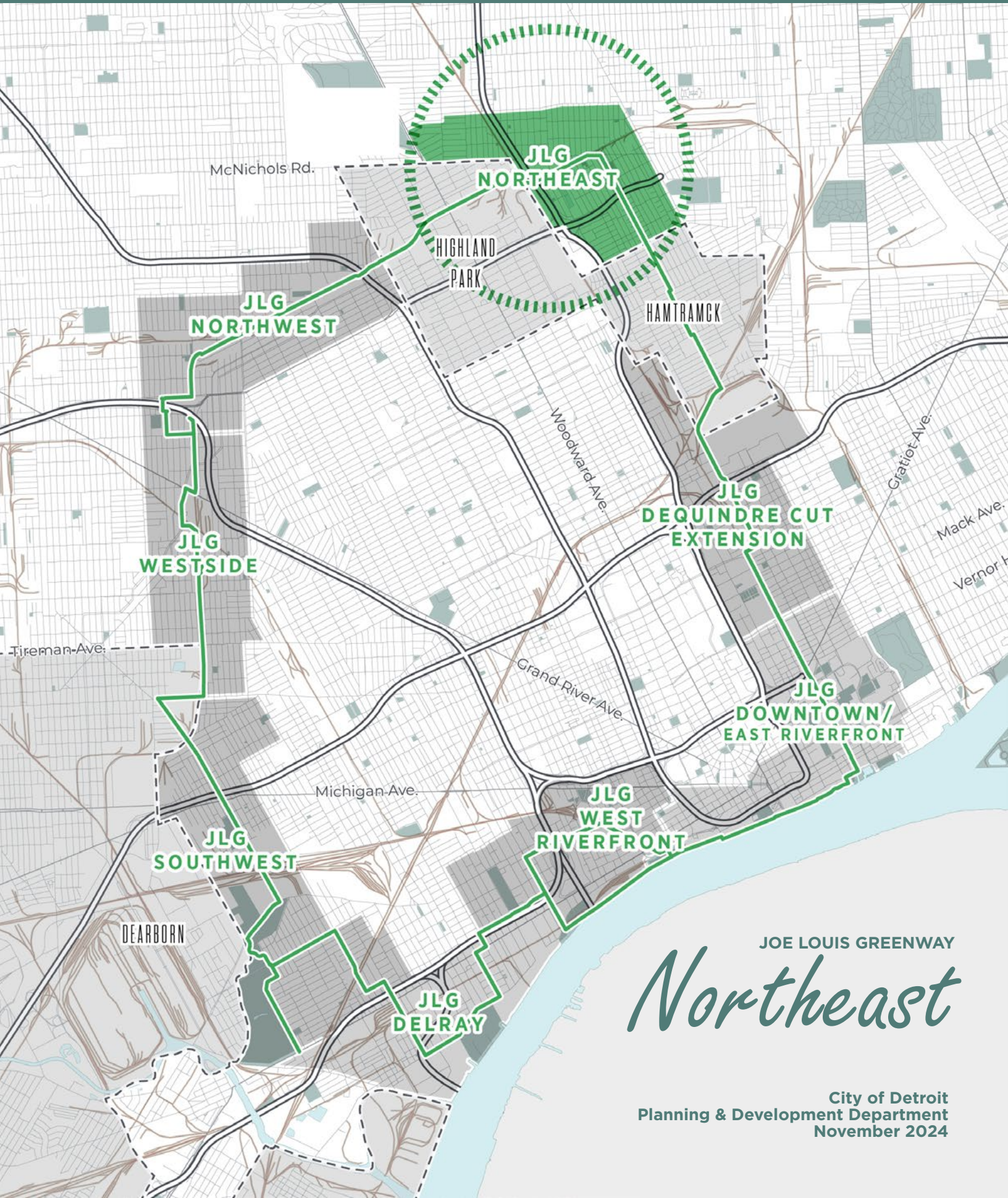




JOE
LOUIS
GREENWAY

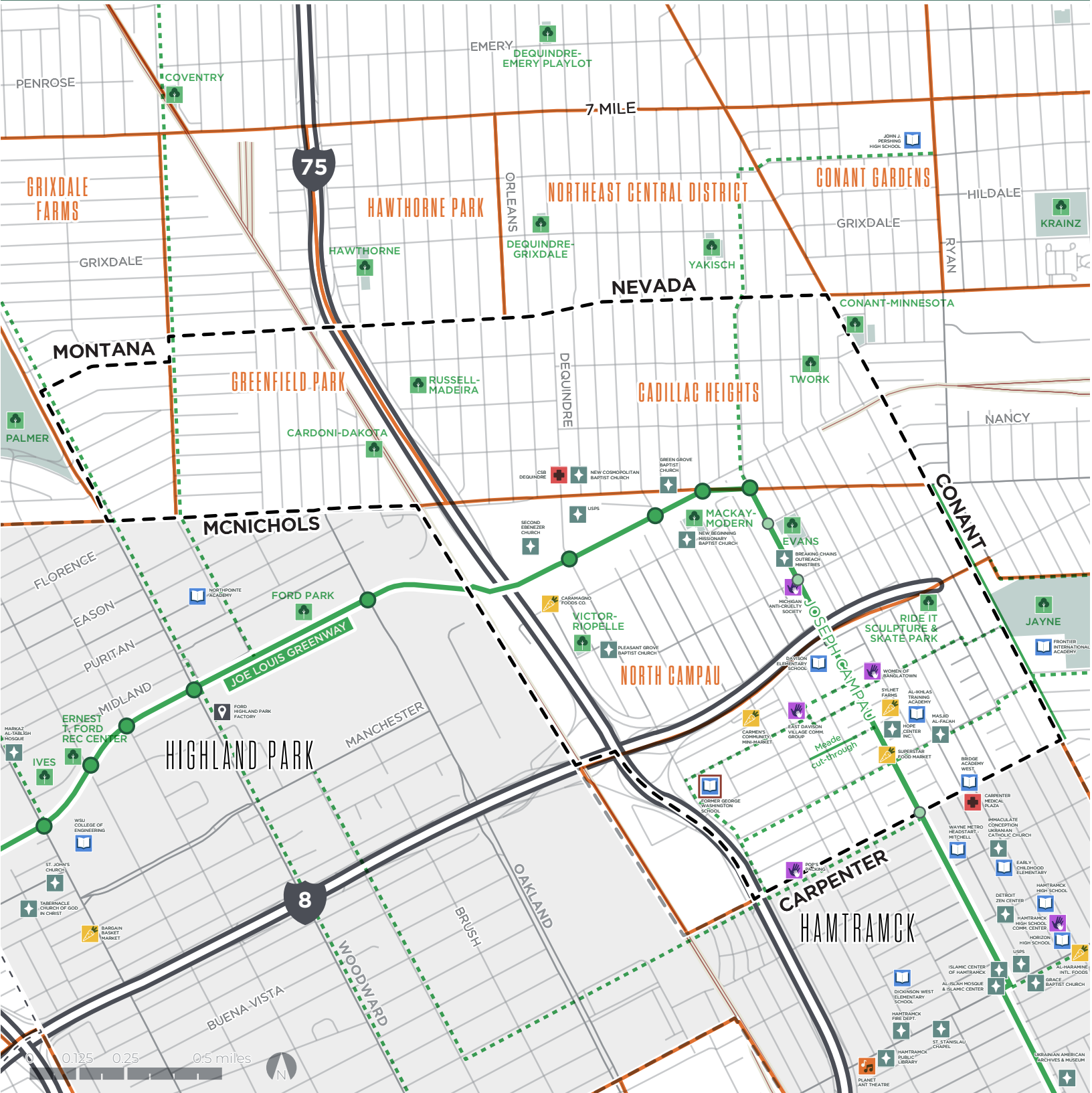
NEIGHBORHOOD PLANNING STUDY | PLAYBOOK



JOE LOUIS GREENWAY

Northeast

City of Detroit
Planning & Development Department
November 2024



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

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

WHAT WE LEARNED

Northeast by the Numbers

WHAT WE HEARD

Neighborhood Voices

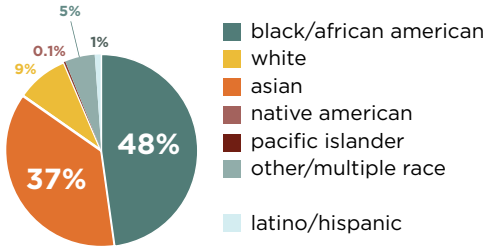
POPULATION

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

TOTAL PLANNING AREA POPULATION:

7,339
RESIDENTS | **▼ 17%**
SINCE 2010

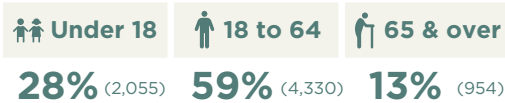
RACE (non-Hispanic) & ETHNICITY:



26%
of residents are
foreign-born

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

AGE GROUPS (by years old):

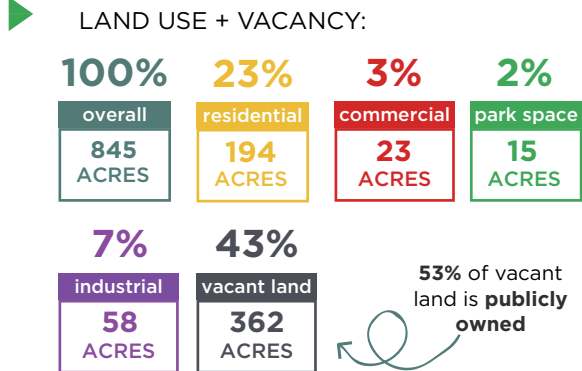
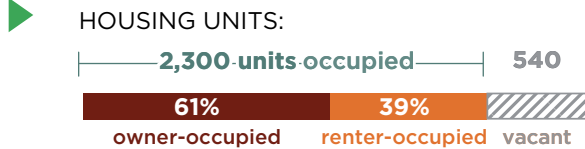


MEDIAN HOUSEHOLD INCOME (2022): **\$32,641** PER YEAR

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".

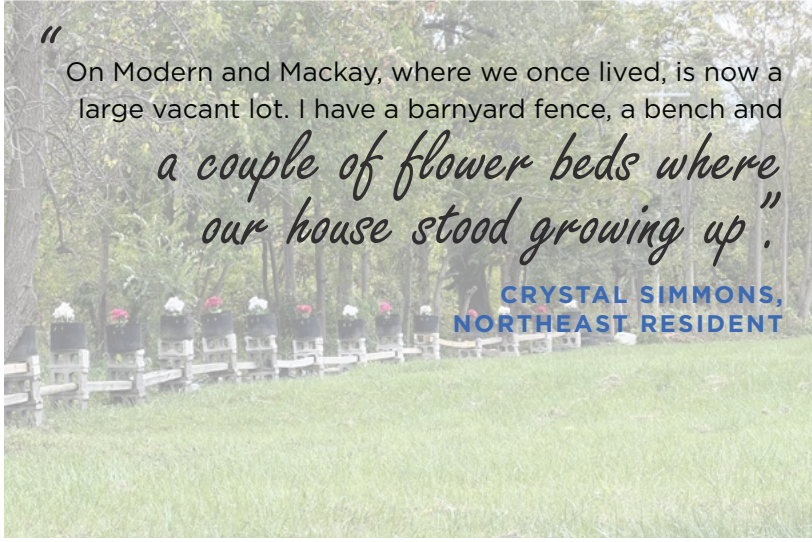


HOUSING & INCOME

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

CURRENT LAND USE

Source: City of Detroit, Interface Studio



"On Modern and Mackay, where we once lived, is now a large vacant lot. I have a barnyard fence, a bench and a couple of flower beds where our house stood growing up."

CRYSTAL SIMMONS,
NORTHEAST RESIDENT



"When I moved over here, if you didn't have a good job or some money, you wouldn't be able to live on this street."

MR. AL PARKER,
NORTHEAST RESIDENT

Goddard St.



"The gardens we are designing around our building makes it relaxing and calm. We can breathe fresh air and smell the flowers."

TANISHA, WOMEN OF BANGLATOWN
YOUTH ADVISORY COUNCIL.

Photo: Women of Banglatown

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



JOE
LOUIS
GREENWAY

NEIGHBORHOOD PLANNING STUDY NORTHEAST PLAYBOOK

WHAT IS THE JOE LOUIS GREENWAY?

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



Scan to view the JLG Interactive Map to follow construction progress.

WHAT IS A PLAYBOOK?

A playbook is a roadmap with immediate next steps that residents, business owners and neighborhood organizations can take to leverage the investments of the Joe Louis Greenway in their neighborhoods. These steps are not isolated but are meant to meet the goals set forth in the Joe Louis Greenway Framework Plan of 2021, and the specific goals for the JLG Northeast Planning Area defined in this process.



