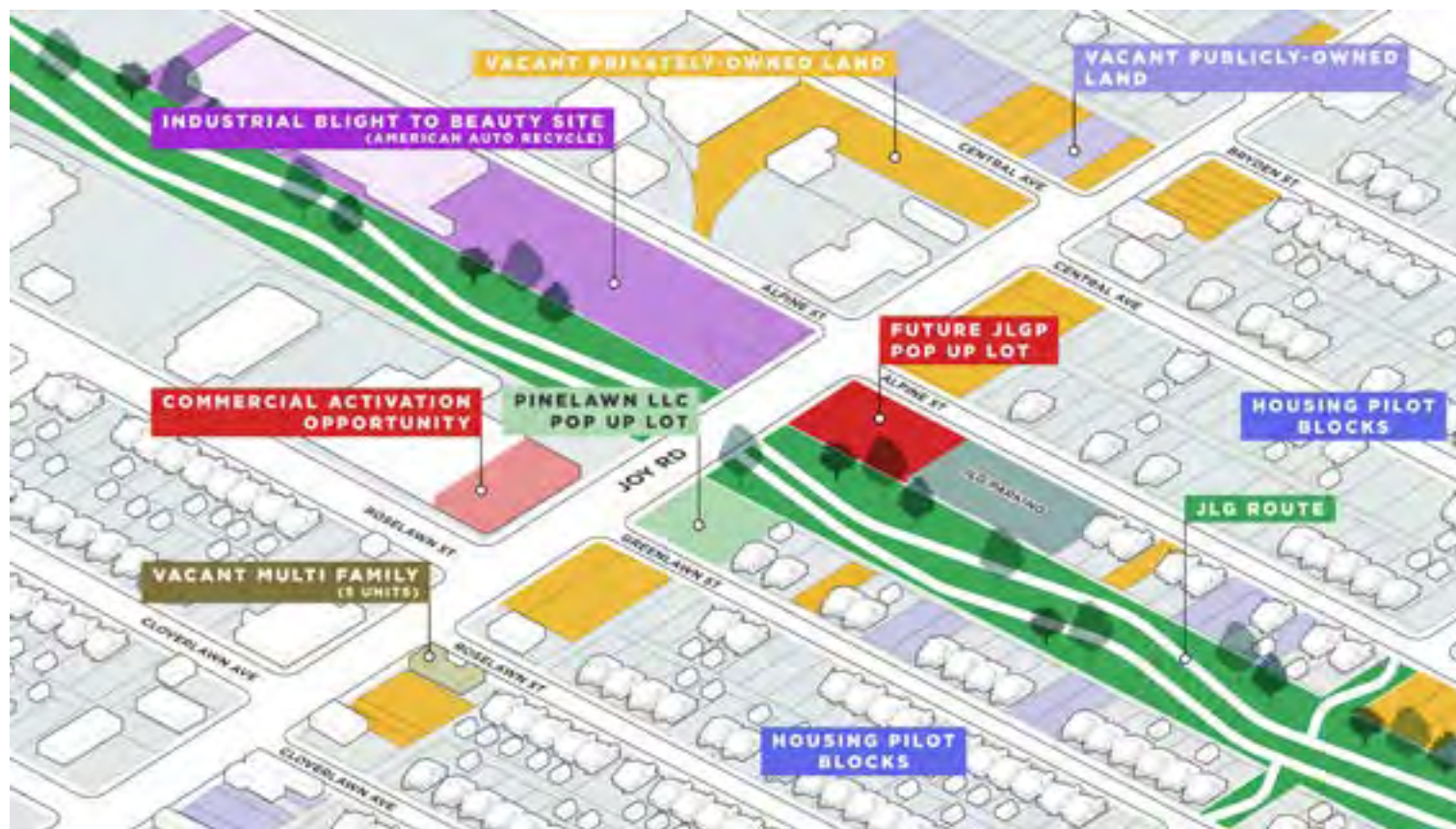
EXISTING CONDITIONS + CONTEXT:

The Warren Avenue commercial corridor is dominated by auto-related businesses near the JLG Trailhead, with some scattered retail and several vacant properties. There is also a concentration of publicly-owned vacant lots along Central Street.

- > 128 vacant parcels (11 acres), including 95 publicly-owned (7.4 acres)
- > 17 vacant buildings (6 publicly-owned and 11 privately-owned)
- > 80 potential housing units (on public land)
- > Suggested public land assemblies: 7407-7425 Warren, 7303-7329 Warren, and all publicly-owned vacant lots with frontage on Central between Warren and Radcliffe

JLG WESTSIDE

JOY



OPPORTUNITY:

Create an activity node at the intersection of Joy and the JLG. Support the implementation of a wildflower lawn pilot and a commercial pop-up in partnership with JLG and Pinelawn LLC. Consider future mixed-use development along Joy Road near the JLG and infill on former residential lots along Greenway at neighborhood entries.

EXISTING CONDITIONS + CONTEXT:

This is one of the only locations where housing is immediately adjacent to the JLG. The conditions of existing commercial and industrial properties are challenging for this extremely visible portion of the off-street greenway. Joy Road includes a number of empty properties and very few neighborhood-serving businesses.

- > 13 vacant parcels (1.6 acres), including 9 publicly-owned (0.7 acres)
- > 2 vacant buildings (privately-owned)

JLG WESTSIDE

GRAND RIVER



OPPORTUNITY:

Reposition existing industrial and commercial properties between the JLG and I-96 as a light industrial district to provide space for small, local businesses. Implement street improvements along Grand River Avenue and Elmhurst Street. Explore infill development opportunities along Grand River Avenue, including new construction infill and second story apartments above commercial ground floors. Investigate the feasibility of installing a solar array above the tow lot, though this may be challenging due to ongoing tow operations.

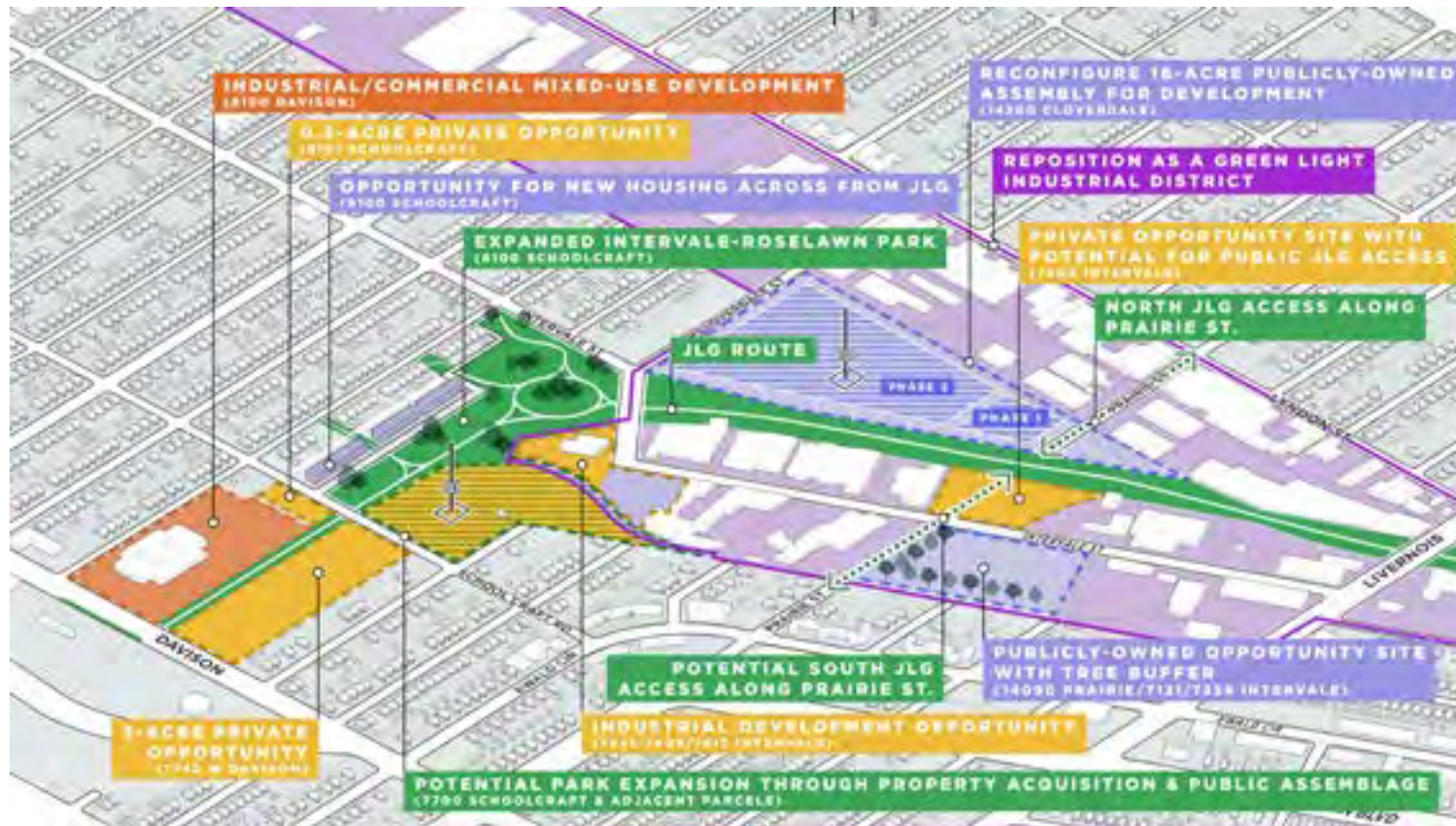
EXISTING CONDITIONS + CONTEXT:

The important intersection of Oakman Boulevard and Grand River contains only a few active businesses. The City's Tow Lot is the largest active use and fronts Grand River and the JLG. Connections are needed to important assets nearby including Merit Park, a 57,000 square-foot, \$15 million sports, arts, and entertainment youth facility.

