

FEBRUARY 1, 2024



JOE
LOUIS
GREENWAY

NEIGHBORHOOD PLANNING STUDY

INDUSTRY + JOBS



JOE
LOUIS
GREENWAY



The Joe Louis Greenway is a recreational pathway that will unify Detroit's neighborhoods, people and parks. Through this greenway, we strive to honor Joe Louis by providing equitable spaces through arts, programming, and economic opportunities for all

INTRODUCTIONS



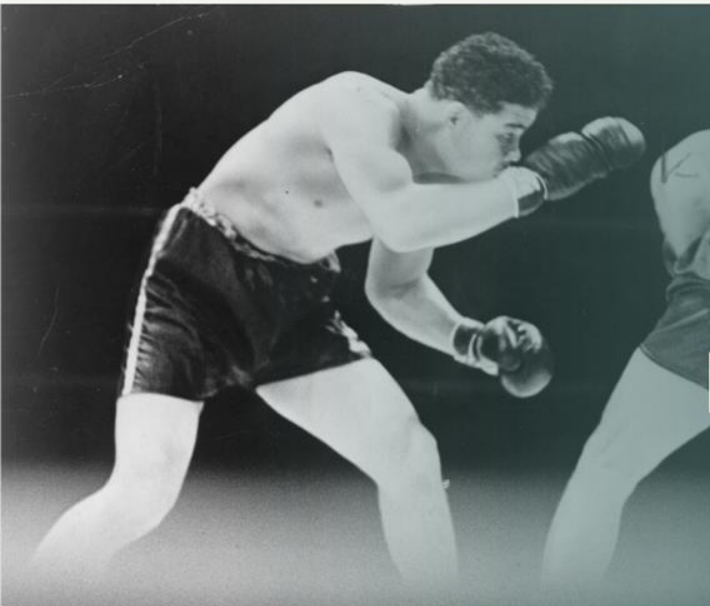
*PLANNING & DEVELOPMENT DEPARTMENT
JOE LOUIS GREENWAY, GENERAL SERVICES
DEPARTMENT OF NEIGHBORHOODS
JOBS & ECONOMY TEAM
DETROIT AT WORK
DETROIT ECONOMIC GROWTH CORPORATION*



JOE
LOUIS
GREENWAY
PARTNERSHIP



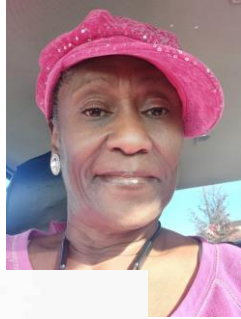
Leona Medley, Executive Director
WWW.JLGPartnership.org
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The **Joe Louis Greenway Partnership** is a
501c3 non-profit committed to
ensuring the JLG is a space that celebrates
the strength and determination of its
surrounding communities through **accessible,**
family-friendly programming, beautification,
and ongoing **community engagement.**

We focus on health and wellness, education, the environment, and thriving neighborhoods.

CLT

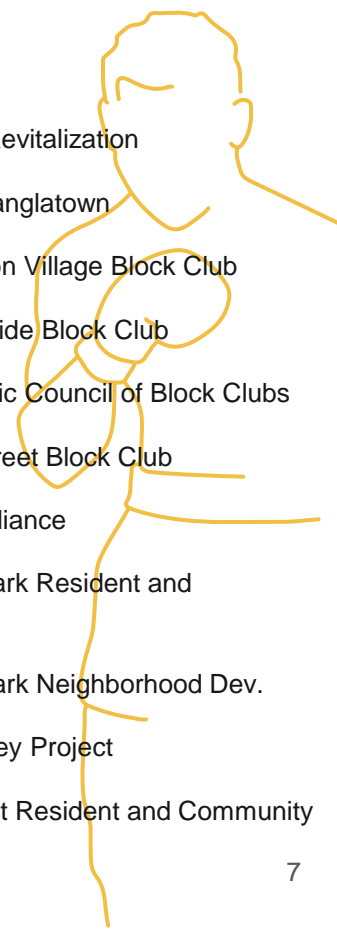


Members



Community Leadership Team (CLT)

- **Charlotte Blackwell**, Brilliant Detroit and Happy Homes Community
- **Audra Carson**, Izzie LLC
- **Jeff Jones**, Hope Village Revitalization
- **Ali Lapetina**, Women of Banglatown
- **Miriam Smith**, East Davison Village Block Club
- **Crystal Simmons**, Sunnyside Block Club
- **Sheri Burton**, Midwest Civic Council of Block Clubs
- **Sabrina Luvane**, Esper Street Block Club
- **Deanna Stewart**, Equity Alliance
- **Sharlene Burris**, Forest Park Resident and Community Advocate
- **Katrina Watkins**, Bailey Park Neighborhood Dev.
- **Erik Paul Howard**, The Alley Project
- **Lisa Rodriguez**, Southwest Resident and Community Advocate



JLG Framework Plan, 2021

GOAL 1

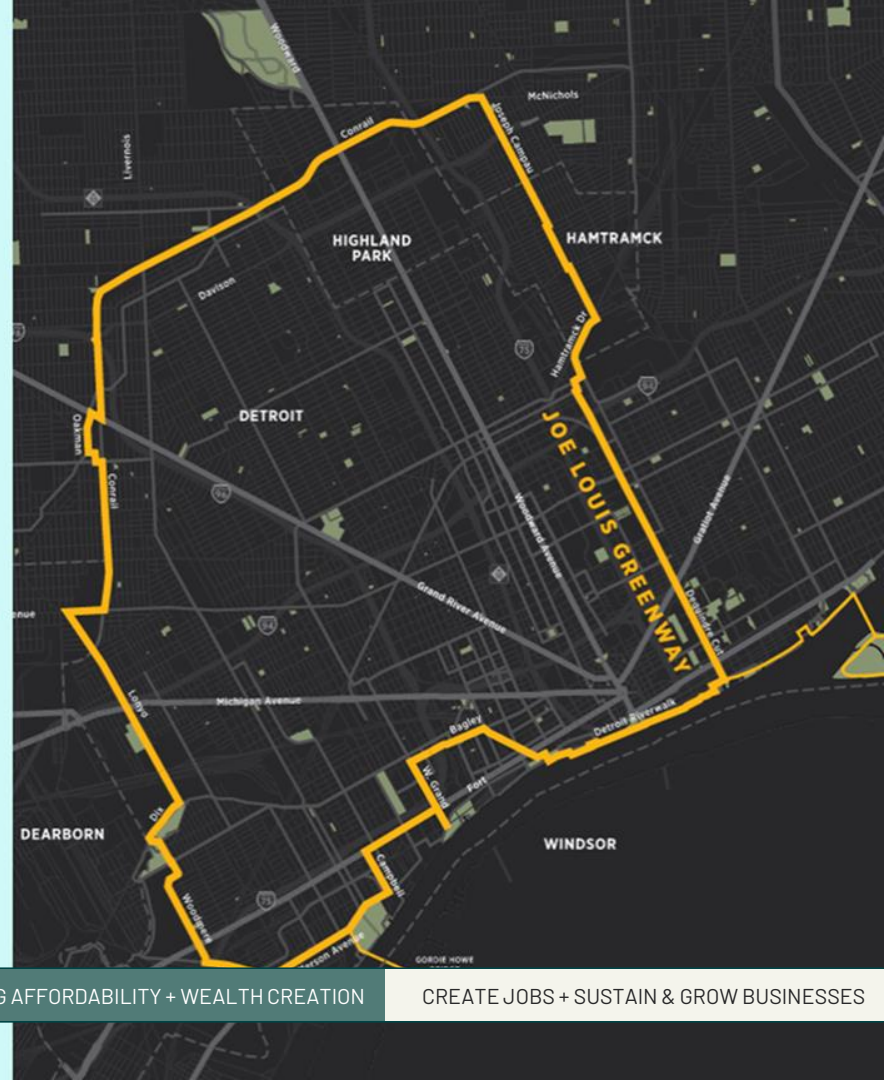
THE GREENWAY WILL ENHANCE RESIDENTS' QUALITY OF LIFE AND PROMOTE COMMUNITY DEVELOPMENT