WHO IS THIS PLAYBOOK FOR?

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

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



WHO ELSE IS INVOLVED?

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

WHAT IS THE JOE LOUIS GREENWAY NEIGHBORHOOD PLANNING STUDY?

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

To achieve our goals, the study must:

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

HOW WAS THIS PROCESS INFORMED?

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



COMMUNITY LEADERSHIP TEAM

13 COMMUNITY MEMBERS leading neighborhood-focused engagement



VACANT LAND SUMMIT

250+ PARTICIPANTS in vacancy-focused panels and workshops



ON THE GROUND DISCUSSIONS

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



COMMUNITY MILESTONE MEETINGS

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

WHAT WERE THE GOALS DEFINED BY THE COMMUNITY?

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



WHAT WE HEARD

The JLG Northeast residents also emphasized the need for:

MORE CULTURAL AND COMMUNITY UNITY

REINVESTMENT IN REC CENTERS, PLAYGROUNDS AND PUBLIC SPACES

MAKING THE NORTHEAST A DESTINATION

MORE BEAUTIFICATION, SAFETY AND ENVIRONMENTAL HEALTH

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

BUILD WEALTH & ENSURE HOUSING AFFORDABILITY

HOUSING TODAY

Currently, there are 2,159 single family homes and 154 multi-family structures in the Northeast. 61% own their homes, 39% rent their homes. The 2021 median sales price was \$19,500. This area contains 12 regulated affordable units. Strategies should aim to stabilize neighborhoods to strengthen the real estate market and prepare for long term future investment. This includes blight clean up and value enhancement such as new schools, greenspace, municipal services, non-profit organizations, etc. **Key to long term affordability of existing neighborhoods is preserving existing buildings**, with a focus on multi-family buildings because they allow for rentals at more affordable price points than larger single family homes.



JLG NORTHEAST HOUSING AFFORDABILITY SITES

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



Interested in housing resources? Learn more about what's available to you at detroitmi.gov/jlgplanning.