- > 16 vacant parcels (7.5 acres), including 7 publicly-owned (3 acres)
- > 4 privately-owned vacant buildings
- > 10 potential housing units (as infill on public land)
- > Suggested public land assembly:
4001/4005 Oakman

JLG NORTHWEST

SCHOOLCRAFT



OPPORTUNITY:

Implement a green, light industrial pilot on the publicly-owned vacant 14200 Cloverdale property. Create new Greenway access point along Prairie Street. Expand the existing Intervale-Roselawn Park to connect to the JLG right-of-way, and explore the potential for new housing across from the park on 8100 Schoolcraft. Consider acquisition and development of additional sites immediately adjacent to the JLG. Coordinate with DPSCD to support mixed use development at former Courtis Elementary.

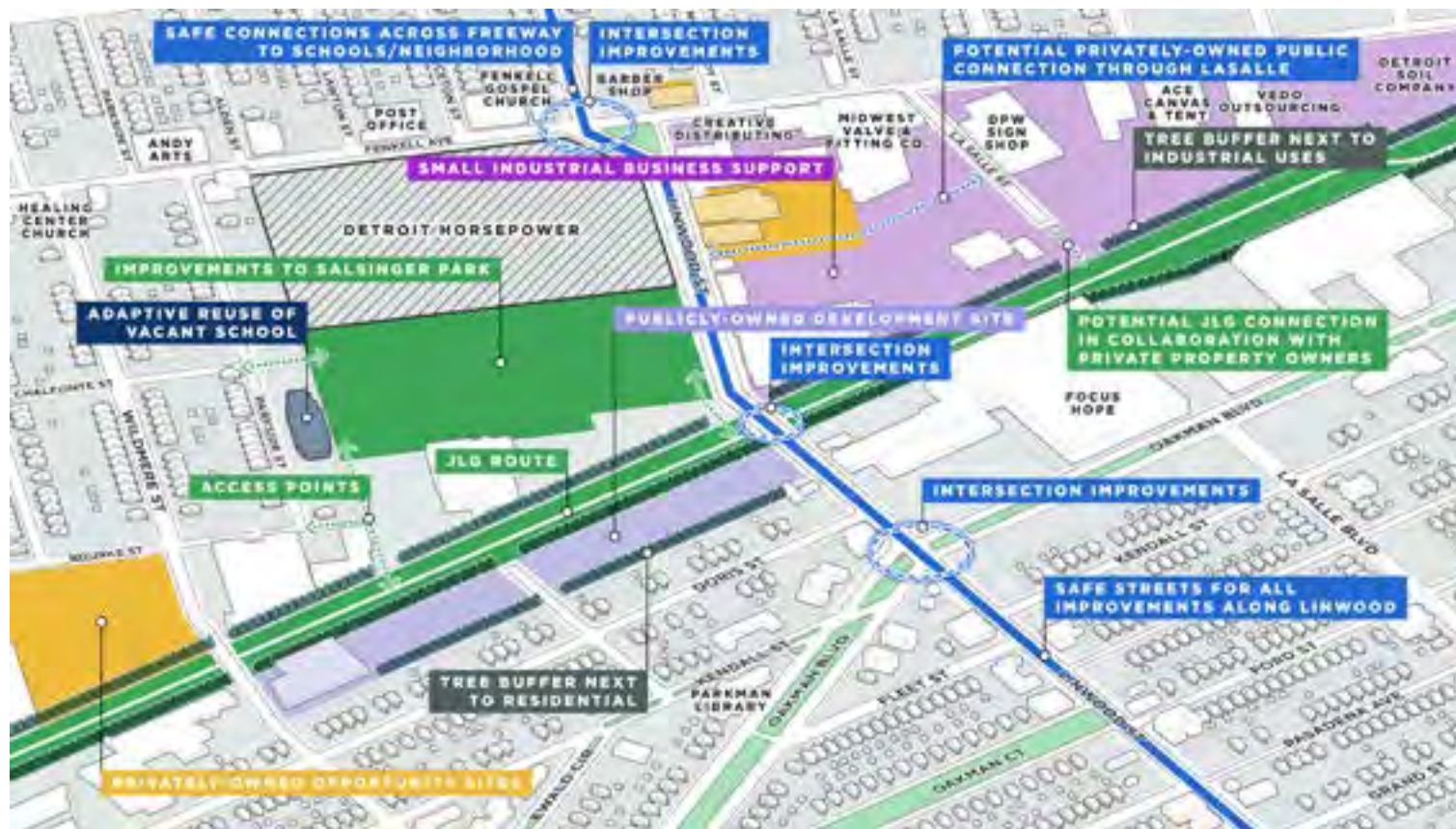
EXISTING CONDITIONS + CONTEXT:

There are several publicly-owned and privately-owned vacant or underutilized properties immediately adjacent to the JLG that should be considered for future development.

- > 50 vacant parcels (40.2 acres), including 41 publicly-owned (33.6 acres)
- > 8 vacant buildings (3 publicly-owned and 5 privately-owned)
- > 30 potential housing units (on public land)
- > Suggested public land assemblies:
8100 Schoolcraft,
14200/14300/14304/
14344 Cloverdale, 14300
Prairie, 14439 Livernois, and
7441/7613 Intervale

JLG NORTHWEST

LINWOOD



OPPORTUNITY:

Implement Safe Streets for All improvements along Linwood Street. Create a new JLG trailhead at Salsinger Park with upgraded facilities and new off-street access points between the park and the JLG. Create a green buffer between the JLG and adjacent industrial properties.

EXISTING CONDITIONS + CONTEXT:

There are several industrial properties with unsightly edges adjacent to the JLG. Additionally, Detroit Horsepower is developing an equestrian center next to Salsinger Park. Focus Hope is a local anchor.

- > 24 vacant parcels (25.5 acres), including 21 publicly-owned (24.3 acres)
- > 4 vacant buildings (privately-owned)

JLG NORTHEAST

MODERN-MACKAY



Note: the above illustrates the long term potential of Modern-Mackay. Tactical improvements can be made in the near term to activate the land surrounding the JLG on publicly owned property. See the JLG Northeast Playbook for more details.

OPPORTUNITY:

Create a new park, parking lot and expanded trailhead along McNichols Rd. Develop new mixed-income housing in the future to help activate the trailhead and work with neighbors to stabilize and green nearby vacant property. Create a green buffer along industrial uses on McNichols. Undertake improvements along McNichols and at Joseph Campau to create safe crossings and access from Cadillac Heights.

EXISTING CONDITIONS + CONTEXT:

This remains one of the most vacant areas around the JLG. Nearby uses include auto-oriented businesses but a broader range of retail and restaurants exist to the south in Hamtramck. There is a much greater density of occupied housing across McNichols in Cadillac Heights, and South of the Davison surrounding Jayne Field.

- > 59 vacant parcels (9.7 acres), including 53 publicly-owned (8.9 acres)
- > 15 vacant buildings (14 publicly-owned and 1 privately-owned)
- > 125 potential housing units (on public land)
- > Suggested public land assemblies:
2700 McNichols, 14049 Joseph Campau, and publicly-owned vacant parcels and buildings between Modern, Arlington,

JLG NORTHEAST

DAVISON-MEADE

**OPPORTUNITY:**

Expand impact and programming of the Meade Cut-Thru through additional art, lighting, and activations in partnership with Hope Center. Explore new connections through a new Dearing Cut-Thru and a potential connection through the EDVCG Hub. Hold publicly-owned land across from Davison Elementary School and north of the Meade Cut-Thru for long-term housing, and implement vacant land beautification methods in the short-term. Explore potential mixed-use development at 13200 Joseph Campau in coordination with adjacent privately-owned properties.

EXISTING CONDITIONS + CONTEXT:

There are many existing community assets and activations in the area and a large amount of publicly-owned vacant parcels.

- > 292 vacant parcels (22.7 acres), including 234 publicly-owned (16.6 acres)
- > 23 vacant buildings (17 publicly-owned and 6 privately-owned)
- > 60 potential housing units
- > Suggested public land assemblies:
13200 Joseph Campau and all vacant publicly-owned parcels with frontage on Maine between Davison and Lawley and directly north of the Meade Cut-Thru

JLG DEQUINDRE CUT

CANFIELD



OPPORTUNITY:

Improve access to the Dequindre Cut Extension and build new housing, commercial and industrial uses on empty and underutilized land.

Between Mack and Canfield, consider: 1) New industrial development and new housing (along Canfield) separated with a green buffer or; 2) A mix of housing and new commercial (retail) services.

EXISTING CONDITIONS + CONTEXT:

Properties along the Dequindre Cut Extension are largely empty. A recycling center is located on Mack and there have been efforts to bring a new industrial business behind the recycling center. Forest Park Apartments recently received Choice Neighborhoods Initiative HUD funding to explore a broader housing and neighborhood improvement strategy in the area.

- > 138 vacant parcels (15.5 acres), including 96 publicly-owned (11.5 acres)
- > 1 vacant building (privately-owned)
- > 50 potential housing units (on public land)
- > Public Land Pre-development: 1903 Leland
- > Public Land Assembly along Canfield and Willis

JLG DEQUINDRE CUT

WILKINS



OPPORTUNITY:

Implement the Eastern Market Framework Plan and encourage new housing and light industrial uses. Create jobs and improve access to the Dequindre Cut. Make improvements to Mack Avenue for pedestrians and bicyclists.

EXISTING CONDITIONS + CONTEXT:

On the eastern edge of Eastern Market, there are significant amounts of vacant land - some former industrial sites and a lot of former residential properties. The majority of the JLG adjacent uses here are industrial or empty.

- > 355 vacant parcels (31.4 acres), including 206 publicly-owned (16.4 acres)
- > 6 vacant buildings (privately-owned)
- > Suggested public land assemblies:
3480 Russell, 3481 Riopelle, 3420-3482 St. Aubin, 3560-3574 St. Aubin, and 3500-3540 St. Aubin.

1. SET CLEAR EXPECTATIONS FOR PROPERTIES ALONG THE JLG

Ensure new development and the condition of existing properties add value to the JLG and meet goals of the community.