GOAL 2

THE GREENWAY WILL PROMOTE EQUITY

GOAL 3

THE GREENWAY WILL BE A UNIFYING, CONNECTIVE, MULTI-MODAL TRANSPORTATION NETWORK



IMPACTS FROM OTHER GREENWAYS



South Platte River Greenway
Denver, CO

- Homes within a ½ 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

Source: [Doedderlein and Binnings, 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

Source: [Midtown Greenway Coalition, 2021](#)



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

Source: [Majors and Burow, 2015](#)

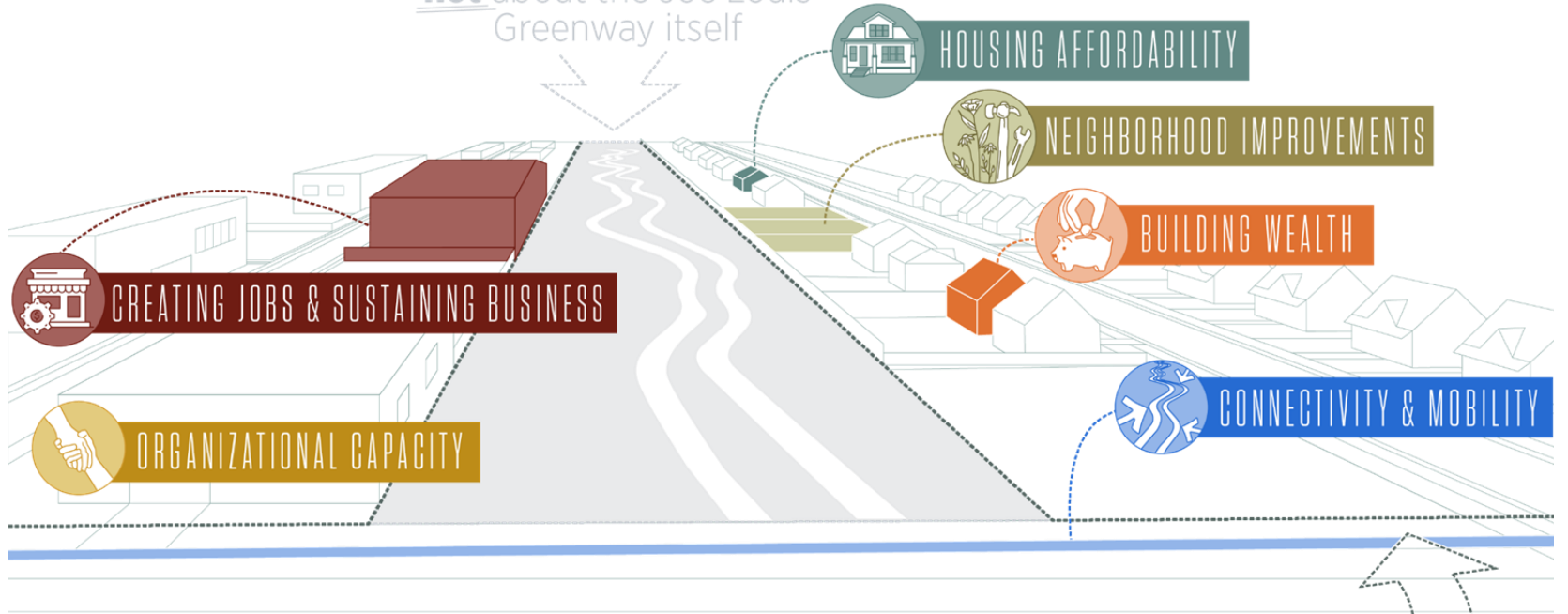


The 606
Chicago, IL

- 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

Source: [Harris, Larson, and Ogletree, 2015](#)

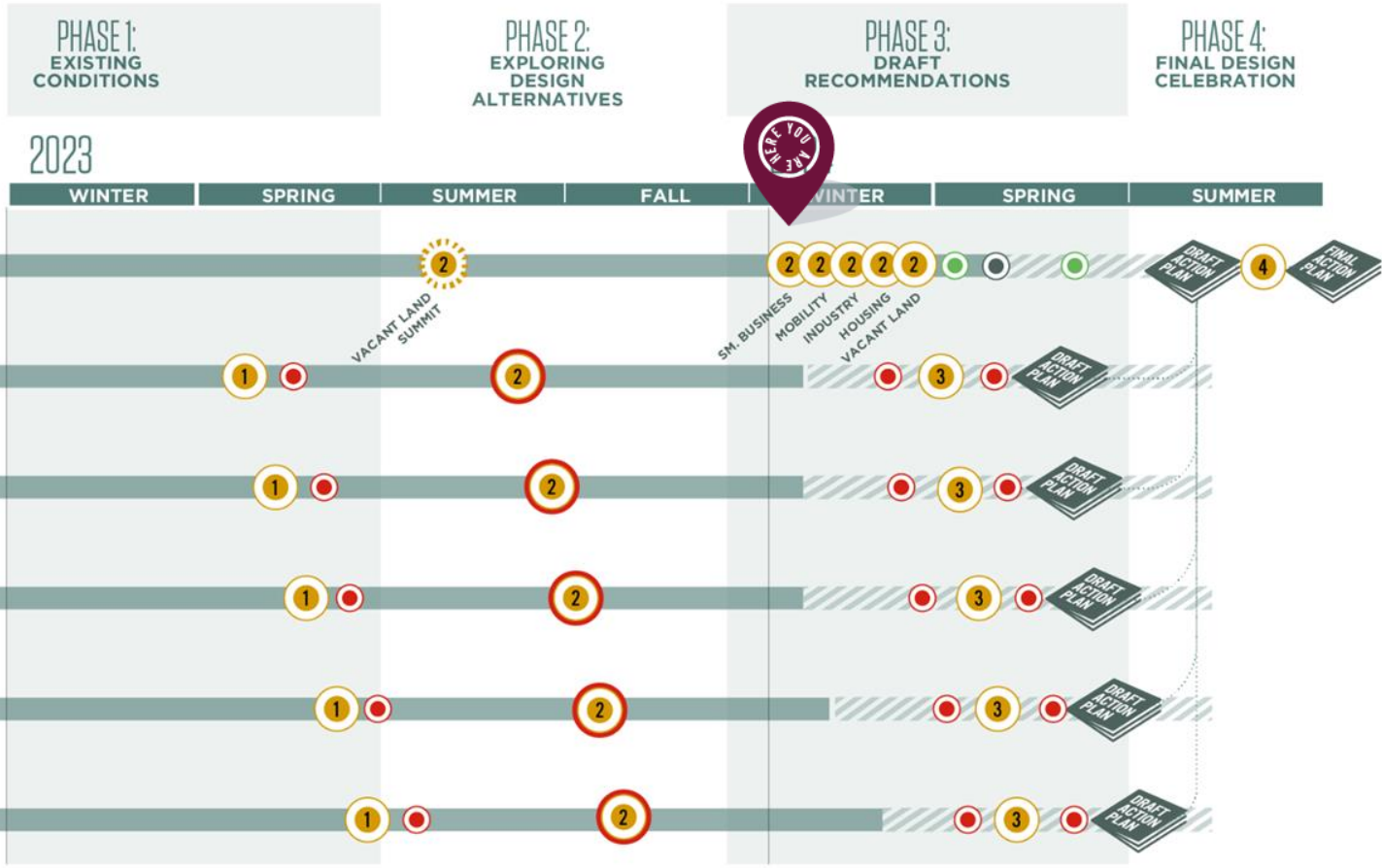
This **JLG Planning Study** is not about the Joe Louis Greenway itself



This **JLG Planning Study** ***is*** about making sure the investment in the greenway **benefits the neighboring communities**

JLG PLANNING STUDY

OVERALL TIMELINE



-  PUBLIC COMMUNITY MEETINGS
-  WALK + TALKS
-  CLT SMALL GROUP CONVERSATIONS
-  ORGANIZATIONAL STAKEHOLDER FORUMS
-  CDO FOCUS GROUP

TODAY!

We want to know your thoughts about the draft strategies for the Greenway

01:

Are these draft strategies heading in the right direction?

02:

Is there an idea that excites you?

03:

Are there potential strategies missing that you would like to see?