The Campau Davison Neighborhood Framework Plan recommends a pilot program to preserve existing housing. It bundles one DLBA-owned house with additional adjacent vacant parcels. Applicants could purchase a bundle if they commit to rehabbing and living in the home and using the lots for neighborhood-appropriate purposes like a garden or community space. 26 DLBA Structures sold since 2019 and additional properties in pipeline to be sold as homestead bundles.

Above: Campau Davison Neighborhood Framework Plan, 2019. Right: Renovated and expanded house.



STRATEGIES FOR EXISTING HOUSING

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

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

Targeted outreach to existing residents along the JLG route can help to provide access to housing resources supporting affordable homeownership and quality rentals, and help to inform potential needs for housing program expansion. This outreach should be prioritized to residents North of McNichols between Dequindre and Joseph Campau.

Opportunities for new homeowners include **124 vacant structures** owned by the Detroit Land Bank in the JLG Northeast that are potentially salvageable for rehabilitation. Consider identifying additional opportunities near the JLG to expand the DLBA Home+Lot bundle pilot.

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

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

Rehabs

- > **Vacant Multi Family:** There are 57 Vacant Multi-Family Buildings in the JLG Northeast that contain about 166 housing units

Programs for small-scale landlords

- > There are (144) 2-4 unit multi-family buildings in the JLG Northeast, containing 300 units.

Programs for small-scale landlords

- > There are (10) 5+ unit multi family buildings in the JLG Northeast, containing 79 units.



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

BUILD WEALTH & ENSURE HOUSING AFFORDABILITY

NEW HOUSING POTENTIAL

A real estate market study was conducted as part of this plan in 2022. It classified this market area as a ‘Seed Market’, meaning that **even with investment from the JLG, other types of financial support, like government subsidies or philanthropic funding, will still be needed for new construction to take place.** Current market trends, lack of retail and employment opportunities, and considerable distance from Downtown means this area is unlikely to see new development in the near term. However, the lack of regulated affordable housing in Hamtramck suggests some potential for development only in the long term, as shown below.



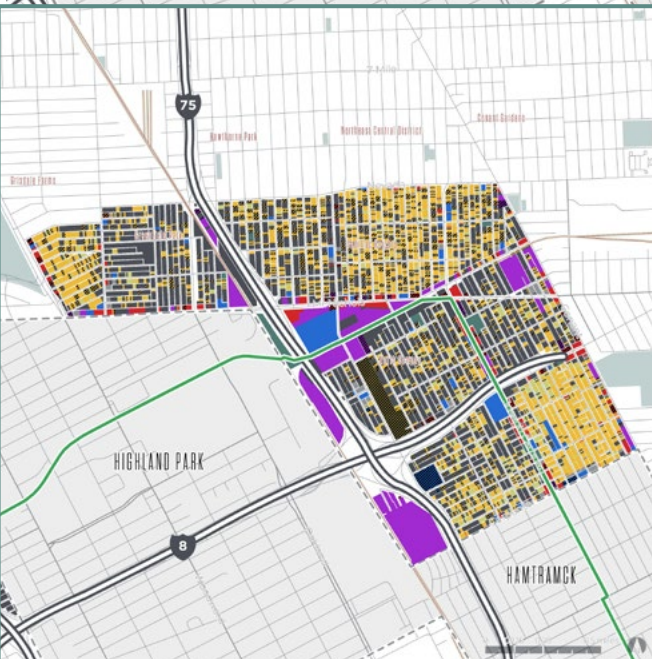
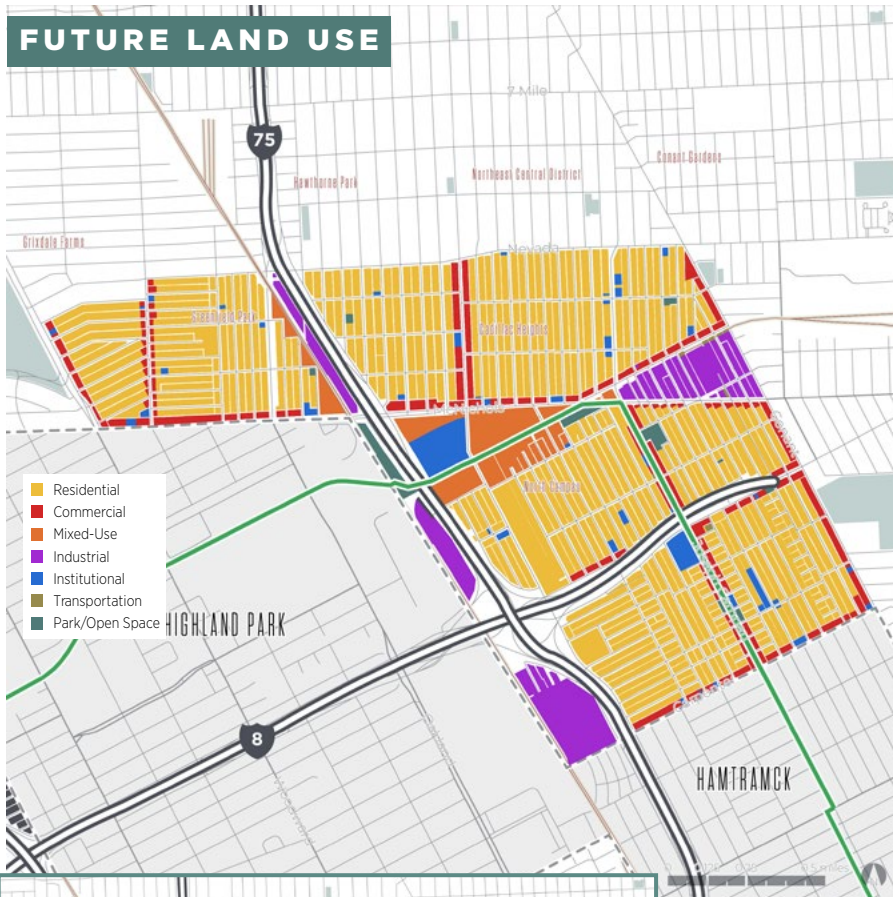


Interested in developing property near the JLG?

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

NEW HOUSING STRATEGIES

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



JLG Northeast Future Land Use includes:

- > Transitioning away from heavy industrial uses to a mix of uses along the JLG
- > Supporting commercial/mixed use buildings along commercial corridors
- > Long term residential infill around Greenway Opportunity areas.

Feedback from East Davison Village Community Group (EDVCG) housing charrette included:

- > Supporting higher-density multi-family/mixed-use redevelopment along the edges of the neighborhood, specifically along Carpenter and Joseph Campau.
- > Interest primarily in lower density typologies like single family, duplex and attached row-houses for infill on residential streets North of Halleck, preserving and investing in open space projects south of Halleck.

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

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

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

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

This housing opportunity site was identified because of the proximity to the JLG; it contains concentrations of publicly owned land, and is proximate to Joseph Campau, which could help improve density to support small business and help this commercial corridor thrive.