- > **Study industrially-zoned properties around the JLG and pursue downzoning in phases while incorporating recommendations into future comprehensive Masterplan and Zoning updates**

Use zoning changes to promote positive changes of use around the JLG. This is necessary to correct prior zoning when much of the land around the JLG was heavy industry and meet new opportunities that the current zoning was not designed for.

- Except for areas in the Dequindre Cut Extension North of Warren and in Delray, M4 zoning is no longer relevant for remaining industrial properties around the JLG. Downzone to light industrial or commercial use to encourage a broader range of economic activity while lessening the impact on surrounding neighbors.

- In areas where M4 zoning remains, invest in green buffering between M4 activity and other uses including housing and retail.

- > **Study opportunities for zoning text amendments to support key JLG strategies such as a multi-family residential density bonus and food truck plazas**

- For properties zoned for residential uses alongside the JLG, consider a zoning amendment allowing for additional residential units by-right for new residential construction. Implementing a multi-family residential density bonus through zoning text amendments can incentivize developers to create more affordable and diverse housing options.
- Introducing zoning provisions for food truck plazas can enhance local economic activity,



Industrial Frontage by Zoning. Chart depicts the linear feet of parcels that are zoned for industry by neighborhood planning area and vacancy status. Much of the vacant industrial land immediately adjacent to the greenway is zoned M4 for heavy industry.

> **Establish JLG Design Guidelines to help City staff enhance existing code requirements for properties adjacent to the JLG**

The JLG passes by a diverse range of properties—some of which already contribute positively to the corridor, while others still reflect its former use as an abandoned rail line, treating the JLG as a back-of-house condition. With the JLG now partially completed and ongoing construction in progress, there is a need to establish clear guidance for how new development should address and relate to the JLG frontage.

JLG Design Guidelines focused primarily on new development projects along the route will also assist City staff in interpreting existing code requirements for properties with unique site conditions due to JLG adjacency. A concurrent outreach effort is needed to inform and guide existing property owners into compliance with current land-use and building code requirements (See *Strategies to Create and Sustain Jobs 2.3*).

These guidelines are suggested for private development unless a project triggers PDD Design Review, such as when receiving City funding or other entitlements. In such cases, adherence to these guidelines becomes a requirement during the plan review process.



Branding Guidelines:
Studio Incognito

Example of completed
wayfinding at Tireman
Ave.



MAINTENANCE REQUIREMENTS

The Property Maintenance Code establishes the minimum legal requirements and standards for the maintenance, inspection and re-inspection of all buildings, premises, and structures within the City. Maintenance plays a crucial role in real estate. It influences first impressions and the perceived value of a property. Properties around the greenway should be mindful of the “Front Stage” – it is what we call everything the public sees including the property frontage along the JLG.

- **Vacant Properties:** All vacant lots and buildings must be secured, maintained, free from visible blight and registered as vacant on the Property Maintenance Division website if the building is not occupied by an active business.
- **Exterior Condition:** Buildings must be free of graffiti, excessive signage, and deteriorating materials.
- **Landscape Maintenance:** Parking areas and sidewalks must be regularly maintained, with no weeds, overgrowth, litter or solid waste.

DESIGN GUIDELINES

- > New development proposals must follow local zoning restrictions and regulations.
- > Commercial uses should adopt the **Vibrant Blocks for Business Design Standards** that promote active storefronts, homes and buildings along the City’s commercial corridors.
- > Refer to the **City of Detroit Industrial Design Guidelines** for solutions, and techniques to ensure new industrial development is appropriate for urban context, sensitive to adjacent uses, and high-quality in site and building design.
- > Advertisements and business signage must comply with the City of Detroit’s Regulation of Business and Advertising Signs and the **Advertising and Sign Ordinance User Guide**. New non-accessory signage, such as billboards, is prohibited along the JLG. However, murals, artwork and façade beautification, including business signage is encouraged.

Additional JLG design considerations include:

- > **Perimeter Treatments:** Prioritize green buffers over fencing and include setbacks to soften site edges, improve sightlines and enhance the streetscape.
- > **Lighting:** Exterior areas must be well-lit to ensure safety and visibility.
- > **Security Measures:** Security grates and grills, if used, should be transparent or open-patterned to maintain visual connection. Razor wire is strictly prohibited.
- > **Signage:** Greenway wayfinding and signage must follow established JLG branding guidelines.
- > **Cultural Expression:** Incorporate public art and design elements that celebrate local cultural heritage.
- > **Site Circulation and Driveways:**
 - Consider traffic flow and sight-lines when locating driveway, parking, and loading areas to reduce impacts of queueing, turning and dust/exhaust on JLG users.
 - Follow laws prohibiting parking or loading across the JLG ROW and limit curb cuts and vehicular access across or immediately adjacent to the JLG.
 - Use the JLG Framework Plan guidelines for creating new curb cuts with safe sightlines.
 - Explore right sizing existing curb cuts along these streets to lessen conflicts between pedestrians, cyclists and vehicles.

PROPERTIES ADJACENT TO THE OFF-STREET PORTIONS OF GREENWAY

While there will be larger recreation areas established as parks and greenway trailheads, most portions of the Off-Street Greenway will be public Right-of-Way, open to the public 24/7 serving as a public non-motorized transportation corridor.

- > Developers and development review staff should consider the Joe Louis Greenway frontage as “Street Right-Of-Way” rather than rear, side or alley property line when reviewing compliance with zoning restrictions and regulations – especially when considering screening and landscaping requirements and locations of parking, dumpsters and other service areas.
- > Adjacent properties are encouraged to create pedestrian connections just as they would to a public sidewalk for employee and/or visitor access. Openings in the JLG perimeter fence must be coordinated and approved by the General Services Department and any permanent or seasonal encroachment onto the JLG property (for connecting paths, bike racks, etc.) must be approved by the City of Detroit.
- > For new construction, greenway-facing building façades should be architecturally distinctive, and incorporate high-quality materials. Consider the relationship to greenway when locating openings (doors, windows) and building services (condensers, air exhaust and intake).

*Types I, III
Narrower buffer with solid wall and decorative landscaping*



*Types II, IV
Wider buffer with or without decorative fence and dense landscaping*



> **Establish property disposition criteria for sale of public land in JLG Study Area to inform marketing materials and phasing as well as evaluation of property applications**

Aligning disposition decisions with the broader goals of the JLG Study, previous planning efforts, and community values can ensure that public land sales support economic development, affordable housing, and community-oriented growth while safeguarding long-term public interests. Key considerations for property disposition include:

Intended Land Use

- If the site is intended for housing, prioritizing affordable housing deals, Community Development Organization (CDO) opportunities, or timing sales to align with market conditions for small-scale developers will ensure equitable growth.
- For commercial or industrial uses, the selection process should prioritize buyers who align with economic development goals—such as job creation—weighing strategic long-term value against immediate disposition for low-value uses.
- If the land is contaminated, the disposition timeline may need to account for remediation and redevelopment readiness.

Strategic Planning & Policy Alignment

- Dispositions should support prior planning efforts, particularly when they advance the JLG Framework Plan or other neighborhood development priorities.
- Preference should be given to proposals that include a site plan improving the greenway edge, ensuring that new development enhances connectivity, aesthetics, and community engagement.
- Developments should adhere to the JLG Design Guidelines to maintain architectural and urban design standards

Disposition Mechanisms & Protections

- Competitive RFP processes versus direct negotiations with adjacent landowners or businesses should be considered to ensure fair selection. Prioritization of proposals from local stakeholders should be incorporated into the selection process.
- Prioritize long-time residents making street-adjacent Sidelot purchase available prior to marketing of development sites.
- Incorporating strong protections and clawback clauses will safeguard against speculative purchases and ensure properties are developed in alignment with public interest goals in a timely manner.

- Ensure developer engagement opportunities with local community members to inform decision-making and mitigate concerns on a project by project basis.

Variables Influencing Disposition Decisions

- **JLG Proximity:** Properties directly adjacent to or within a block of the JLG should be prioritized for uses that enhance connectivity, accessibility, and public benefit
- **Neighborhood Planning Goals:** Each planning area or neighborhood has unique priorities that should be reflected in disposition decisions and clearly outlined in evaluation criteria for marketed sites.
- **Visibility and Gateway Potential:** High-visibility properties can serve as gateway developments that set a precedent for greenway-compatible land use.
- **Size and Land Assembly:** Smaller parcels should be assessed for their potential role in future larger-scale redevelopment, whether for affordable housing or new business development.
- **Market Conditions:** In disinvested areas, holding land may be necessary to ensure future value alignment, while in stable areas, disposition should be leveraged for revenue generation, affordable housing, or other community priorities.
- **Property Condition and Community Impact:** If a vacant lot is contributing to blight, expediting its sale for strategic redevelopment can mitigate negative community impacts.
- **Change of Use Considerations:** City intervention may be required to shift land use toward more community-aligned purposes.
- **Ease of Implementation:** Some properties may be considered “low-hanging fruit” for quick wins, while others may require more complex financing strategies involving public and philanthropic investment but will net a better outcome.
- **Impact and Timing:** The timeline for Greenway construction and whether or not it’s open could impact the quality of a development proposal.

By establishing these criteria, the City can ensure that property sales within the JLG Study Area are intentional, support long-term planning goals, and maximize public benefits while fostering responsible private investment. Similar criteria can also inform allocation of resources to acquisition of or investment in privately held sites.

2. RAISE FUNDING AND ALIGN INVESTMENT PRIORITIES

> Establish JLG Neighborhood Project Management Office (PMO)

- Create a dedicated JLG Neighborhood Project Management Office with clearly defined roles to enhance coordination among key partners, including the City of Detroit, Detroit Economic Growth Corporation, and The Joe Louis Greenway Partnership. This office will serve as a central hub for managing development efforts, streamlining communication, and ensuring alignment with Greenway-related initiatives.