KEY QUESTIONS:

- Where do we double down on **industrial districts** alongside the greenway for expansion or preservation?
- How do we **mitigate the impacts** of industry alongside the greenway?
- What **zoning changes** are needed?
- For future industrial districts, what kind of industry is compatible within the **neighborhood context**?
- How do we **jumpstart 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?

Industrial land along the future JLG alignment

ENGAGEMENT KEY TAKEAWAYS

- Detroit is a **CITY OF MAKERS** and there's an opportunity to continue that legacy on industrial lands along the JLG.
- **NEGATIVE PERCEPTIONS** of industry are deep rooted and will be a challenge to overcome.
- **IMPACTS FROM INDUSTRY** are still being felt today including the impacts from truck traffic (dust/noise), physical appearance of industrial properties, and air pollution.
- **MESSAGING AROUND INDUSTRY** centers around job creation, but impacts can be long term.
- **ADVOCACY & ENGAGEMENT HAS BEEN EFFECTIVE** in terms of mitigating truck traffic, improve buffering standards, and provide additional tree plantings.

Where is **INDUSTRIAL** land located?

Traditionally, close to

- major water, rail, and highway transportation routes
- customers
- labor force
- utilities

Locational needs and preferences have changed over time

- Older areas – more multi-story, rail-oriented, mixed uses
- Newer areas – single-story, highway-oriented, separated uses.

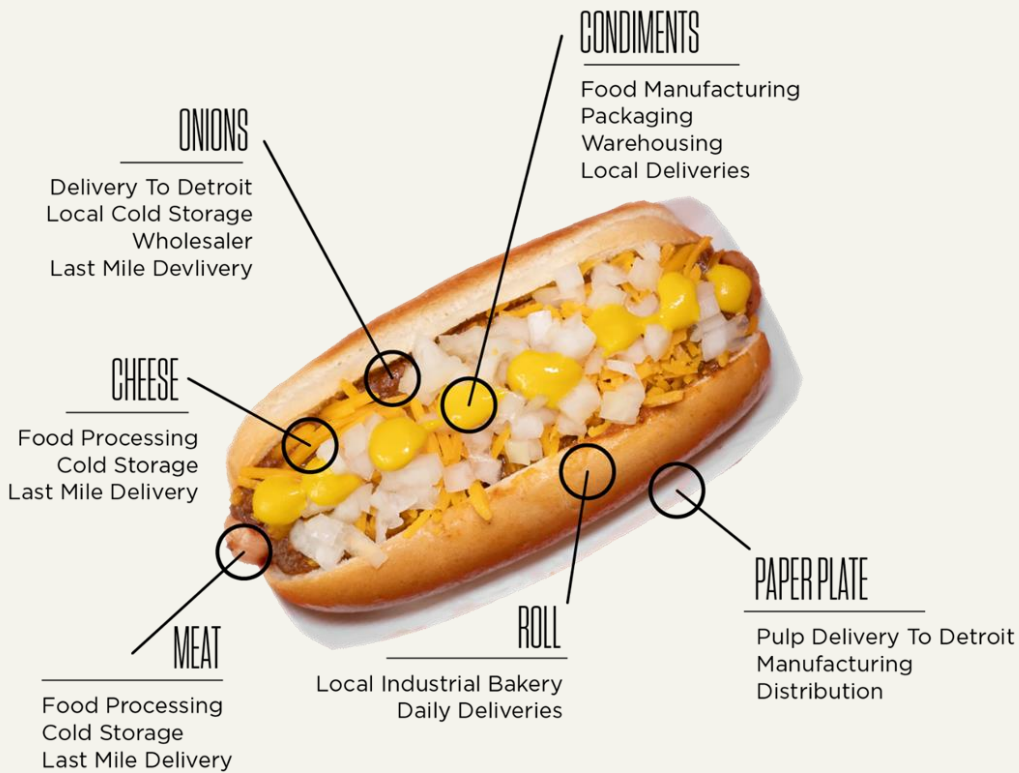
LEGEND

- Detroit City Boundary
- JLG Route
- Industrial Property (Within Planning Area)
- Industrial Property (Outside of Planning Area)

0 1 2 4 miles



Why do we **need** local INDUSTRIAL land?



THINK ABOUT YOUR LUNCH TODAY...

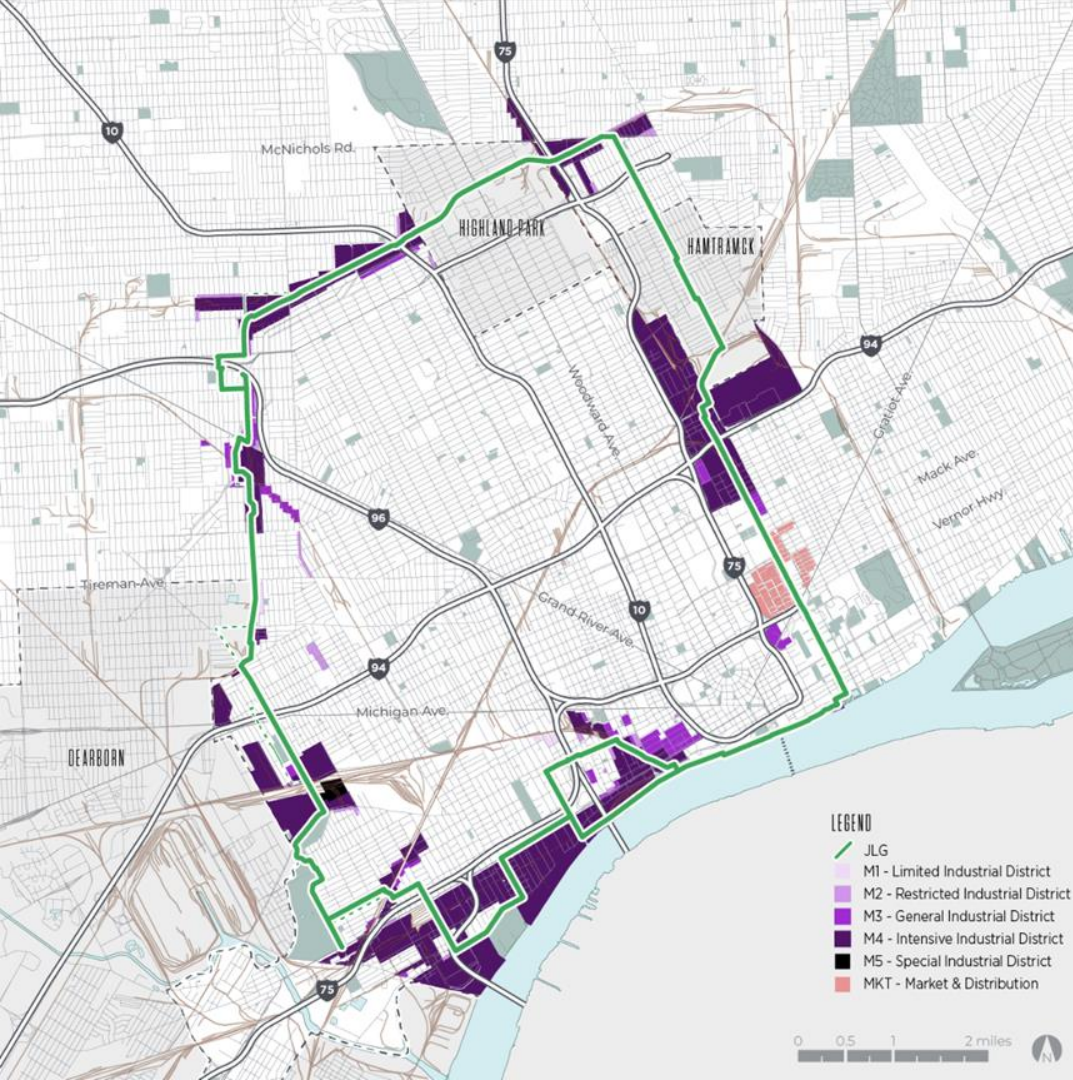
- How were your food, ingredients, paper products, etc. delivered to the place of retail purchase? ([Transportation](#))
- Where were the food, ingredients, etc. processed or stored before they were delivered? ([Manufacturing/Cold Storage/Wholesale](#))
- Who maintains the vehicle that delivered the products? ([Maint. & Repair](#))
- Who provides and services the equipment used to prepare the lunch? ([Commercial Supply and Leasing, Maintenance and Repair, Waste Management](#))
- Who built or modified the buildings involved? ([Construction](#))
- Who provides the various establishments' internet services? ([Information](#))

Why do we **need** local INDUSTRIAL land?