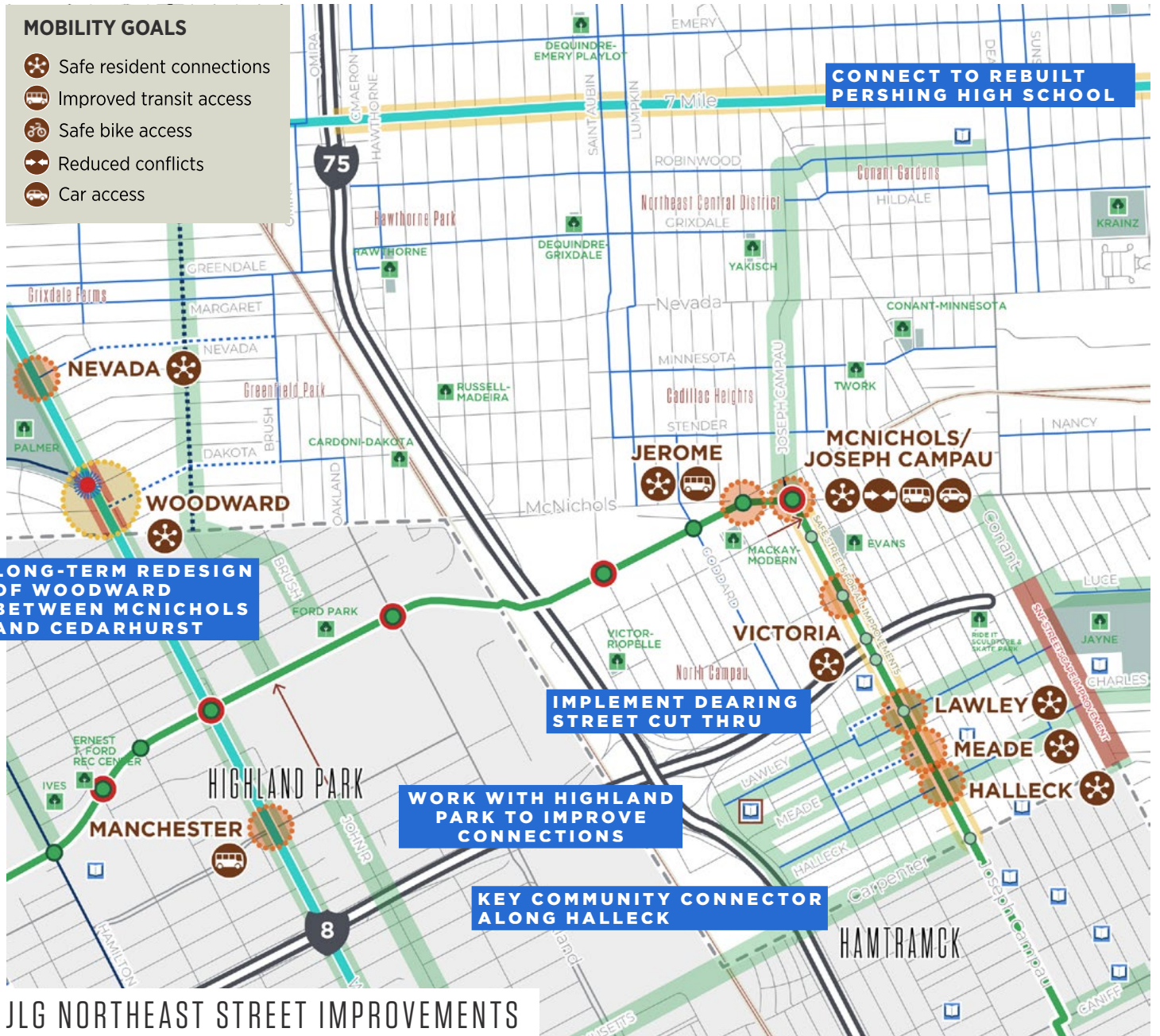
A long-term opportunity site in the JLG Northeast includes:

- > **Modern Mackay:** Potential for a 9% LIHTC tax credit deal for affordable housing, with up to 125 multifamily units. Ten percent of the units could support a townhouse housing typology. There's an additional opportunity for 50-60 units for senior housing on Joseph Campau, along with a ground floor commercial space.

IMPROVE CONNECTIVITY & ACCESS

CONNECTIVITY & ACCESS TODAY

The JLG in the Northeast is largely being constructed on a former rail line and is already complete on-street along Joseph Campau. The JLG construction itself will help to build out key neighborhood access points, but **additional investment is needed to create safer resident connections to reach those access point by all modes of transportation.** Sidewalk repair and maintenance is needed and must be prioritized. Targeted intersection and landscaping improvements are also needed on Joseph Campau and McNichols, including ensuring JLG Enhancements like the Meade Cut-thru are visible and accessible from the commercial frontage.



JLG NORTHEAST STREET IMPROVEMENTS

- JLG Route
- Key Intersection
- Safe Streets for All Intersection
- Off-Street JLG Access Point
- On-Street JLG Access Point
- Parks and Recreation
- Active School
- Vacant School
- Existing Bike Lane
- JLG NPS Proposed Bike Lane
- Previously Planned Slow Street
- JLG NPS Proposed Slow Street
- Potential JLG Connection
- Existing MoGo Station
- Potential JLG MoGo Stations
- Connect10 Routes
- Safe Streets for All Improvements
- Other Streetscape Improvements
- Additional Community Spurs & Connectors

CONNECTIVITY & ACCESS STRATEGIES

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



Provide safe resident connections

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



Improve transit access

Provide nodes with amenities at intersections with high volume transit routes



Accommodate car access

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



Reduce conflicts

Mitigate industrial / truck route conflicts and vehicle / pedestrian conflicts



Improve safe bike access

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

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

1. IMPROVE STREETS AT KEY JLG INTERSECTIONS

Improvements at key intersections should be tailored to the opportunities and needs anticipated by users.

Along commercial corridors like Joseph Campau at Lawley or Halleck, priority improvements could include widened sidewalks, shade trees, crosswalks and wayfinding. Other key intersections such as McNichols may be the focus of improvements like new crossings and traffic calming.

2. IDENTIFY PREFERRED SLOW STREETS TO CONNECT TO THE JLG

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

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

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

Mobility Hubs can include directory signage, bike parking, bike repair stations, drinking fountains, e-bike charging stations, parking lots and EV charging, and enhanced bus stops. They should be prioritized at major access points in the JLG Northeast, including at Joseph Campau on Gaylord Street in coordination with potential tactical activation at the vacant Evans Rec Center