> Coordinate pilot initiatives and align investments within Greenway Opportunity Areas (GO Areas)

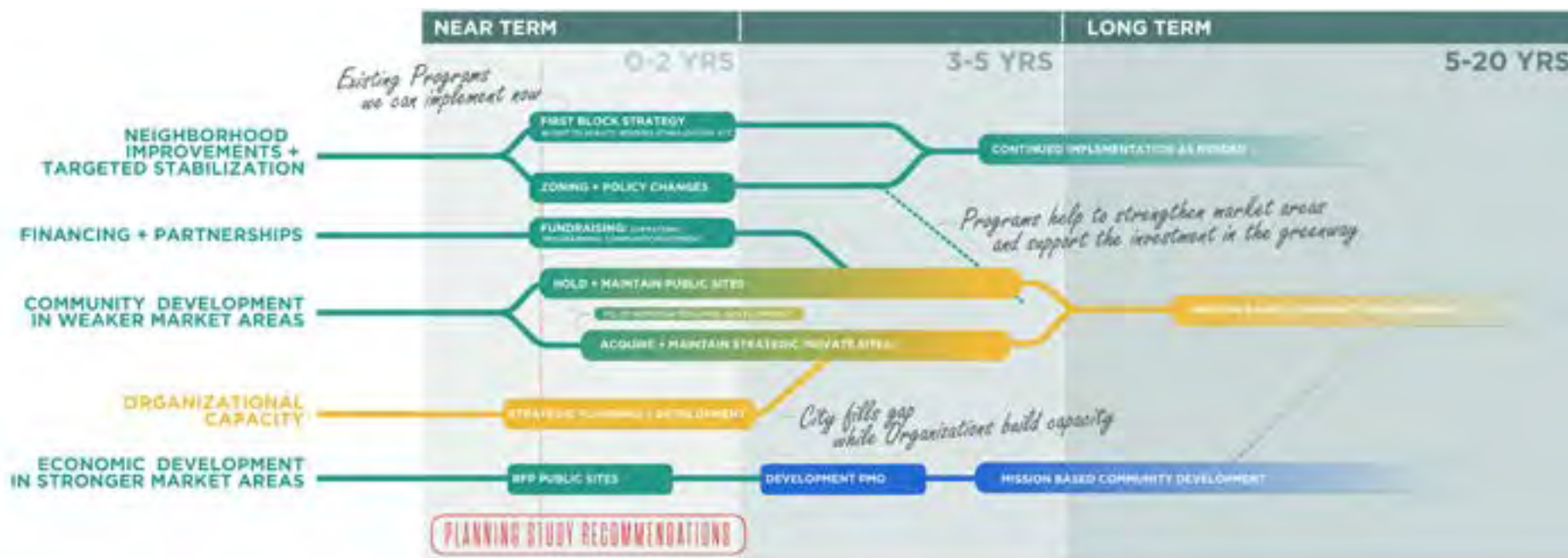
- Launch pilot initiatives in strategic GO Areas to test innovative development approaches and inform future investments. Ensuring that public and private resources are aligned within these areas will maximize impact, accelerate revitalization, and support long-term growth.

> Expand access to affordable housing funds by revising the City of Detroit Targeted Multi-family Areas (TMAs) to include near term “grow” opportunity areas along the JLG.

- Adjusting the City of Detroit’s TMAs to include near-term “grow” opportunity areas along the Joe Louis Greenway will expand funding access for affordable housing projects. This revision will help attract investment, support mixed-income housing development, and ensure that Greenway-adjacent neighborhoods remain accessible to a diverse range of residents. See *Build Wealth and Ensure Housing Affordability 1.4*

> Explore Financing Strategies including a mix of public and private dollars/incentives

- Develop a comprehensive financing strategy that leverages a combination of public and private funding sources, including tax incentives, grants, and impact investment funds. A diversified approach will ensure sustainable development, encourage private sector participation, and create opportunities for equitable economic growth along the JLG.





JOE
LOUIS
GREENWAY
PARTNERSHIP

"THE GREENWAY PARTNERSHIP IS A 501C3 ORGANIZATION WHOSE PURPOSE IS MAKING THE JOE LOUIS GREENWAY A SPACE THAT CELEBRATES THE STRENGTH AND RESILIENCE OF ITS SURROUNDING COMMUNITIES THROUGH INCLUSIVE PROGRAMMING, ONGOING BEAUTIFICATION, AND INTENTIONAL COMMUNITY ENGAGEMENT."

3. BUILD CAPACITY FOR NEIGHBORHOOD DEVELOPMENT

Implementing improvements around the (JLG) requires intentional partnerships with local organizations and stakeholders. As demonstrated in other cities, on-the-ground nonprofits and community-based organizations are critical collaborators—connecting residents to larger-scale investments like the JLG and ensuring these projects are responsive to neighborhood needs. These organizations often serve a variety of roles, including fundraising for clean-up and greening efforts, leading housing initiatives, and community engagement.

To fully realize the benefits of the JLG for surrounding communities, a deliberate effort is needed to build local capacity among neighborhood groups, especially in areas where Community Development Organizations (CDOs) and civic associations are limited or under-resourced. Some neighborhoods already benefit from active community groups and structured organizations, while others require more foundational support to initiate and sustain community-driven development.

> **Develop cohort-based programs to engage residents groups and emerging CDO's and build local capacity through mini-grants**

Launch structured, cohort-based programs to engage resident-led groups and emerging CDOs. These programs should include leadership training, technical assistance, and access to mini-grants that empower local stakeholders to plan and implement community projects.

> **Facilitate networking across Community Development Organizations around the JLG**

Create opportunities for peer learning and collaboration by convening existing and emerging CDOs operating along the Greenway. Regular networking sessions will strengthen institutional knowledge and encourage sharing of best practices.

> **Explore Community Ownership and Stewardship Models**

Pilot policies and processes that support community ownership or stewardship of land and development projects, such as community land trusts. These models can help embed community values in new investment decisions and ensure long-term alignment with neighborhood priorities. Focus areas prioritized by CDO Leadership for future collaboration include:

- Community managed open space
- Pop-up programming and retail opportunity
- Housing stewardship (Senior home swaps, Community Land Trusts, etc.)

> **Leverage the JLG corridor to invest in infrastructure to support needs of future neighborhood and economic development**

Explore potential to leverage the accessibility, connectivity and capacity of the newly created JLG Right-of-Way to support additional infrastructure investments in stormwater mitigation, renewable energy, waste mitigation, and high speed internet. These investments should be designed to directly benefit the surrounding communities and reflect their needs.

> **Strengthen Partnerships with Key Organizations**

Continue collaboration with:

- **Community Development Advocates of Detroit (CDAD):** Explore opportunities for sustained operational funding to support the work of existing and emerging Community Development Organizations (CDOs) along the JLG corridor.
- **Joe Louis Greenway Partnership (JLGP):** JLGP is a nonprofit dedicated to supporting the Greenway through programming, beautification, community engagement, and neighborhood development. Ongoing support and investment in JLGP are essential to advancing its mission and ensuring strong connections between the Greenway and the neighborhoods it serves.
- **Invest Detroit:** A mission-driven financial institution focused on catalyzing equity, investment, and wealth generation through targeted capital deployment and strategic partnerships. The Strategic Neighborhood Fund (SNF)—a collaboration between the City of Detroit and Invest Detroit—serves as a model for coordinated investment. There is an opportunity to adapt lessons from the SNF model to meet the specific needs of neighborhoods along the Joe Louis Greenway.

> **Prioritize Ongoing Community Engagement**

Capacity building must be rooted in ongoing, inclusive community engagement, ensuring residents remain involved, informed, and inspired to shape development in their neighborhoods.

COMMUNITY VALUES FOR NEW DEVELOPMENT

During on-site conversations about potential future development, residents shared a range of hyper-local needs and preferences. To create real community value, project-by-project engagement is essential to understand potential benefits and address possible impacts.

Key considerations for equitable development:

Prioritize Longtime Residents:

- Incorporate disposition and land use policies that protect longtime residents.
- Allow for Sidelot sales and single-family buffer zones near large-scale developments.
- Include protections when public land is sold for development, such as clawback clauses to ensure developers follow through on commitments.

Ensure Transparent and Inclusive Engagement:

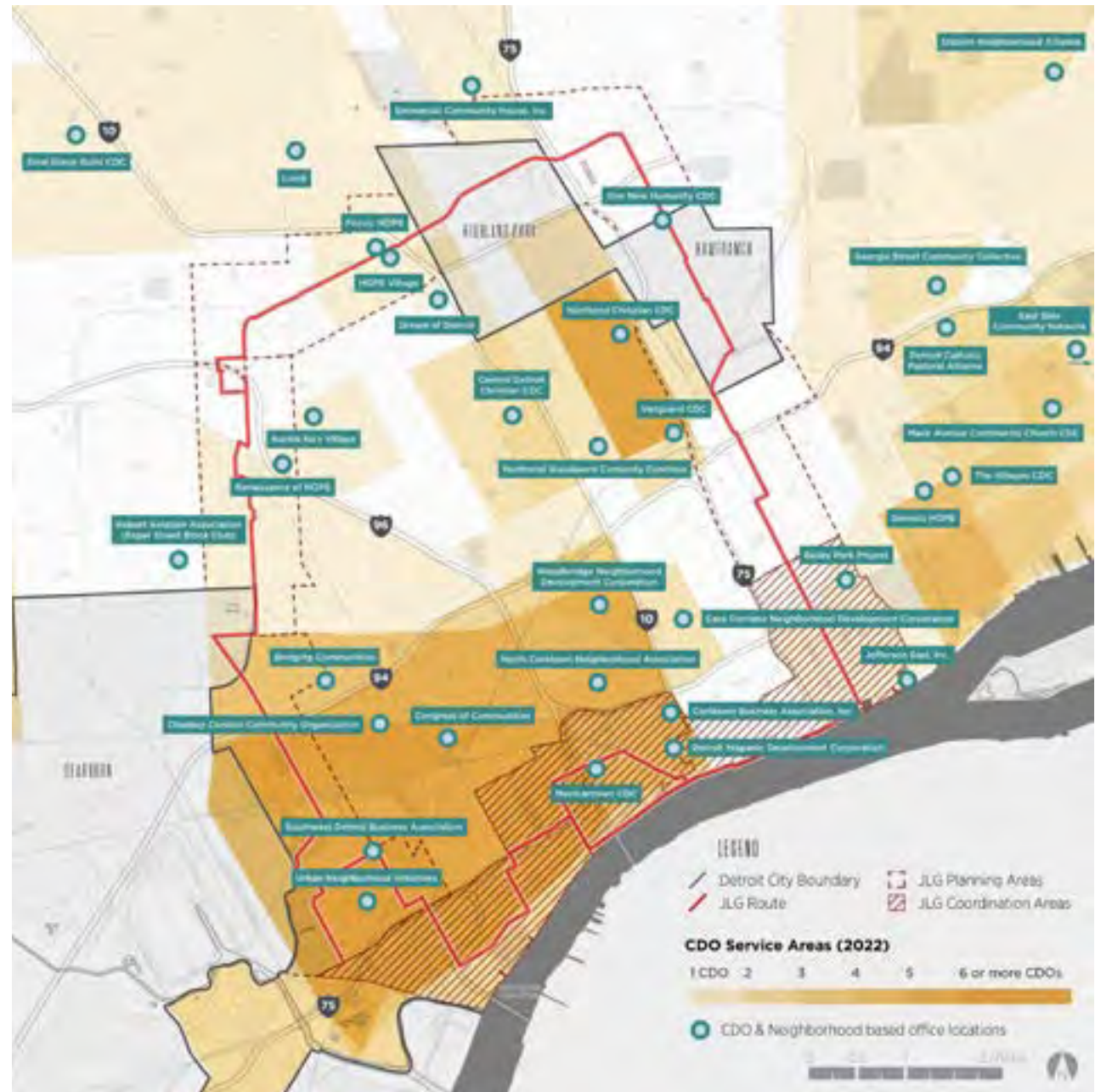
- Create structured engagement opportunities with each development team.
- Maintain ongoing dialogue with residents and neighborhood groups to identify and address concerns on a project-by-project basis.