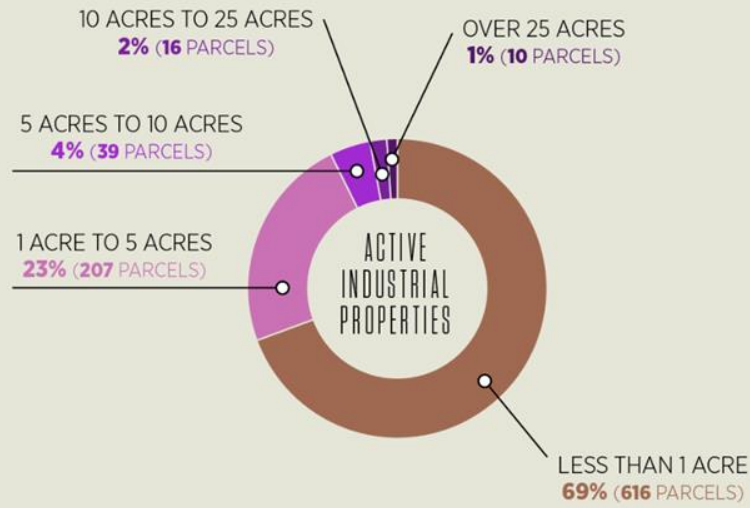
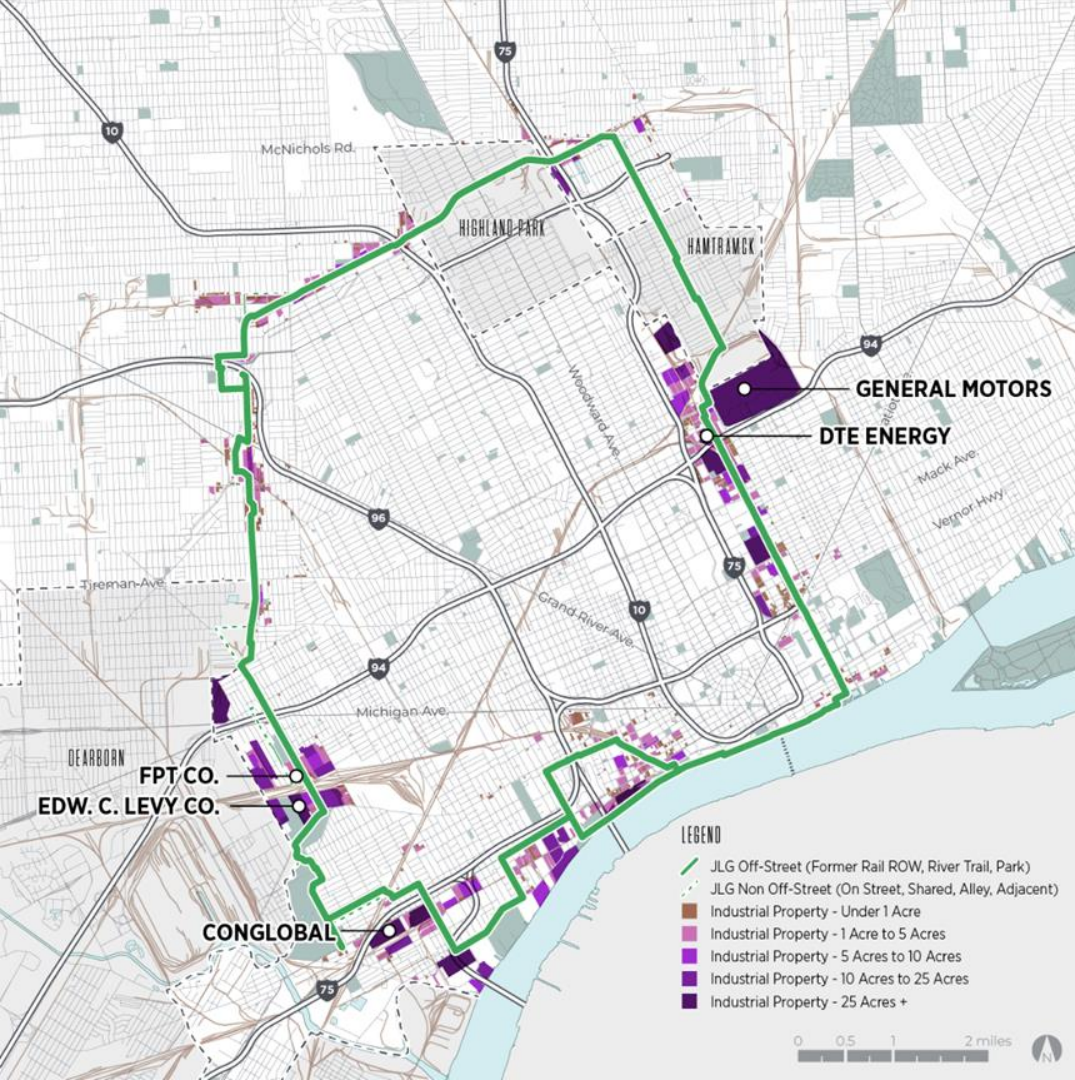
- Helps maintain a **diverse and resilient economy**
- **create opportunities for entrepreneurship and new investment**
- **Industrial jobs generally pay more** than occupations in many other sectors
- **The supply of industrial land generally won't increase**

INDUSTRIAL ZONING

- Most land use and zoning immediately adjacent to the JLG is industrial
- Most of that industrial land is zoned M4 (Intensive Industrial District)
- Almost half (49%) of the land zoned for industry is not being used for active industry.



INDUSTRIAL LAND USE BY SIZE



Most industrial within a half mile of the JLG properties are small (less than 1 acre)

What have we heard about the **challenges** of Industrial Land?

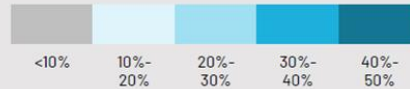


- Deteriorated, obsolete, under-utilized and/or vacant properties (including some in public ownership)
- Soil contamination
- Truck traffic, loading and un-managed truck parking (and dust!)
- Past or current air pollution, fumes and emissions