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



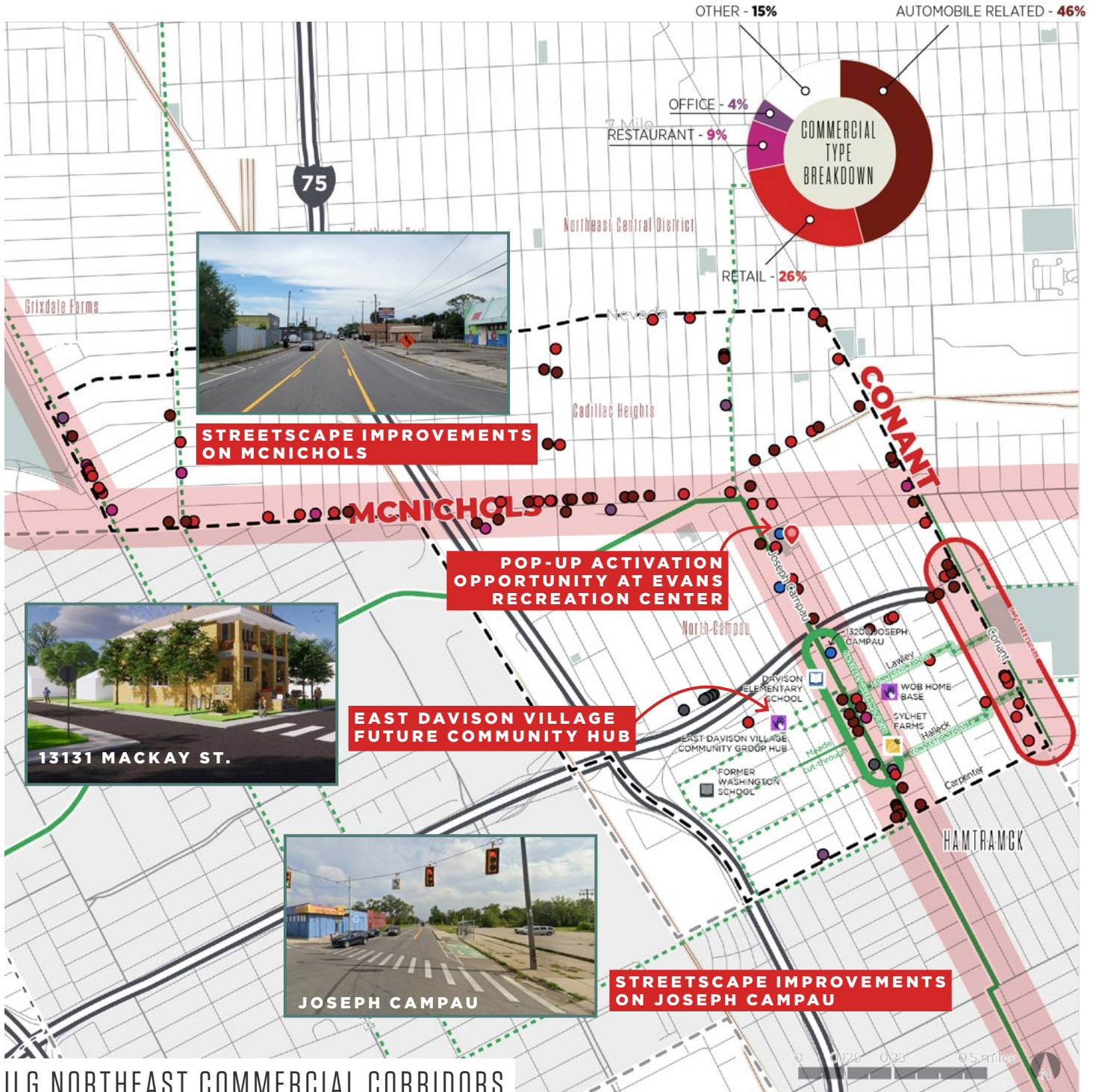
JOSEPH CAMPAU

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

SUPPORT SMALL BUSINESS & COMMERCIAL CORRIDOR ACTIVATION

COMMERCIAL CORRIDORS TODAY

The JLG intersects with McNichols in the JLG Northeast, and travels on street along Joseph Campau. Commercial activity is low, with the majority of businesses related to car repairs, service or sales. From a market perspective, there is limited demand for new retail (12,000sf to 2030) and no demand for new office spaces. The focus in this market should be on supporting existing businesses, **better connections the SNF Corridor on Conant**, and **piloting a micro retail pilot to support non traditional retail spaces around the JLG**.



JLG NORTHEAST COMMERCIAL CORRIDORS

- Retail
- Restaurant
- Other
- 📍 Commercial Pop-Up
- Automobile Related
- Child Care
- Publicly-Owned Building



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

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

COMMERCIAL CORRIDOR STRATEGIES

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



Improve the connection from the JLG to SNF improvements on Conant, and champion active reuse of the former Washington School building. Additionally, better connect Joseph Campau to SNF Corridor Conant and amenities like the Meade Cut Thru with JLG wayfinding signage (photo source: [One New Humanity CDC](http://OneNewHumanityCDC.com)).



WOMEN OF BANGLATOWN SPACE PROPOSED DESIGN



UNDER CONSTRUCTION

Women of Banglatown's home base is described by its members as "a space by and for immigrant and first-generation girls and young women to be unapologetically who we are and express ourselves through nature, art, entrepreneurship, and community."

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

Enhance connectivity between commercial corridors located within walking and biking distance of the JLG, making it easier for residents and visitors to access local businesses, and attract more foot traffic from the JLG to local businesses. In the JLG Northeast, improvements should be prioritized to better connect to businesses on the Strategic Neighborhood Fund (SNF) corridor Conant and along Joseph Campau.

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

When commercial corridors intersect the JLG, or in the case of Joseph Campau - are along the JLG, work with property owners and businesses to create more welcoming environments. This may involve public realm improvements, adding outdoor spaces, or enhancing safety. Targeted "Blight to Beauty" initiatives can support businesses and properties in achieving code compliance and planning for the future. In the JLG Northeast, priority should be along Joseph Campau. Publicly owned vacant commercial properties, such as 13200 Joseph Campau, are opportunities to be redeveloped as a walkable mixed-use housing development with ground floor retail.

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

Continue to formalize the process so that small businesses or residents, including food trucks, can sell their goods on or along the JLG. Tailor existing and new grant programs to support activating non-traditional commercial spaces, such as vacant or underutilized buildings or creating outdoor spaces on vacant land to support retail activity. In the near term, work with the Joe Louis Greenway Partnership (JLGP) to promote pop-up opportunities for vendors and food trucks, using the JLG as a way to attract patrons to the area, as well as to support existing businesses and increase their visibility.

CREATE & SUSTAIN JOBS

INDUSTRY & JOBS TODAY

Industrial uses make up 10% of the parcel area in the JLG Northeast. These industrial businesses are often immediately adjacent to the JLG, and high vacancy within industrially zoned areas has allowed for larger site assembly. These underutilized sites with low jobs per acre and high-impact uses detract from long-term JLG development goals. Currently the majority of industrial businesses in this area is warehousing and distribution (52%). Of the total industrial land area, 40% is either heavy industrial or storage yards. **Job growth could be encouraged by strategically investing in site cleanup, transitioning uses, and repositioning some areas for a mix of compatible uses.**



EXISTING ZONING

- R1 - Single Family Residential
- R2 - Two-Family Residential
- R3 - Low Density Residential
- R4 - Thoroughfare Residential
- R5 - Medium Density Residential
- R6 - High Density Residential
- B1 - Restricted Business
- B2 - Local Business/Residential
- B3 - Shopping
- B4 - General Business
- B5 - Major Business
- B6 - General Services
- M1 - Limited Industrial
- M2 - Restricted Industrial
- M3 - General Industrial
- M4 - Intensive Industrial
- M5 - Special Industrial
- Parks & Recreation
- Special Districts & Overlay Areas

JLG NORTHEAST ZONING CHANGES

- JLG Route
- Proposed Zoning Changes
- Truck Route



Interested in improving your property?

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

STRATEGIES FOR INDUSTRY & JOBS

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

1. CREATE BETTER CONNECTIONS BETWEEN INDUSTRIAL EMPLOYERS AND THE JLG

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

2. BETTER ALIGN INDUSTRIAL ZONING WITH TODAY'S OPPORTUNITIES

Downzone all M4 properties in the JLG Northeast to allow for light industrial or commercial/residential uses only, in order to transition away from heavy industrial uses along the JLG in the long term. Consider transitioning away from industrial uses entirely along existing commercial corridors.