Clarify Community Benefits:

- Clearly communicate potential benefits of each development. For industrial or commercial projects, this could include number of jobs created, anticipated pay ranges, job application process and local hiring plans.

Mitigate Potential Impacts:

- Collaborate with community members to reduce adverse effects, such as:
 - Implementing green stormwater infrastructure where appropriate.
 - Managing noise and odors.
 - Providing clear construction timelines and updates.



Source: Interface Studio, produced with data provided by CDAD and D3 with the generous support of Hudson Webber Foundation

5

IMPLEMENTATION

SUMMARY OF OPPORTUNITIES

The investment in the Greenway is a generational investment across Detroit neighborhoods and offers an opportunity to spur neighborhood improvements long sought by local residents. In addition to the Greenway itself, which provides new recreation and open space, the investments outlined in this document include housing stabilization, new development and neighborhood commercial services, new mobility options with improved access and safety, and beautification and greening of industrial properties and vacant land. With continued investment, JLG Greenway Opportunity Areas could see:

158

**ACRES
BEAUTIFIED
OR ACTIVATED
VACANT LAND
ACROSS 1,092
PARCELS**

84

**VACANT
BUILDINGS
ADDRESSED**

100K

**SQFT OF SMALL
BUSINESS
POP UP SPACE
ACROSS 8 SITES**

16

**NEW JLG
ACCESS POINTS
ESTABLISHED
THROUGH
PUBLIC-PRIVATE
PARTNERSHIP**

27,800

**LINEAR FT
BEAUTIFIED
OR ACTIVATED
INDUSTRIAL
FRONTAGE**

8

**JLG NEW OR
ACTIVATED JLG
TRAILHEAD
PARKS**

360

**NEW HOUSING
UNITS BUILT
ON PUBLICLY
OWNED SITES**

7

**MILES OF
STREETSCAPE
IMPROVEMENTS
(+ 10 “SLOW
STREET”
CONNECTORS)**

156

**DLBA
RESIDENTIAL
REHABS
COMPLETE
IN ADJACENT
BLOCKS**

5

**NEW MODERN
LIGHT
EMPLOYMENT
DISTRICTS**

WHERE DO WE START?

Many of the improvements identified in this plan will take time. The scale of the challenges—especially the large number of vacant properties—requires both sustained funding and strong local leadership. However, this is not a time to wait. Several near-term actions can and should begin immediately.

1. **Clean up + Stabilization** - Improving quality of life through clean-up efforts is a top priority for nearby residents. This includes addressing nuisance properties, and piloting initiatives to clean and green vacant land. Focus initial efforts in identified Greenway Opportunity (GO) areas, and then on lots within one block of the Joe Louis Greenway (JLG), those adjacent to occupied housing, and parcels located along key access routes.
2. **Policy Initiatives** - Strategic zoning and other policy changes are essential to ensure future development aligns with community expectations. These reforms will help shape a built environment that reflects residents' vision and values. (See page 88)
3. **Targeted Investments**- To fully realize the plan, a diverse and layered financing strategy is needed. Funding should support capital investments, greenway programming, and economic development initiatives. A balanced approach might include:
 - **Public Funding** from the City of Detroit, State of Michigan, and federal sources;
 - **Earned Income** through events, food sales, and programming;
 - **Contributed** Income from individuals, philanthropic organizations, and local businesses.

While value capture tools such as Tax Increment Financing (TIFs) and development impact fees were explored as they were used in the Atlanta Beltline, they face legal and practical constraints in the short term in Detroit's case. For instance, a Greenway-wide TIF is not currently viable due to legislative hurdles, and Michigan law does not permit broad development impact fees. Smaller-scale programs like the Community Development or Brownfield Programs may offer more immediate, targeted opportunities. See page 91 for more actions around financing.

4. **Leveraging Greenway construction** - The Greenway is under construction and will be fully built out in phases. With the off-street Greenway already completed in the Dequindre Cut and West Side areas, and the Southwest portion underway, these locations are perfect opportunities for new, short-term investment to test neighborhood development strategies in varied market and land-use conditions.

- **JLG Westside:** A housing pilot is already in place to help with housing stabilization around the Greenway. New pop-up retail and cleaning and greening are also opportunities for properties along and near the Greenway.
- **JLG Dequindre Cut:** Implementing the Eastern Market Framework Plan, which offers a roadmap for adding new business, housing, and job opportunities, should continue to be prioritized. Additional improvements to wayfinding and access will enhance activation and use.
- **JLG Southwest:** In anticipation of the new greenway segments through Woodmere and Patton Park, priorities include enhanced safety, connectivity and targeted open space enhancements. These efforts can align with further implementation of the West Vernor Corridor Framework Plan, and opportunities for infill housing development.



JLG under construction

IMPLEMENTATION MATRIX

The successful realization of the Joe Louis Greenway vision requires a coordinated and phased approach to implementing this study's recommendations. The following implementation matrix outlines the actions for translating planning concepts into tangible outcomes. This matrix includes the comprehensive list of all of the plan's recommendations, the actions required to bring each to fruition, the agencies responsible to lead or support implementation, estimated timelines, a general cost scale (low, medium, high), and a summary of funding needs. Together, these components offer a clear framework for tracking progress and prioritizing investments.

Key implementation partners span across various City departments and external organizations. These include:

- **PDD** – Planning and Development Department
- **HRD** – Housing and Revitalization Department
- **GSD** – General Services Department
- **DPW** – Department of Public Works
- **BSEED** – Buildings, Safety Engineering and Environmental Department
- **OMI** – Office of Mobility Innovation
- **DDOT** – Detroit Department of Transportation
- **JET** – Jobs & Economy Team
- **DEGC** – Detroit Economic Growth Corporation
- **DLBA** – Detroit Land Bank Authority
- **JLGP** – Joe Louis Greenway Partnership
- **Invest Detroit** – Community Development Financial Institution
- **Community Partners** – A diverse coalition of neighborhood groups, nonprofits, advocacy organizations, and local residents whose input and collaboration are vital to equitable and effective implementation.

This matrix is intended to be a living tool that evolves with ongoing community engagement, funding opportunities, and inter-agency collaboration. It ensures that the planning vision for the Greenway is met with the strategic capacity and commitment necessary to transform Detroit's public realm and improve quality of life for its residents.

Metrics and measuring success

Beyond identifying project partners, timelines, and costs, it is crucial to measure the long-term impact of the Greenway and associated investments. Equally important is maintaining transparent communication with communities about progress.

As construction continues, the outcomes of this plan's recommendations can be monitored using the metrics outlined on the following pages. These indicators will help to track progress, evaluate performance, and guide future decision-making.

Key program and project metrics will be developed for each JLG Neighborhood & Economic Development initiative to assess the impact of recommended actions. In addition, a baseline of key neighborhood indicators—aligned with the plan's goals—will be established and updated annually, using available datasets maintained by the City of Detroit and its partners.

Where capacity allows, user counts and intercept surveys will also be conducted and included in the annual updates to provide a more complete picture of community use and experience.