NEW CONSTRUCTION ON INDUSTRIAL PARCELS HAS TAPERED OFF SINCE THE MID 20TH CENTURY

Distribution of Decade of Year Built of Building on Industrial Parcels

| | 1870 | 1880 | 1890 | 1900 | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2010 |
|------------------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Northeast Sub-Area 3 | 0% | 0% | 0% | 0% | 0% | 18% | 0% | 27% | 36% | 9% | 0% | 0% | 0% | 0% | 9% |
| Delray | 0% | 1% | 0% | 3% | 12% | 16% | 15% | 18% | 6% | 6% | 7% | 3% | 6% | 6% | 1% |
| Northwest Sub-Area 1 | 0% | 0% | 0% | 0% | 0% | 14% | 11% | 42% | 22% | 8% | 1% | 1% | 1% | 0% | 1% |
| Dequindre Cut Extension Sub-Area 1 | 0% | 2% | 0% | 6% | 16% | 20% | 13% | 11% | 3% | 8% | 14% | 3% | 2% | 3% | 0% |
| Northeast Sub-Area 1 | 0% | 0% | 0% | 0% | 0% | 13% | 5% | 18% | 28% | 15% | 8% | 10% | 0% | 3% | 0% |
| Downtown, Riverfront Sub-Area 2 | 0% | 1% | 3% | 1% | 6% | 21% | 12% | 14% | 17% | 6% | 9% | 7% | 2% | 2% | 0% |
| West Riverfront | 0% | 0% | 2% | 6% | 14% | 17% | 8% | 16% | 11% | 11% | 8% | 2% | 4% | 1% | 0% |
| Dequindre Cut Extension Sub-Area 2 | 0% | 5% | 5% | 5% | 16% | 21% | 16% | 5% | 21% | 0% | 0% | 0% | 5% | 0% | 0% |
| Southwest Sub-Area 2 | 0% | 0% | 0% | 0% | 4% | 14% | 4% | 29% | 32% | 4% | 4% | 7% | 4% | 0% | 0% |
| Northwest Sub-Area 2 | 0% | 0% | 0% | 0% | 0% | 7% | 2% | 38% | 38% | 7% | 5% | 0% | 2% | 0% | 0% |
| Westside Sub-Area 2 | 0% | 0% | 0% | 3% | 0% | 14% | 14% | 22% | 42% | 0% | 3% | 3% | 0% | 0% | 0% |
| Westside Sub-Area 1 | 0% | 0% | 0% | 0% | 0% | 12% | 14% | 41% | 20% | 6% | 6% | 2% | 0% | 0% | 0% |
| Southwest Sub-Area 1 | 0% | 0% | 0% | 0% | 8% | 12% | 16% | 24% | 16% | 16% | 8% | 0% | 0% | 0% | 0% |
| Westside Sub-Area 3 | 0% | 0% | 0% | 0% | 4% | 26% | 7% | 37% | 22% | 0% | 4% | 0% | 0% | 0% | 0% |
| Downtown, Riverfront Sub-Area 1 | 2% | 10% | 2% | 17% | 7% | 17% | 12% | 10% | 12% | 7% | 2% | 0% | 0% | 0% | 0% |
| Northeast Sub-Area 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 25% | 50% | 25% | 0% | 0% | 0% | 0% | 0% |
| JLG Total # | 1 | 8 | 7 | 21 | 47 | 121 | 79 | 177 | 142 | 55 | 46 | 22 | 15 | 10 | 3 |



This means that users must be able to **use older building stock** or **be profitable enough to cover the costs** of building a new building

CONFLICTS + BARRIERS



Prairie Road JLG connection in the Northwest



Truck Parking on Joseph Campau and Halleck Streets in the Northeast

INDUSTRIAL MARKET FINDINGS SUMMARY

- Largely, transition away from heavy industrial *except* for Dequindre Cut Extension.
- In other areas, pivot to **industrial mixed use**. This includes new real estate types to complement existing conditions and colocation with commercial/housing.
- The private sector will not produce the industrial landscape you're capable of - the public sector needs to push the market.
 - There are resources for small scale commercial and larger scale industrial, **we're missing the middle small scale industrial funds**.
- **Need to address the negative perceptions and impacts** of existing industrial uses on the greenway and surrounding homes.

GOALS

1. Support Existing Businesses
2. Create new jobs off the greenway
3. Reduce impacts on surrounding residences and JLG
4. Connect Residents to Jobs



GOALS

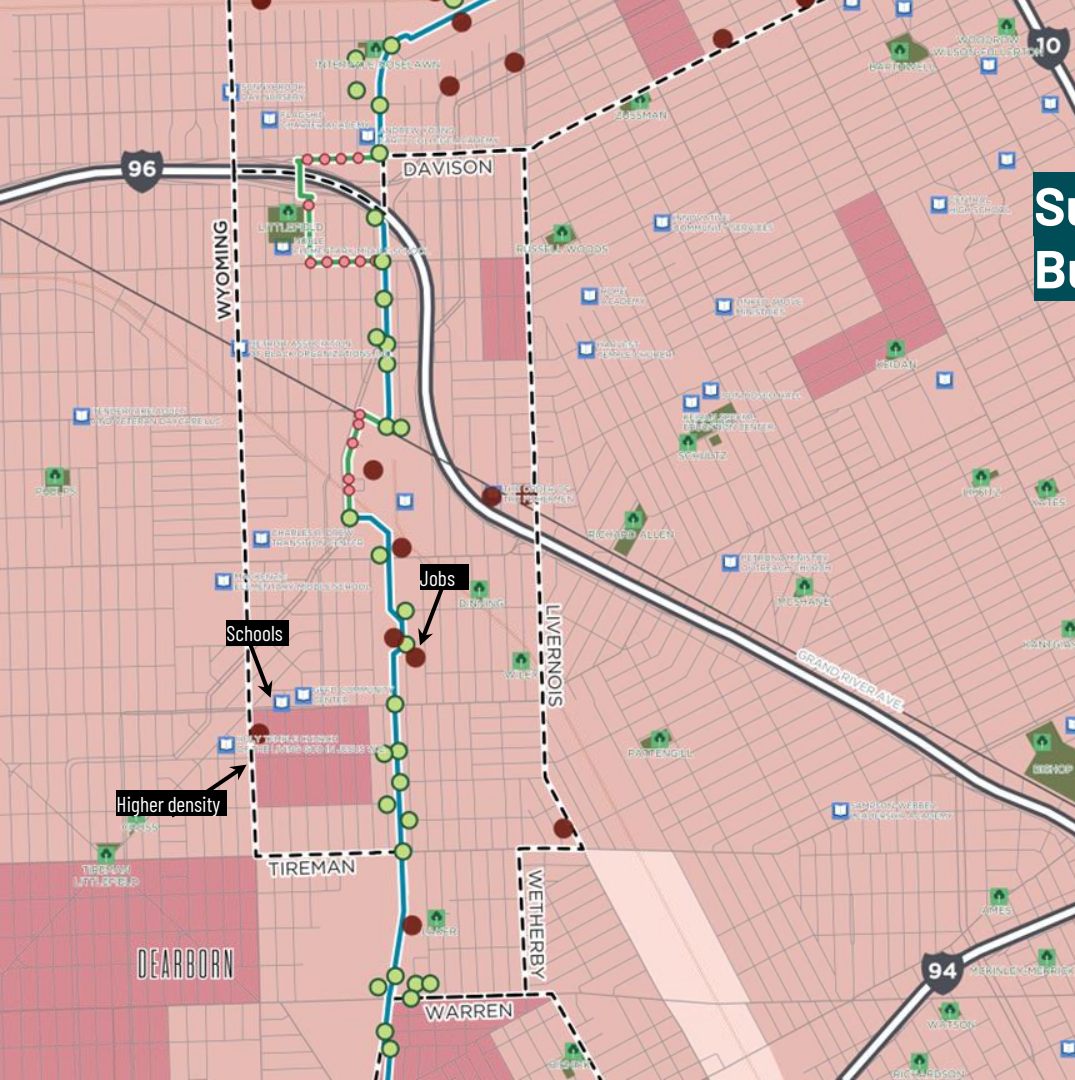
1. Support Existing Businesses
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DRAFT Strategies:

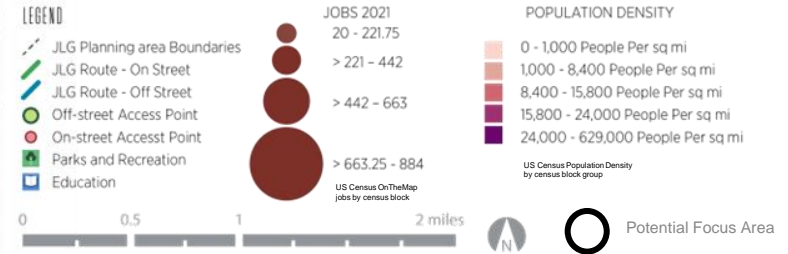
- Create better connections between industrial employers and the JLG
- Preserve heavy industrial uses in some limited areas, but better define industrial uses and design guidelines
- In the long term, work to acquire/improve industrial opportunity sites that are underutilized to maximize their potential.
- Study opportunities to downzone from M4 to light industrial or industrial-mixed zoning
- Create a small to midsize industrial development program to support small spaces for makers and businesses.
- Incentivize property owners to meet updated industrial design guidelines.
- Consider Industrial Blight to Beauty, strategic tree plantings and buffering, and truck route planning.
- Work with new employers to provide training programs.