3. UPGRADE THE CONDITION OF EXISTING INDUSTRIAL PROPERTIES AND DISTRICTS

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

In addition, find opportunities to buffer industrial properties with trees and plantings along the JLG, particularly on McNichols.

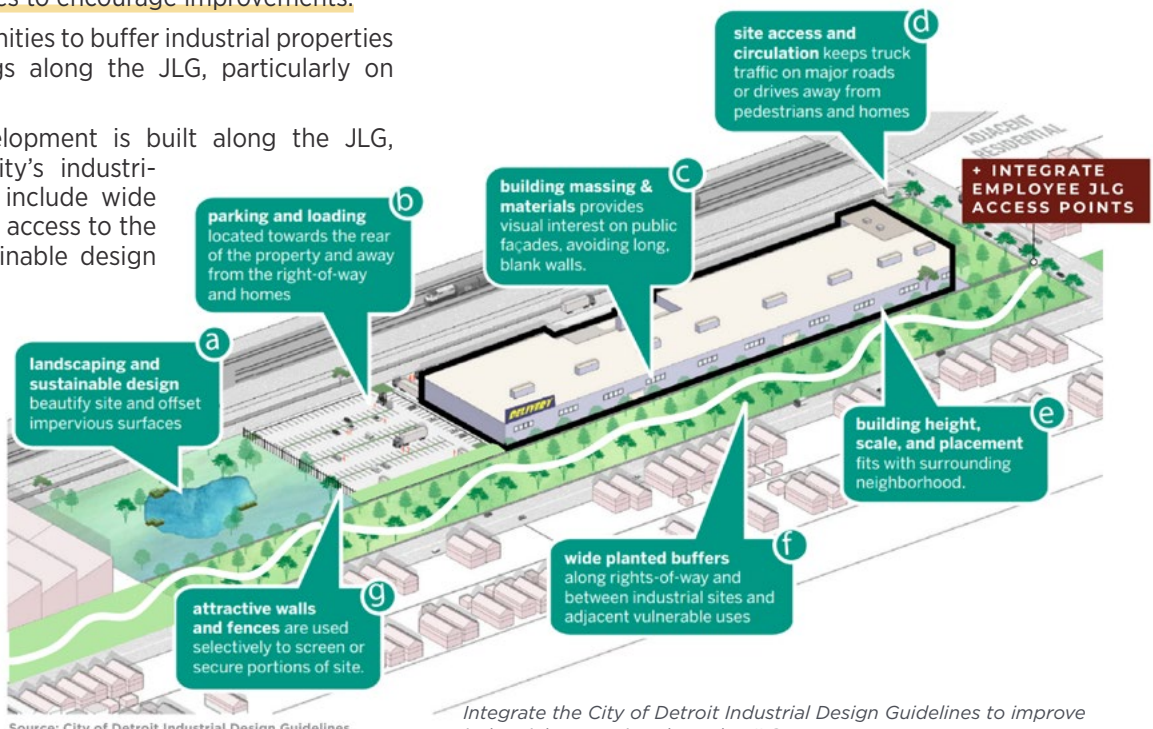
As new industrial development is built along the JLG, it should follow the City's industrial design guidelines to include wide planted buffers, improve access to the JLG and promote sustainable design practices.

4. BRING EMPLOYMENT SERVICES & SKILLING SERVICES TO THE JLG

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



Pilot buffering the JLG with tree plantings on public vacant land on McNichols.



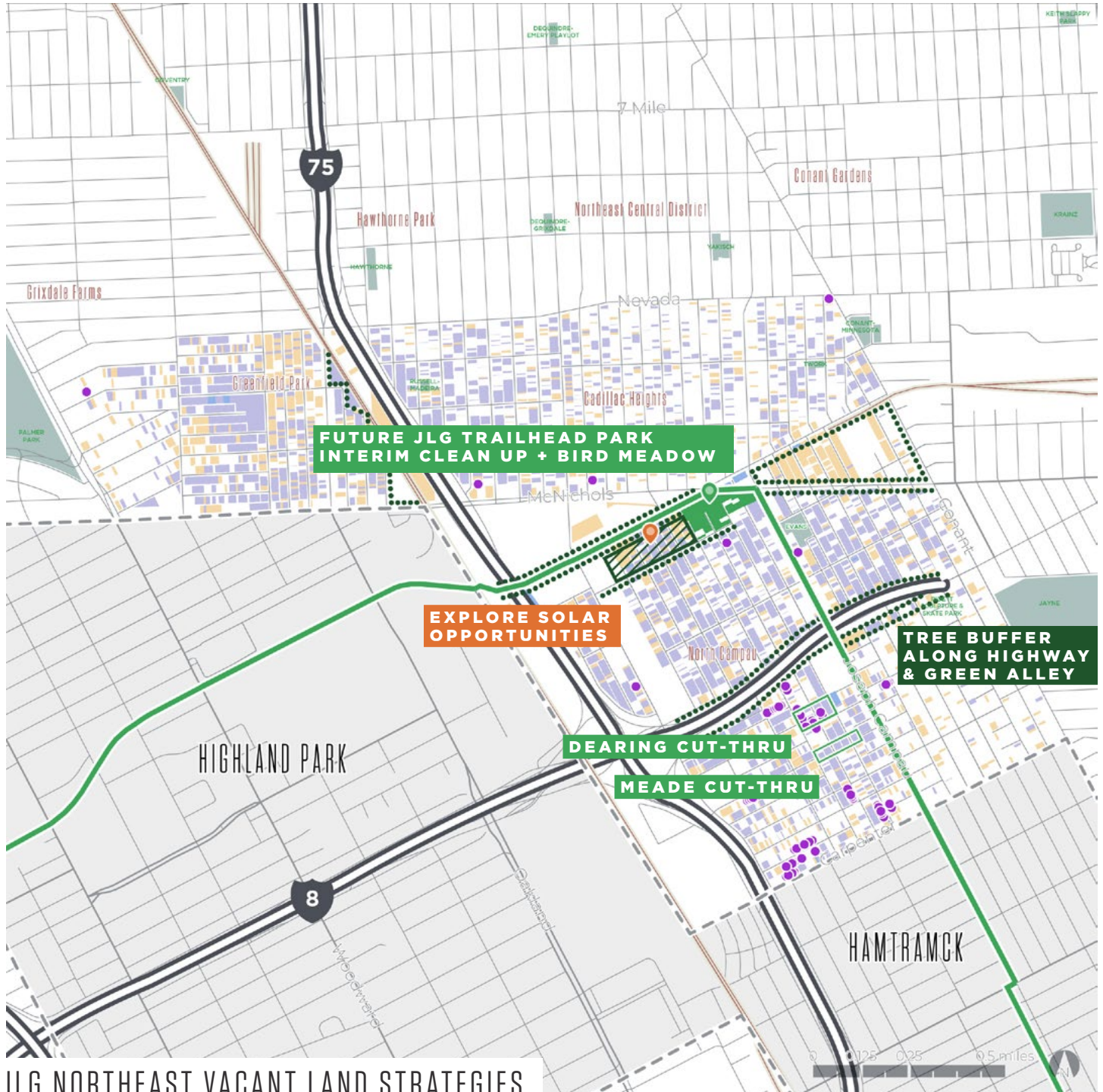
Source: City of Detroit Industrial Design Guidelines

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

BEAUTIFY & GREEN NEIGHBORHOODS

VACANT LAND TODAY

There are 362 acres of Vacant Land in the JLG Northeast on 4,335 parcels. 70% of parcels are publicly owned, while 30% are privately owned. **Much of the vacant land immediately adjacent to the JLG is formerly industrial, indicating that reuse may require environmental testing and treatment.**