IMPLEMENTATION MATRIX

GOAL	RECOMMENDATION	ACTION	WHO <i>red = lead, blue = support</i>											TIMEFRAME	INITIATIVE TYPE	PRIORITY OPPORTUNITY AREAS	COST	
			PDD	HRD	GSD	DPW	BSEED	OMI / DDOT	JET / DEGC	DLBA	JLGP	INVEST DETROIT	COMMUNITY PARTNERS				COST SCALE	FUNDING NEEDS
BUILD WEALTH & ENSURE HOUSING AFFORDABILITY	1.1 Better understand the collective and individual needs to support existing residents, whether renters or homeowners	Target Outreach to nearby residents to increase access to and inform expansion of housing resources to support affordable homeownership					●				●		●	Active	Outreach / Engagement New Program	Tireman-Joy Pilot Littlefield Davison-Schoolcraft Springwells Cadillac Heights Dexter-Fenkell	\$\$	Door-to-door outreach Property Management (Swaps) Single-Family Landlord Buyout Legal Services Home Repair
		Invest in stabilization of publicly-owned properties, both vacant structures and land		●	●		●			●				Active	Program Expansion New Program	Tireman-Joy Pilot 1st Block Initiative	\$\$	Vacant Land clean-up DLBA Vacant Property Rehab DLBA Purchaser Rehab Support
	1.2 Preserve affordability for current rental units and invest in existing buildings to improve quality and quantity	Establish programs for repair/rehab grants for small scale rental housing (i.e. Duplexes, 2nd floor apartments)		●			●						●	0-2 Years	Program Expansion	Tireman-Joy Pilot Springwells Oakman Blvd Community	\$\$	Staff time / Property Assessments Property improvement grants
		Invest in rehabilitation of vacant and occupied multi-family / mixed-use buildings with requirements to maintain affordability		●			●			●			●	0-2 Years	Outreach / Engagement Projects	Springwells Oakman Blvd Community	\$\$\$	Outreach / Events / Brochures Acquisition, Pre-Dev & Gap Funding
	1.3 Leverage public assets to create new affordable housing and preserve space for longer-term opportunities	In stronger market areas request proposals and provide resources for new mixed income multi-family development on publicly-owned sites	●	●			●		●	●		●	●	0-2 Years	Projects	Eastern Market Springwells	\$\$\$	Pre-Dev & Gap Funding
		Strategic Land Banking & Beautification for long-term housing opportunity sites <i>(See Beautify & Green 5.1)</i>	●	●	●				●	●				5-10 years	Policy	GO Areas	-	
	1.4 Align zoning and land use policy to support housing investment	Explore opportunity to establish a Community Land Trust(s) adjacent to JLG <i>(See Around the Greenway 6.3)</i>	●	●						●	●		●	0-2 Years	Outreach / Engagement	JLG-Wide	\$	Engagement & Legal Services
		Expand Targeted Multi-family Area boundaries in alignment with JLG recommendations <i>(See Around the Greenway 6.2)</i>	●	●										0-2 Years	Policy	JLG-Wide	-	
		Evaluate zoning changes to support increased density at key housing sites <i>(See Around the Greenway 6.1)</i>	●	●			●							0-2 Years	Policy	JLG-Wide	-	

METRICS

GOAL	RECOMMENDATION	ACTION	MEASURING SUCCESS	
			KEY PROGRAM/PROJECT METRICS	KEY NEIGHBORHOOD INDICATORS
BUILD WEALTH & ENSURE HOUSING AFFORDABILITY	1.1 Better understand the collective and individual needs to support existing residents, whether renters or homeowners	Target Outreach to nearby residents to increase access to and inform expansion of housing resources to support affordable homeownership	# households reached # residents connected to existing housing resources (legal services, accessibility, lead, sewer, tax assistance, etc...) # new homeowners # homeowner properties improved	HOMEOWNERSHIP <ul style="list-style-type: none"> Avg Home Sale Value (MLS) HOPE (and other tax relief programs: NEZ, PRE, etc...) Participation Home Values (Census) Homeownership Rates (by Race) Housing Cost Burden (Owner Occupied) % of Homes with Home Insurance Traditional Mortgage or other Home Loans starts (DHM, HUD 203, etc...) % Rent Burdened population (by Race) RENTAL HOUSING <ul style="list-style-type: none"> % Rent Burdened population (by Race) Regulated affordable units Avg/Median Rental Rates Rental Registration & Compliance rates HOUSING QUALITY, VACANCY & COMPLIANCE <ul style="list-style-type: none"> Properties w/ Code violations (Blight Tickets) Building Permits (Residential) Foreclosure rates Housing vacancy (% Vacant Structures) Program participation (lead service line replacement, Basement backup retrofits) % Vacant Land (Total Parcel or Land Area) DLBA Structure sales (Auction, Own-it-now & Occupied) Public Ownership (Structures & Land) DEMOGRAPHIC INDICATORS <ul style="list-style-type: none"> Out-Migration by Race (demographic shifts)
		Invest in stabilization of publicly-owned properties, both vacant structures and land	# of walkaway-properties rehabbed # vacant structures rehabbed # vacant lots cleaned up # of demolitions complete	
	1.2 Preserve affordability for current rental units and invest in existing buildings to improve quality and quantity	Establish programs for repair/rehab grants for small scale rental housing (i.e. Duplexes, 2nd floor apartments)	# of units improved and preserved # of new affordable units	
		Invest in rehabilitation of vacant and occupied multi-family / mixed-use buildings with requirements to maintain affordability	# of units improved and preserved # of units created through rehab of vacant multifamily # of projects w/ pilot participation	
	1.3 Leverage public assets to create new affordable housing and preserve space for longer-term opportunities	In stronger market areas request proposals and provide resources for new mixed income multi-family development on publicly-owned sites	# new housing units (by AMI)	
		Strategic Land Banking & Beautification for long-term housing opportunity sites (See <i>Beautify & Green 5.1</i>)	# sites / # acres preserved for future development # future housing units anticipated	
	1.4 Align zoning and land use policy to support housing investment	Explore opportunity to establish a Community Land Trust(s) adjacent to JLG (See <i>Around the Greenway 6.3</i>)	# stakeholders /organizations engaged model proposed for JLG CLT	
		Expand Targeted Multi-family Area boundaries in alignment with JLG recommendations (See <i>Around the Greenway 6.2</i>)	# of multifamily affordable housing projects proposed within 1/2 mile of JLG	
		Evaluate zoning changes to support increased density at key housing sites (See <i>Around the Greenway 6.1</i>)	# of projects taking advantage of new zoning.	

GOAL	RECOMMENDATION	ACTION	WHO <i>red = lead, blue = support</i>											TIMEFRAME	INITIATIVE TYPE	PRIORITY OPPORTUNITY AREAS	COST	
			PDD	HRD	GSD	DPW	BSEED	OMI / DDOT	JET / DEGC	DLBA	JLGP	INVEST DETROIT	COMMUNITY PARTNERS				COST SCALE	FUNDING NEEDS
SUPPORT SMALL BUSINESS & COMMERCIAL CORRIDOR ACTIVATION	2.1 Strategically invest to better connect commercial corridors that are within walking/ biking distance of the JLG	Prioritize pedestrian and bike connections to/from commercial corridors within 1/2 mile of JLG <i>(See Connectivity & Access 4.2)</i>				●		●	●					3-5 years	Policy	W. Warren Dexter Joseph Campau	-	See Mobility & Connectivity
		Work with local business associations (formal/informal) around the Greenway to promote local businesses and commercial districts through programming & signage <i>(See Connectivity & Access 4.2)</i>	●		●	●			●		●		●	0-2 Years	Outreach / Engagement	GO Areas	\$	Staff time Signage design and installation
		Invest in infrastructure and public amenities where commercial corridors intersect with the Greenway <i>(See Connectivity & Access 4.1 & 4.3)</i>			●	●		●			●	●	●	0-2 Years	Projects	JLG Westside Eastern Market	\$	Seating, Stairways/ Ramps, Plazas, Bicycle tools, Art,
	2.2 Focus on activating commercial corridors where they meet the JLG, including support for businesses and properties	Target outreach to nearby businesses and property owners to understand needs and focus on tactical, immediate property clean ups and improvements	●		●		●		●		●		●	0-2 Years	Outreach / Engagement	Blight to Beauty Commercial Corridors	\$	Staff time and dollars for clean up activities
		In stronger market areas, invest in new commercial / mixed-use development projects	●	●			●		●			●	●	0-2 Years	Projects	GO Areas	\$\$\$\$	Acquisition, Pre-Dev, and Gap funding
	2.3 Create programs and spaces to support retail activity along the JLG	Establish clear standards, process and resources for pop-up commercial activity along the JLG <i>(See Around the Greenway 6.1)</i>	●		●		●		●		●			0-2 Years	Policy	JLG Westside JLG Southwest	\$\$	Annual "Mobile Match" Program Budget
		Create spaces to support pop-up, seasonal or temporary retail activity along the JLG	●		●		●		●		●	●		0-2 Years	Projects	JLG Westside Eastern Market	\$\$	Pre-Dev & Capital Improvements

GOAL	RECOMMENDATION	ACTION	MEASURING SUCCESS	
			KEY PROGRAM/PROJECT METRICS	KEY NEIGHBORHOOD INDICATORS
SUPPORT SMALL BUSINESS & COMMERCIAL CORRIDOR ACTIVATION	2.1 Strategically invest to better connect commercial corridors that are within walking/ biking distance of the JLG	Prioritize pedestrian and bike connections to/from commercial corridors within 1/2 mile of JLG <i>(See Connectivity & Access 4.2)</i>	# DPW capital projects in JLG planning area	COMMERCIAL ACTIVITY <ul style="list-style-type: none"> Local spending Motor City Match Awards # Commercial business licenses - including % that are retail Commercial Building Permits Greenway traffic (Foot/Cyclists) by Segment Foot Traffic at Commercial Corridors DEMOGRAPHIC INDICATORS <ul style="list-style-type: none"> Daytime Population (workers) Population Density
		Work with local business associations (formal/informal) around the Greenway to promote local businesses and commercial districts through programming & signage <i>(See Connectivity & Access 4.2)</i>	# of businesses engaged # of wayfinding projects	
		Invest in infrastructure and public amenities where commercial corridors intersect with the Greenway <i>(See Connectivity & Access 4.1 & 4.3)</i>	# projects Usership data	
	2.2 Focus on activating commercial corridors where they meet the JLG, including support for businesses and properties	Target outreach to nearby businesses and property owners to understand needs and focus on tactical, immediate property clean ups and improvements	# corridors canvassed # businesses engaged # new business associations # properties improved # public arts projects	
		In stronger market areas, invest in new commercial / mixed-use development projects	# of sqft new commercial /retail space	
	2.3 Create programs and spaces to support retail activity along the JLG	Establish clear standards, process and resources for pop-up commercial activity along the JLG <i>(See Around the Greenway 6.1)</i>	# of participating businesses # of activations / events # greenway users / traffic \$ spending generated	
		Create spaces to support pop-up, seasonal or temporary retail activity along the JLG	# of sites /sqft of space activated	