Support Existing Businesses

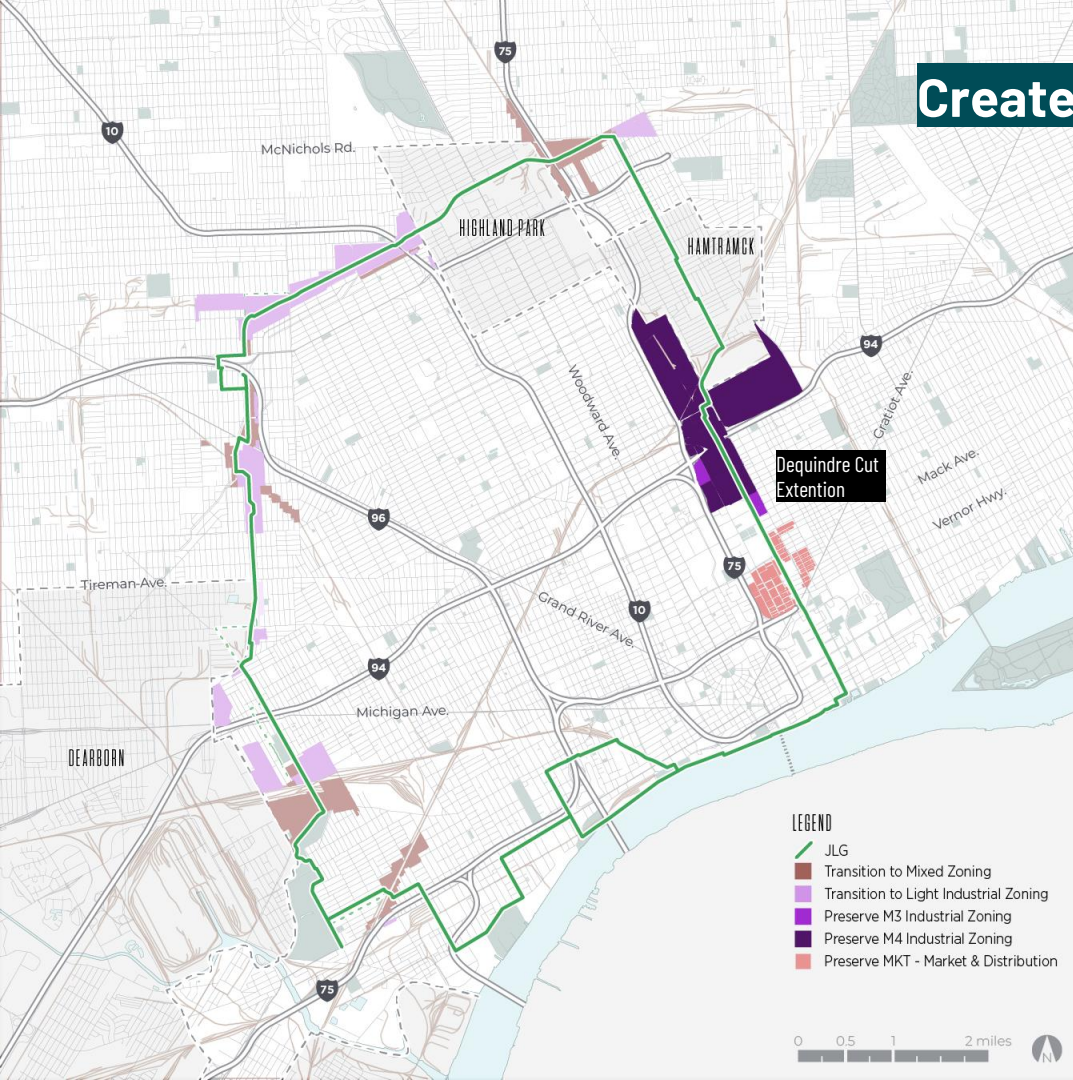
- Create better connections between industrial employers and the JLG (See *Mobility Recommendations*)



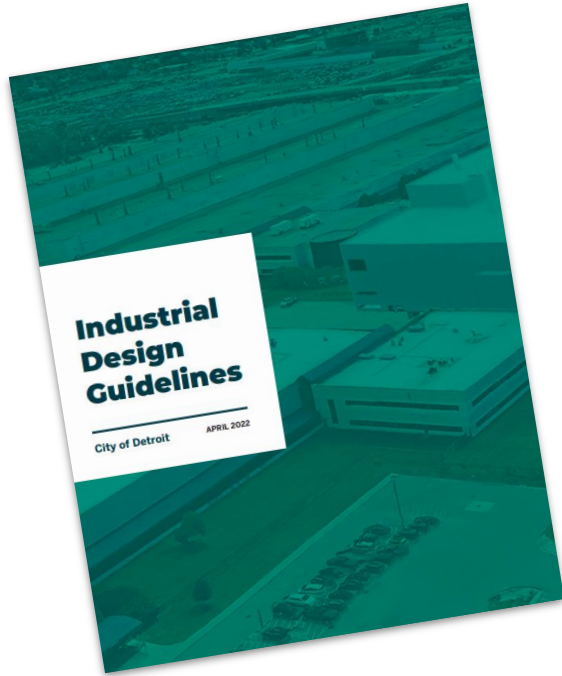
WESTSIDE: DESTINATIONS



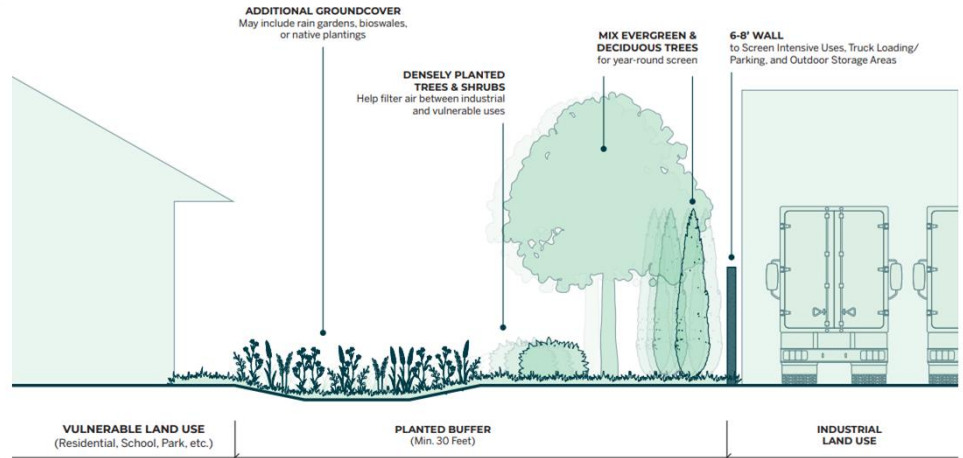
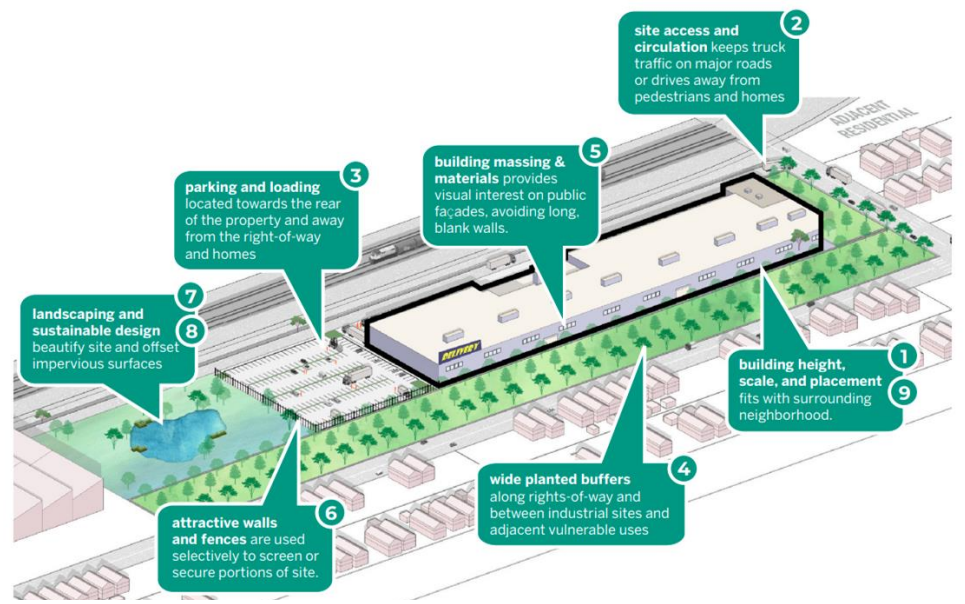
Create new jobs off the greenway



- Preserve heavy industry in some limited areas, but better define industrial uses and design guidelines
- Consider “Industrial Blight to Beauty”, strategic tree plantings and buffering, and truck route planning.
- **In the long term**, work to acquire/improve industrial opportunity sites that are underutilized to maximize their potential.