JLG NORTHEAST VACANT LAND STRATEGIES

- JLG Route
- Industrial Cleanup
- Community Land-Based Project
- Potential New Open Space Location
- Publicly owned vacant land
- Tree Planting
- Potential Solar Opportunity
- Semi public vacant land
- Privately owned vacant land



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

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

BEAUTIFICATION & VACANT LAND STRATEGIES

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

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

- | | |
|-------------|--|
| REDUCE HARM | <ul style="list-style-type: none"> > Targeted Clean and Clear: Deploy Clean & Clear, Maintain as lawn, Mow 4x a year and consider barrier to prevent future dumping. > Wildflower Lawn: Annual wildflower lawn with dumping barriers at edge or mowed edge. > JLG Enhancement: Cut through greenway, trailheads for greenway or neighborhood connection and access. > Industrial Clean up: Clean and Remediate (as needed) industrial site; Establish Clean and Clear typology upon completion |
| ADD VALUE | <ul style="list-style-type: none"> > Meadow: Perennial meadow with dumping barriers at edge. > Green Stormwater Infrastructure: Sites that increase biodiversity, create habitat, and provide stormwater management. > Tree Planting: Trees planted 12' - 15' on center, ground naturally mulched, and trim branches to 6' height for visibility. > Community/Partner Activation: Sites that promote community or partner activation scale as pop-up, gardens, gathering or event spaces, or productive uses such as urban agriculture or solar. |



Potential interim activation at Modern Mackay, including painting the existing asphalt. This community activation could occur as trailhead funds are being raised.



The lavender field is a land-based project activating vacant lots on Halleck Street.

2. MATCH VACANT LAND TYPOLOGIES TO KEY SITES

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

- > **Modern Mackay:** Funding is pending for a potential trailhead park at this site and for long term housing development. In the interim, clean up the former industrial soils and pilot a bird meadow.

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

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

- > **Dearing Cut-Thru** - Implement phase two of the Campau Banglatown Plan to connect neighborhood streets to Joseph Campau and improve circulation around Davison Elementary. Engage with city and community partners to develop a plan for community land stewardship.

BEAUTIFY & GREEN NEIGHBORHOODS

PARK NETWORK TODAY

Accessibility gaps where residents have limited access to parks and open space can be seen in Campau- Banglatown, West of Joseph Campau and in Cadillac Heights. Existing park spaces in the JLG Northeast that have seen recent investment include Jayne Field, Palmer Park and the Meade Cut Thru. Evans Recreation Center is currently vacant, but the grounds are still used by the community and represents an opportunity for JLG activation. **Connecting better to these spaces, and leveraging JLG off street sections can help to complete the park network.**

Interested in learning more about parks near you?

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



JLG NORTHEAST OPEN SPACE STRATEGIES

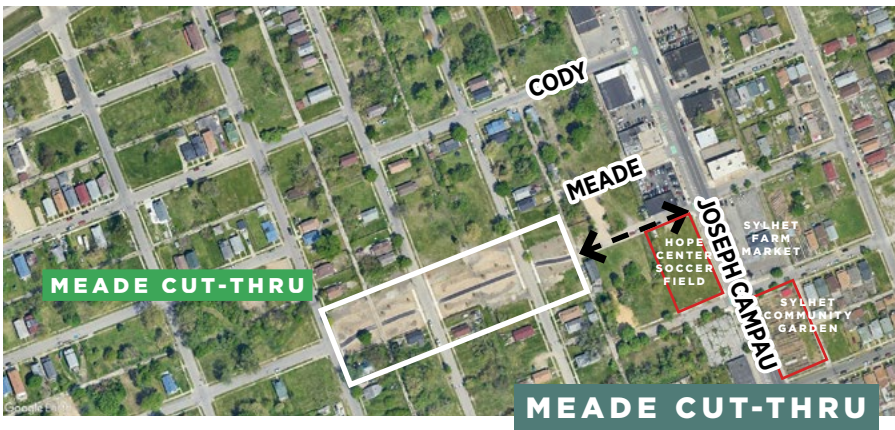
- JLG Route
- Park Gap
- Potential new open space location
- Active School
- High Priority Park Gap
- Community Land Based Project
- Vacant School
- Publicly owned vacant land



EVANS RECREATION CENTER



JAYNE FIELD & LASKEY REC CENTER



MEADE CUT-THRU

MEADE CUT-THRU



MODERN-MACKAY - SHORT-TERM

PARK NETWORK STRATEGIES

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

1. FILL PARK GAPS AND IMPROVE JLG ACCESS

The largest location in the JLG Northeast that has a high priority park gap, or lack of open space for residents, is in Campau-Banglatown, West of Joseph Campau. This gap can be filled by continuing to support open space improvements around the Meade-Cut Thru including an art installation and a new community-managed soccer field, the Hope Center Soccer field. While technically not in a park gap, better access across Woodward to Palmer Park would serve the Grixdale community.

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

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

- > **Meade Cut-Thru** - Explore opportunities for additional art, connections, and activations in partnership with Hope Center.
- > **Mackay-Modern** - Explore the creation of a new park along with long term plans for development on vacant land adjacent to the JLG.
- > **Evans Recreation Center** - Consider utilizing the parking lot as a JLG parking asset. Explore adaptive reuse of the building by the private or non-profit sector that maintains the recreational spirit of the former recreation center. These may include a JLG Trailhead, community fitness center, youth or senior activity center, among others.
- > **Jayne Field** - Continue to implement improvements as noted in the Campau Banglatown Framework Plan.

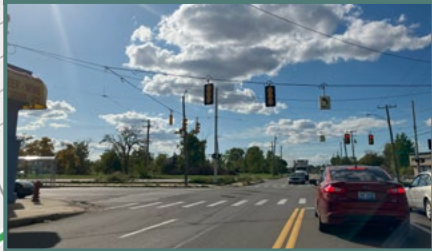
In addition, community-led initiatives at all scales should be integrated into the park network. This includes:

- > **Hope Center Soccer Field:** Immediately adjacent to the Meade Cut-thru and Joseph Campau, support the creation of a community soccer field by Sylhet Farm.

SPRINGING INTO ACTION!



MCNICHOLS OPPORTUNITY AREA



JOSEPH CAMPAU OPPORTUNITY AREA



JLG NORTHEAST

SUMMARY OF STRATEGIES

ALIGN ZONING

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

BUILD & STABILIZE HOUSING

- 3 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
- 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
- Commercial/mixed-use development opportunity