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CREATE & SUSTAIN JOBS	3.1 Create better connections between industrial employers and the Joe Louis Greenway	Work with adjacent industrial businesses to improve their access along Greenway frontage and promote JLG use by employees and customers	●		●	●		●	●		●			Ongoing	Outreach / Engagement	JLG Westside JLG Northwest	\$	Staff time, sidewalks, crosswalks, lighting, art (if appropriate)
		Establish Good Neighbor Agreements with willing industrial businesses adjoining the Greenway and residential for upkeep	●		●	●			●		●			0-2 Years	New Program	JLG-Wide	-	
	3.2 Better align industrial zoning with today's opportunities	Establish guidelines for disposition of publicly owned industrial sites and JLG-specific design standards for properties adjacent to the JLG <i>(See Around the Greenway 6.1)</i>	●	●			●		●					Ongoing	Policy	JLG-Wide	-	
		Work to transition industrial opportunity sites that are underutilized to maximize their potential	●				●		●	●		●	●	0-2 Years	Projects	JLG Westside JLG Northwest Dequindre Cut Extension	\$\$	Site feasibility studies, clean-up, infrastructure improvements, acquisition & marketing
		Study opportunities to downzone from M4 to light industrial, industrial-mixed, and in some cases non-industrial zoning <i>(See Around the Greenway 6.1)</i>	●						●					Ongoing	Policy	JLG Northeast JLG Westside JLG Southwest	-	
	3.3 Upgrade the condition of existing industrial properties	Pilot Industrial Motor City Restore Matching Grant Program	●				●		●		●		●	0-2 Years	New Program	Southwest Westside Northwest	\$\$	Staff time, incentive support Revolving loan and/or grant funds for space upgrades, staff time
		Target outreach to businesses and property owners to understand needs and focus on tactical, immediate property improvements	●		●		●		●					3-5 years	Outreach / Engagement	1st Block Initiative	\$	Large-scale public art Fencing Landscape
		Study opportunities to reroute trucks away from JLG and residential areas and identify mitigation strategies in the ROWs around industry and along truck routes	●			●		●	●				●	0-2 Years	Projects	JLG Westside JLG Northwest	\$	Truck Study
		Invest in green buffers between industrial uses and residential blocks <i>(See Beautify & Green 5.1)</i>	●		●	●			●	●			●	3-5 years	Projects	JLG Westside Dequindre Cut Extension	-	See planting pilots
	3.4 Bring Employment & Skilling Services to the JLG	Leverage training & workforce experience programs in future greenway maintenance & land stewardship pilots	●		●				●		●			0-2 Years	Policy	JLG-Wide	\$	Hiring Fairs, Outreach
		Work with new development & employers to develop job training programs specific to new and growing sectors, and bring job fairs to events on the JLG	●						●		●			Ongoing	Existing Program	JLG-Wide	-	
	3.5 Explore a long-term opportunity to create space for entrepreneurs alongside the JLG	Strategically acquire and assemble land to support new industrial development	●						●	●		●	●	0-2 Years	Projects	Dequindre Cut Extension JLG Northwest	\$\$\$	Site assembly, clean-up and infrastructure improvements
		Evaluate opportunities to rehab or build new, modern small to mid-size industrial space for small and growing businesses	●						●			●		3-5 years	Projects	JLG Northwest Dequindre Cut Extension		Subsidy for the rehabilitation or new development of modern industrial space, staff time

GOAL	RECOMMENDATION	ACTION	MEASURING SUCCESS	
			KEY PROGRAM/PROJECT METRICS	KEY NEIGHBORHOOD INDICATORS
CREATE & SUSTAIN JOBS	3.1 Create better connections between industrial employers and the Joe Louis Greenway	Work with adjacent industrial businesses to improve their access along Greenway frontage and promote JLG use by employees and customers	# businesses engaged JLG employer usership # of JLG access points established / improved	INDUSTRIAL ACTIVITY <ul style="list-style-type: none"> Industrial businesses Jobs (by type, wage) Jobs per acre on commercial & industrial property Avg Business Size (by # employees or revenue) Business financing Entrepreneurship rates Legacy Business Registration & Awards DEMOGRAPHIC INDICATORS <ul style="list-style-type: none"> Educational Attainment Households receiving Snap Benefits Median Income Poverty Levels Resident Indicators Share of Middle-Class Households Unemployment (by race, age, gender)
		Establish Good Neighbor Agreements with willing industrial businesses adjoining the Greenway and residential for upkeep	# of agreements \$ invested in kind	
	3.2 Better align industrial zoning with today's opportunities	Establish guidelines for disposition of publicly owned industrial sites and JLG-specific design standards for properties adjacent to the JLG <i>(See Around the Greenway 6.I)</i>	# sites reviewed Improvements made	
		Work to transition industrial opportunity sites that are underutilized to maximize their potential	# sites reviewed # acres redeveloped # new jobs (type, wage, detroiters, etc..)	
		Study opportunities to downzone from M4 to light industrial, industrial-mixed, and in some cases non-industrial zoning <i>(See Around the Greenway 6.I)</i>	# of rezonings complete # acres rezoned	
	3.3 Upgrade the condition of existing industrial properties	Pilot Industrial Motor City Restore Matching Grant Program	# of awards # sq ft re-activated # new jobs # preserved jobs	
		Target outreach to businesses and property owners to understand needs and focus on tactical, immediate property improvements	# properties improved # public arts projects	
		Study opportunities to reroute trucks away from JLG and residential areas and identify mitigation strategies in the ROWs around industry and along truck routes	# of improved truck routes # JLG connections	
		Invest in green buffers between industrial uses and residential blocks <i>(See Beautify & Green 5.I)</i>		
	3.4 Bring Employment & Skilling Services to the JLG	Leverage training & workforce experience programs in future greenway maintenance & land stewardship pilots	# new jobs (type, wage, detroiters, etc..)	
		Work with new development & employers to develop job training programs specific to new and growing sectors, and bring job fairs to events on the JLG	# of employers engaged # job fairs held # of detroiters trained	
	3.5 Explore a long-term opportunity to create space for entrepreneurs alongside the JLG	Strategically acquire and assemble land to support new industrial development	# sites # acres assembled # new jobs (type, wage, detroiters, etc..)	
		Evaluate opportunities to rehab or build new, modern small to mid-size industrial space for small and growing businesses	# sqft new industrial space # new jobs (type, wage, detroiters, etc..)	

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IMPROVE CONNECTIVITY & ACCESS	4.1 Improve Streets at Key JLG Intersections	Undertake streetscape enhancements along major roads that connect to the greenway (including road improvements sidewalk improvements, bicycle facilities, new signage, crossings, lighting, and art)	●		●	●			●			●		3-5 years	Projects	W. Warren W. Vernor Grand River	\$\$\$\$	Design, installation and maintenance of streetscape improvements
		In high conflict areas (highways, major roadways, railways and truck routes), identify opportunities for road rightsizing, crossing enhancements, reinforcement of greenway character, and alternative routes	●			●			●					3-5 years	Projects	JLG Southwest JLG Northwest Dequindre Cut Ext.	\$\$\$	Road improvements
	4.2 Identify preferred slow streets to connect to the greenway	Improve safety and accessibility of priority connections to the JLG through traffic calming, ADA sidewalks, crosswalks, lighting, and trees	●			●					●		●	3-5 years	Projects	Prioritize based on alignment with available funding	\$\$	Design and installation of Slow Streets improvements
		Provide wayfinding signage to help residents and visitors navigate to/from the greenway and neighborhood assets & commercial corridors	●		●	●					●			0-2 Years	New Program	GO Areas	\$	Design, installation and maintenance of signage
	4.3 Improve mobility at key access points with high connectivity for all modes	Invest in bus shelters, amenities, micro-mobility / bike share access and pedestrian approaches to the greenway	●			●	●	●				●		0-2 Years	Projects	JLG Westside JLG Southwest Eastern Market	\$\$	Design, installation and maintenance of mobility hubs (including MoGo Stations, Bus Shelters, bike parking & Repair
		Provide off-street parking with EV charging at primary trailheads, with multi-modal connections. Utilize on-street and existing parking where possible	●		●		●	●	●		●			Ongoing	Projects	JLG-Wide	\$\$	Incentives to use existing parking as necessary, design, installation and maintenance of new parking areas
	4.4 Evaluate JLG usership to identify gaps and barriers to access. Adjust mobility strategies accordingly	Explore using tools to gather JLG usership data including who is using the greenway, and where they are coming from, to address gaps in nearby resident participation and track trends	●		●	●			●		●			0-2 Years	New Program	JLG-Wide	\$	Monitoring / Data Subscriptions / Intercept Surveys

GOAL	RECOMMENDATION	ACTION	MEASURING SUCCESS	
			KEY PROGRAM/PROJECT METRICS	KEY NEIGHBORHOOD INDICATORS
IMPROVE CONNECTIVITY & ACCESS	4.1 Improve Streets at Key JLG Intersections	Undertake streetscape enhancements along major roads that connect to the greenway (including road improvements, sidewalk improvements, bicycle facilities, new signage, crossings, lighting, and art)	# streetscape projects # miles improved	SAFETY <ul style="list-style-type: none"> Injury / Fatality Data Road Resurfacing / Sidewalk repair ALTERNATIVE TRANSPORTATION <ul style="list-style-type: none"> Bike Usership Data EV charging availability Walk Score PUBLIC TRANSIT ACCESS <ul style="list-style-type: none"> Bus ridership data – routes / stops adjacent to JLG VEHICLE INFRASTRUCTURE & PARKING <ul style="list-style-type: none"> City-wide Parking Lot Data
		In high conflict areas (highways, major roadways, railways and truck routes), identify opportunities for road rightsizing, crossing enhancements, reinforcement of greenway character, and alternative routes	# improved crossings/intersections	
	4.2 Identify preferred slow streets to connect to the greenway	Improve safety and accessibility of priority connections to the JLG through traffic calming, ADA sidewalks, crosswalks, lighting, and trees	# miles of improved slow streets # of improved crossings	
		Provide wayfinding signage to help residents and visitors navigate to/from the greenway and neighborhood assets & commercial corridors	# wayfinding projects/signs	
	4.3 Improve mobility at key access points with high connectivity for all modes	Invest in bus shelters, amenities, micro-mobility / bike share access and pedestrian approaches to the greenway	# of new mobility assets (chargers, scooter parking, bus shelters, mogo stations)	
		Provide off-street parking with EV charging at primary trailheads, with multi-modal connections. Utilize on-street and existing parking where possible	# of parking lots / parking agreements Parking utilization Distance between parking access	
	4.4 Evaluate JLG usership to identify gaps and barriers to access. Adjust mobility strategies accordingly	Explore using tools to gather JLG usership data including who is using the greenway, and where they are coming from, to address gaps in nearby resident participation and track trends	# miles of JLG - off-street, on-street, on-street adjacent (designed, under construction, open) contract collection of additional JLG usership data Currently collecting: ped/bike usage at gateway and open segments	