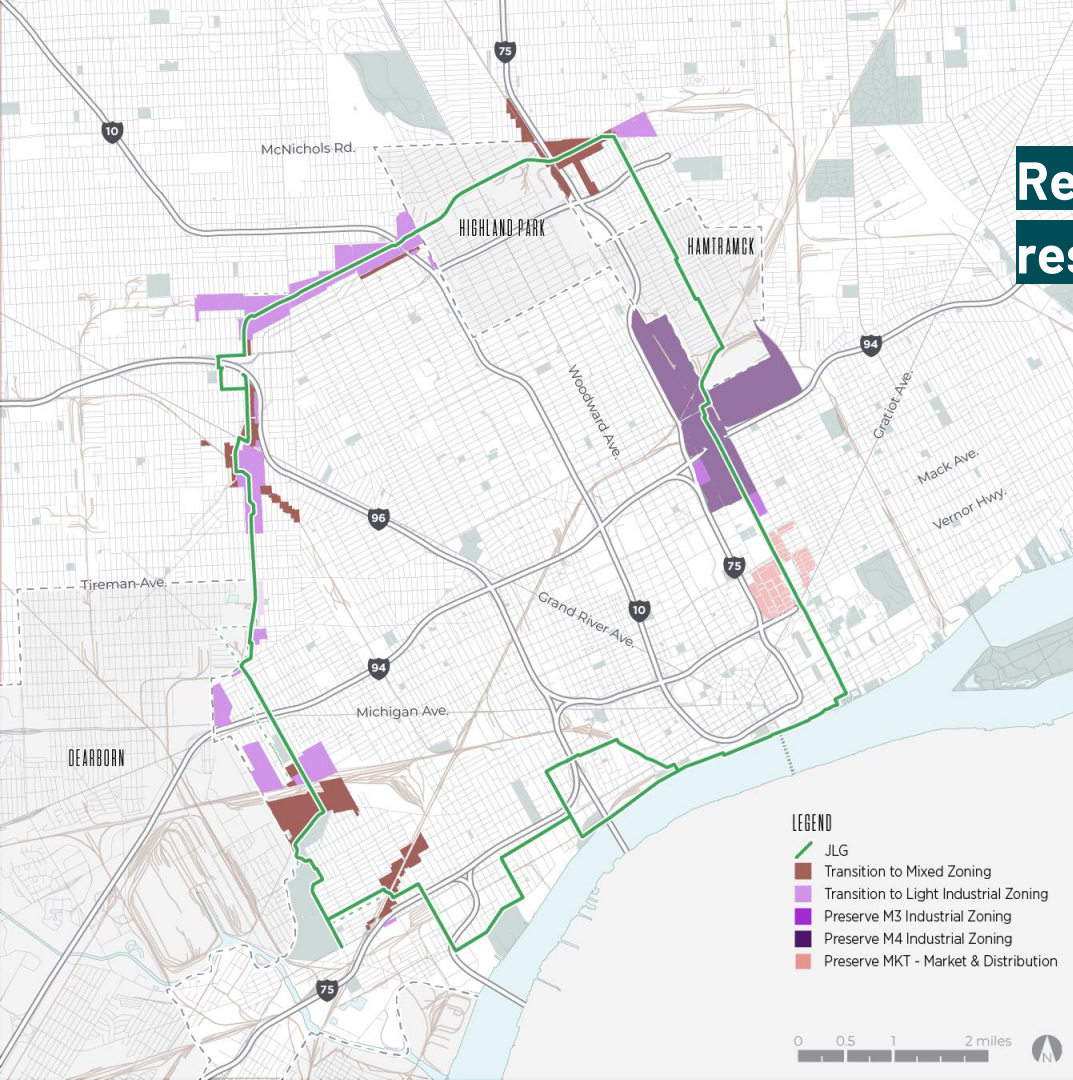


City of Detroit Industrial Design Guidelines, 2022



Reduce impacts on surrounding residences and JLG

- Study opportunities to downzone from M4 to light industrial or industrial-mixed zoning
- Create a small to midsize industrial development program to support small spaces for makers and businesses.
- Incentivize property owners to meet updated industrial design guidelines.
- Consider “Industrial Blight to Beauty”, strategic tree plantings and buffering, and truck route planning.



Industrial Uses

| Typology | Description |
|---|---|
| Heavy Industrial | Larger-scale, higher-intensity production or manufacturing; capital-intensive; possible undesirable externalities (trucks, pollution, etc.) |
| Light Industrial | Small-scale, lower-intensity production or manufacturing, with minimal noxious/offensive byproducts |
| Artisanal Manufacturing | Small-scale spaces for craft production or art spaces; may involve on-site sales/service to customers (e.g., retail areas) |
| Warehouse / Distribution Centers | Short- or long-term product storage; generally high-traffic and could serve multiple transportation modes (rail/truck/plane) |
| B2B - Blue Collar | "Business-to-business" operations that are flexible in size/site needs and can locate on mixed-use corridors |
| Food + Bev Production | Mixed B2B/B2C food/beverage production that may involve on-site sales/service to customers (e.g., restaurants, tasting rooms, retail) |
| Lab | <i>Focused on new technologies, robotics, biotechnology, information technology, pharmaceuticals, etc.</i> |
| Tech / Hardware / IT / Robotics | <i>Hardware development, primarily focused on electronics and tech-based innovations</i> |
| Makerspace / Shared Prototyping Facility | <i>Shared tools/workspace; mix of hobbyists and prototyping</i> |
| Whitebox | <i>Commercial space that is "core and shell" space and is ready to be rented</i> |

Create a small to midsize industrial development program to support small spaces for makers and businesses.

These sectors identified in the Market Study can be used for second-stage companies (e.g., those coming out of shared spaces/incubators/accelerators)

Create a small to midsize industrial development program to support small spaces for makers and businesses.