BEAUTIFY & GREEN NEIGHBORHOODS

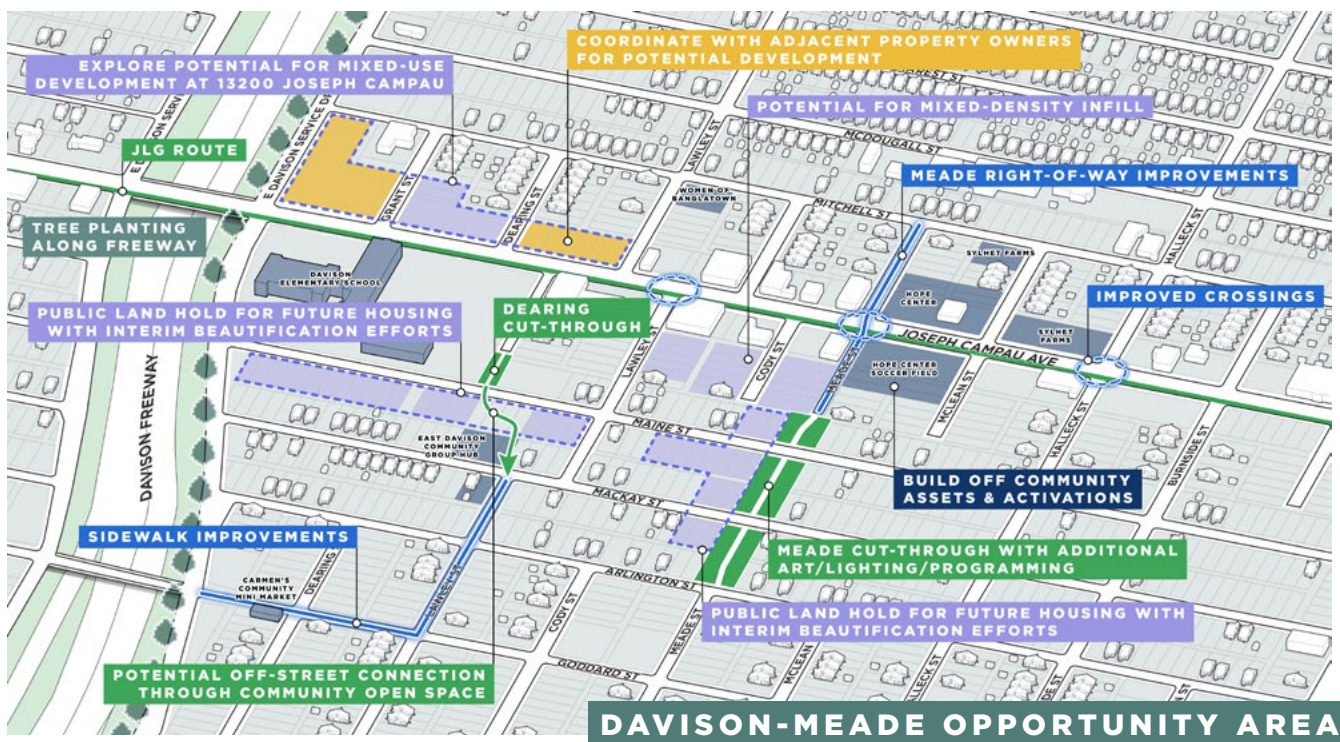
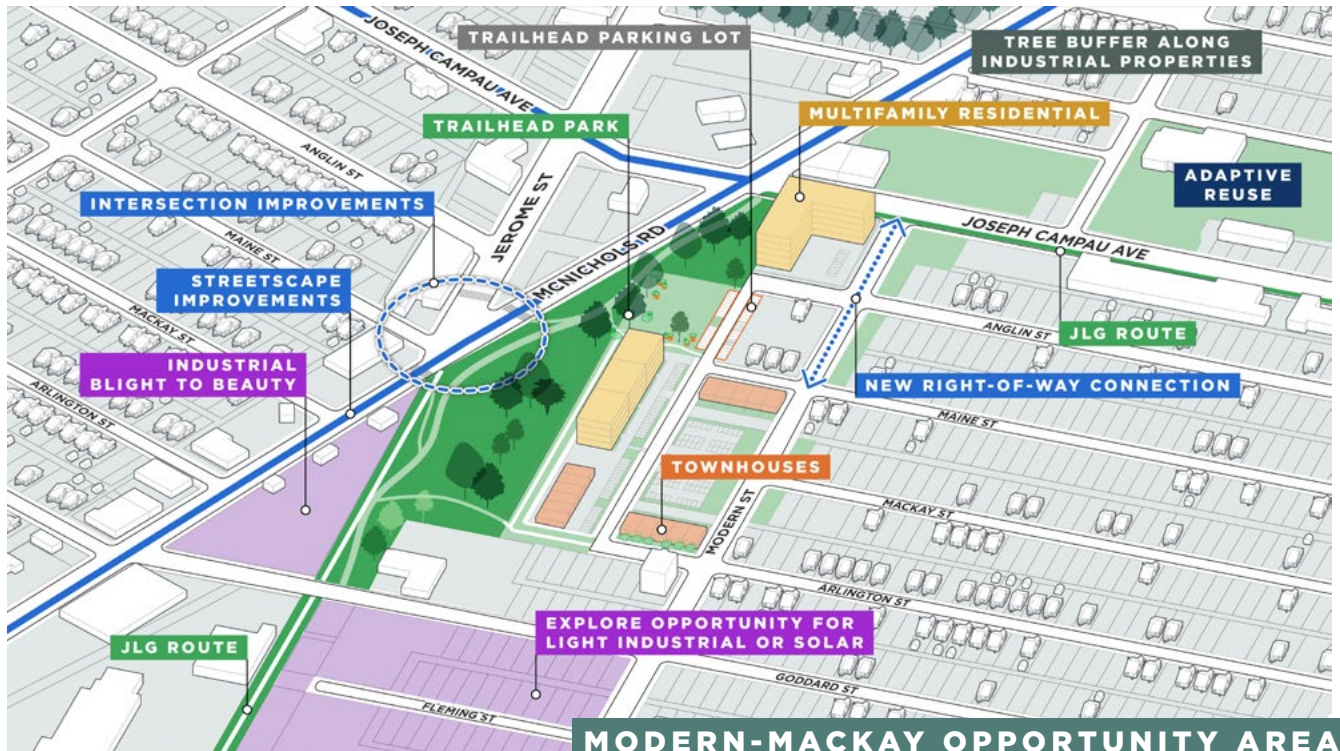
- Community/partner activation sites
- Potential new open space location/programming and retail pop-up
- Tree-buffering along the JLG and near industrial uses/highways
- Target vacant land treatments along/near the JLG

KEY THEMES AND STRATEGIC SITES

Key themes identified during the planning process focused on

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

Strategic Greenway Opportunity areas for implementing these strategies include the **Modern-Mackay site** and the **Davison-Meade site**.





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

WHAT CAN YOU EXPECT AS THE GREENWAY IS BEING DEVELOPED?

The near term actions...



COMPLETE THE GREENWAY



HOLD, MAINTAIN and BEAUTIFY STRATEGIC PUBLIC SITES



ALIGN CITY POLICIES with the FUTURE USE OF THE GREENWAY
(such as zoning, vending permits and parking)



RAISE FUNDS TO PILOT IMPLEMENTATION OF PLANNING STUDY STRATEGIES



IMPROVE CONNECTIONS TO INCREASE ACCESS AND ACTIVATION TO AND FROM THE GREENWAY



ESTABLISH TARGETED OUTREACH EFFORTS TO SHARE EXISTING RESOURCES AND SHAPE NEW PROGRAMS

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



BUILD NEW MIXED INCOME HOUSING



CREATE MORE JOB OPPORTUNITIES



SUPPORT and INCREASE NEIGHBORHOOD STEWARDSHIP ALONG THE GREENWAY



BUILD PARTNERSHIPS WITH SMALL BUSINESSES and NONPROFITS



INCREASE HOMEOWNERSHIP RATES



GROW LOCAL and REGIONAL USERSHIP OF THE GREENWAY

HOW CAN YOU CONTINUE TO STAY INVOLVED?

If you're interested in...

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

Scan the QR Code

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