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BEAUTIFY & GREEN NEIGHBORHOODS	5.1 Establish and promote a range of vacant lot beautification typologies	Pilot interim and permanent typologies on publicly-owned properties	●		●	●	●			●	●		●	0-2 Years	Projects New Program	GO Areas	\$	Design Installation & Maintenance of Plantings (including Workforce Development Programs)
		Leverage available assessment and remediation funds (including EPA CWA grant) to reduce impact of prior contamination	●	●			●		●	●	●		●	0-2 Years	Projects	JLG Northeast JLG Westside	\$\$\$	Assessment & Remediation
	5.2 Match vacant land typologies to key sites	Engage community groups in land stewardship planning <i>(See Around the Greenway 6.3)</i>	●	●						●	●		●	0-2 Years	Outreach / Engagement	Springwells JLG Westside	\$	Outreach
		Pursue funding and partnerships to pilot wildflower lawns, meadows, tree planting and community activation	●		●					●	●		●	3-5 years	Projects	JLG-Wide	\$	Staff time, Matching Funds
	5.3 Fill park gaps and improve JLG Access	Invest in acquisition or easement agreements with private property owners to facilitate new JLG Connectors	●		●	●	●			●	●			3-5 years	Projects	JLG Westside JLG Northwest Dequindre Cut Extension	\$\$	Survey, Legal fees, Acquisition, Design & Construction costs
		Explore opportunities to expand recreation amenities in strategic locations on JLG property or adjacent vacant land & align capital planning	●		●		●			●	●		●	5-10 years	Projects	Prioritize based on park gap analysis & available funding	\$\$\$\$	Land assembly, design, installation and maintenance of new open spaces
	5.4 Leverage JLG investment to connect residents to parks and community recreation and open spaces	Prioritize connectivity improvements to directly link neighborhood parks, open spaces and recreation centers to the greenway <i>(See Connectivity and Access 4.1)</i>	●		●	●					●			3-5 years	Policy	JLG-Wide	-	See Mobility & Connectivity

GOAL	RECOMMENDATION	ACTION	MEASURING SUCCESS	
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BEAUTIFY & GREEN NEIGHBORHOODS	5.1 Establish and promote a range of vacant lot beautification typologies	Pilot interim and permanent typologies on publicly-owned properties	#of sites/acres planting (breakdown locations - buffer, corridor, residential) # of typologies piloted # trees planted # jobs created	VACANCY & PROPERTY CONDITIONS <ul style="list-style-type: none"> Blight (% properties from Blight model) Demolitions DLBA Sales – Land Based Projects, Community Partner, Side Lots Improve Detroit data SAFETY <ul style="list-style-type: none"> Crime data ENVIRONMENTAL QUALITY & OPEN SPACE <ul style="list-style-type: none"> Detroit Tree Equity Index Score / Tree canopy Park Access Particulate Matter
		Leverage available assessment and remediation funds (including EPA CWA grant) to reduce impact of prior contamination	# of sites / acres assessed # sites /acres remediated	
	5.2 Match vacant land typologies to key sites	Engage community groups in land stewardship planning <i>(See Around the Greenway 6.3)</i>	# groups engaged # properties improved	
		Pursue funding and partnerships to pilot wildflower lawns, meadows, tree planting and community activation	# of dollars leveraged through partnerships	
	5.3 Fill park gaps and improve JLG Access	Invest in acquisition or easement agreements with private property owners to facilitate new JLG Connectors	# of new JLG connections	
		Explore opportunities to expand recreation amenities in strategic locations on JLG property or adjacent vacant land & align capital planning	# acres new open space # park gaps filled # parks improved # of park/JLG users	
	5.4 Leverage JLG investment to connect residents to parks and community recreation and open spaces	Prioritize connectivity improvements to directly link neighborhood parks, open spaces and recreation centers to the greenway <i>(See Connectivity and Access 4.1)</i>		

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AROUND THE GREENWAY	6.1 Set Clear Expectations for Properties Along the Greenway	Study industrially-zoned properties around the JLG and pursue downzoning in phases while incorporating recommendations into future comprehensive Masterplan and Zoning updates	●						●				●	0-2 Years	Policy	JLG-Wide	-	
		Study opportunities for zoning text amendments to support key JLG strategies such as a multi-family residential density bonus and food truck plazas	●	●			●		●				●	0-2 Years	Policy	JLG Westside JLG Southwest	-	
		Establish JLG Design Guidelines to help City staff interpret existing code requirements for properties adjacent to the JLG	●	●		●	●		●				●	0-2 Years	Policy	JLG-Wide	-	
		Establish property disposition criteria for sale of public land in JLG Study Area to inform marketing materials and phasing as well as evaluation of property applications	●	●					●	●				0-2 Years	Policy	GO Areas	-	
	6.2 Raise Funding and Align Investment Priorities	Establish JLG Neighborhood Project Management Office with defined roles and coordination among partners, including the City of Detroit, Detroit Economic Growth Corporation & JLGP	●	●	●				●		●	●		0-2 Years	New Program	JLG Westside JLG Southwest Eastern Market	\$\$	Operations
		Coordinate pilot initiatives and align investments within Greenway Opportunity Areas (GO Areas)	●	●	●	●	●	●	●	●	●	●	●	Ongoing	Policy	GO Areas	-	
		Expand access to affordable housing funds by revising the City of Detroit Targeted Multi-family Areas (TMA) to include near term “grow” opportunity areas along the JLG		●										0-2 Years	Policy	JLG-Wide	-	
		Explore Financing Strategies including a mix of public and private dollars/incentives	●	●	●				●		●	●	●	Ongoing	Policy	JLG-Wide	-	
	6.3 Build Capacity for Neighborhood Development	Develop cohort-based programs to engage residents groups and emerging CDO's and build local capacity through mini-grants	●								●		●	0-2 Years	New Program	JLG-Wide	\$	Program funding
		Facilitate networking across Community Development Organizations around the JLG	●				●			●	●	●		0-2 Years	New Program	JLG-Wide	\$	Event Production
		Explore models for community ownership and/or stewardship through pilot project policies and processes to embed local values in new development	●	●					●	●	●	●		0-2 Years	Policy	JLG-Wide	-	
		Leverage the JLG corridor to invest in infrastructure to support needs of future neighborhood & economic development	●	●	●				●			●	●	5-10 years	Projects Policy	JLG-Wide	\$\$\$\$	Infrastructure investment and/or matching funds

GOAL	RECOMMENDATION	ACTION	MEASURING SUCCESS	
			KEY PROGRAM/PROJECT METRICS	KEY NEIGHBORHOOD INDICATORS
AROUND THE GREENWAY	6.1 Set Clear Expectations for Properties Along the Greenway	Study industrially-zoned properties around the JLG and pursue downzoning in phases while incorporating recommendations into future comprehensive Masterplan and Zoning updates	# of rezonings complete # Acres rezoned	INFRASTRUCTURE & UTILITIES <ul style="list-style-type: none"> Energy Benchmarking Ordinance (Buildings 25K sqft and more) – participation & reductions Green Stormwater projects Infrastructure age / capacity (Lighting, Gas, Electric, Water, Storm, etc.) Internet at home
		Study opportunities for zoning text amendments to support key JLG strategies such as a multi-family residential density bonus and food truck plazas	# of text amendments # Acres impacted	
		Establish JLG Design Guidelines to help City staff interpret existing code requirements for properties adjacent to the JLG	# Sites reviewed Improvements made	
		Establish property disposition criteria for sale of public land in JLG Study Area to inform marketing materials and phasing as well as evaluation of property applications	# Deals reviewed w/ criteria	
	6.2 Raise Funding and Align Investment Priorities	Establish JLG Neighborhood Project Management Office with defined roles and coordination among partners, including the City of Detroit, Detroit Economic Growth Corporation & JLG	# Staff Hired \$ Funds Raised # Projects Completed	SUSTAINABILITY & RESILIENCE <ul style="list-style-type: none"> Renewable energy production adjacent to Greenway Resilience Hubs adjacent to JLG VACANCY <ul style="list-style-type: none"> Public properties sold COMMUNITY ORGANIZATIONS <ul style="list-style-type: none"> Block Clubs / CDCs / CDOs Business Associations
		Coordinate pilot initiatives and align investments within Greenway Opportunity Areas (GO Areas)	\$ Invest in go areas	
		Expand access to affordable housing funds by revising the City of Detroit Targeted Multi-family Areas (TMA) to include near term “grow” opportunity areas along the JLG	# Projects funded in expanded TMAS	
		Explore Financing Strategies including a mix of public and private dollars/incentives	# Funds raised for neighborhood & economic development tax incentives expanded or targeted along JLG	
	6.3 Build Capacity for Neighborhood Development	Develop cohort-based programs to engage residents groups and emerging CDO's and build local capacity through mini-grants	Housing development panel and tours for residents cohort model to provide technical assistance and seed funding to emerging cdos	
		Facilitate networking across Community Development Organizations around the JLG	# Participating orgs # Community-based projects \$ Invested by community orgs	
		Explore models for community ownership and/or stewardship through pilot project policies and processes to embed local values in new development	Neighborhood development community advisory groups community land trusts	
		Leverage the JLG corridor to invest in infrastructure to support needs of future neighborhood & economic development	Stormwater management capacity # Utility upgrades Fiber Internet Access Service Areas Solar capacity # Properties reporting Energy use per Benchmarking Ordinance	



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