FLEX/ LIGHT INDUSTRIAL BUILDING TYPOLOGY

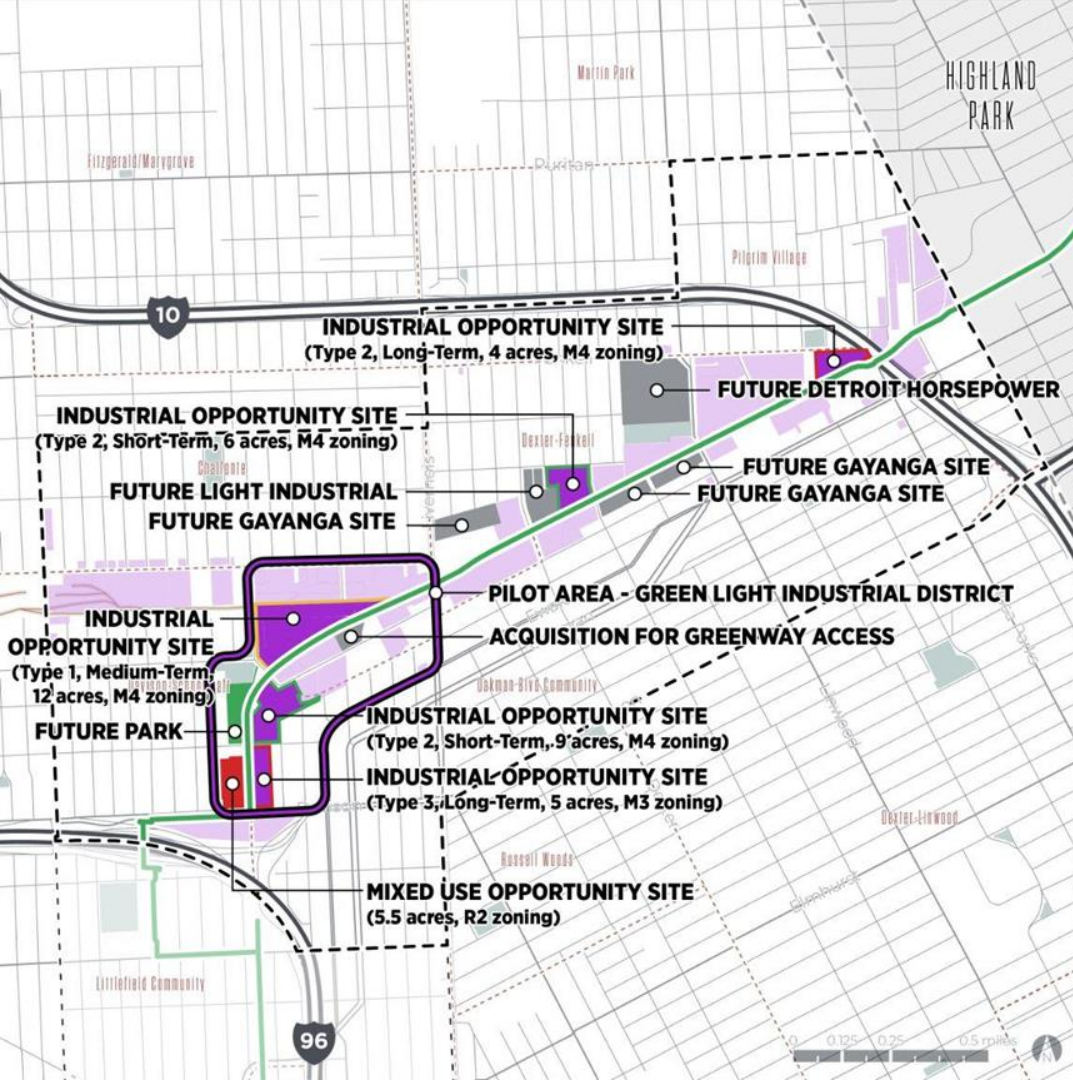
DESCRIPTION

- Modern industrial buildings that consist of flexible subdividable spaces
- Allows for scalability to accommodate the needs of different industrial business types
- Can work on a range of different site sizes across JLG neighborhoods
- New product for small to mid-size businesses 4,000-5,000 sq. ft. to 10,000-12,000 sq. ft.



JLG NORTHWEST - OPPORTUNITY SITES

Study further potential to transition away from heavy industry



OPPORTUNITY SITE CATEGORIES

Type 1 - Heavy industry surrounded, over 5 acres

Type 2 - "Light" industry, over 5 acres

Type 3 - 3-5 acre vacant sites and potential assemblies

OPPORTUNITY SITE PRIORITIZATION

Short-Term - High Priority

Medium-Term - Medium Priority

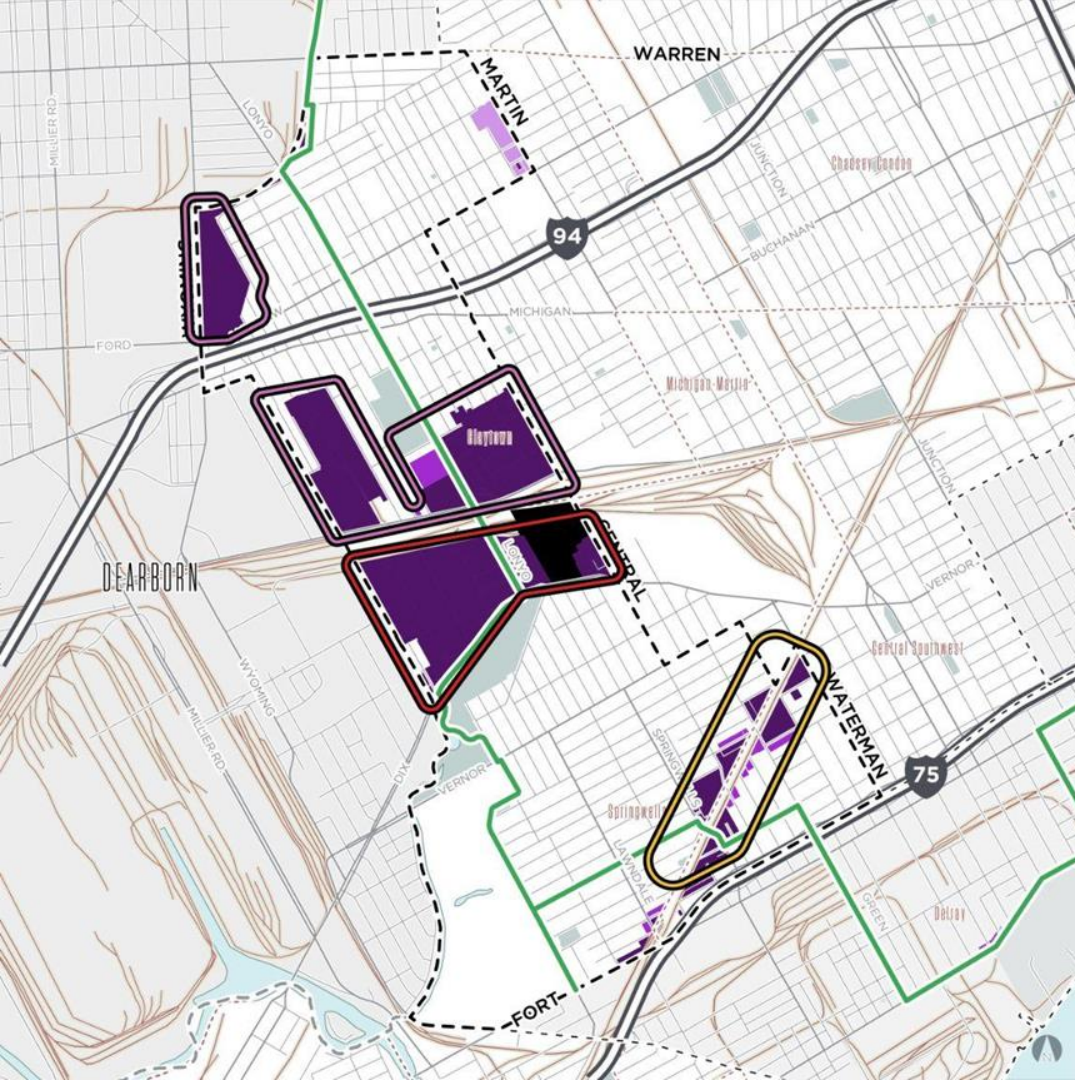
Long-Term - Low Priority

LEGEND

- Industrial Opportunity Site
- Existing Industrial Parcels
- Mixed-Use Opportunity Site
- Other Relevant Sites
- Short-Term
- Medium-Term
- Long-Term

JLG SOUTHWEST - STRATEGIES APPROACH

Study opportunities to
downzone from M4 to other
classifications



LEGEND

- Expand
- Preserve - No Change
- Preserve - Downzone
- Transition - Industrial/Mixed Use
- Transition - Non Industrial
- M1 - Limited Industrial District
- M2 - Restricted Industrial District
- M3 - General Industrial District
- M4 - Intensive Industrial District
- M5 - Special Industrial District



Connect Residents to Jobs

Detroit at Work Career Guide
Jobs • Training • Education • Support

Detroit at Work Career Guide
INVESTING IN YOU

Upcoming Job Fairs

IT & Professional Services

Healthcare

Construction & Infrastructure

Manufacturing & Mobility

- During Construction, connect local job seekers to JLG contractors and continue direct outreach to local contractors at trade events
- Leverage training and workforce experience programs in future greenway maintenance and land stewardship pilots
- Bring job fairs to events on the JLG
- Ensure the greenway itself helps address transportation barriers by connecting to existing employers and attracting new ones along the greenway

**Need to find a career?
Then you need to find
DETROIT AT WORK.**

- **Long-term:** Work with new development & employers to develop job training programs specific to new and growing sectors along the greenway

DISCUSSION QUESTIONS

We want to know your thoughts about the draft strategies for the Greenway

01:

Are these draft strategies **heading in the right direction?**

02:

Is there an idea that **excites you?**

03:

Are there potential strategies missing that **you would like to see?**

GOALS

1. Support Existing Businesses
2. Increase access to jobs
3. Reduce impacts on surrounding residences and JLG
4. Connect Residents to Jobs

What are your top 3 priorities?

DRAFT Strategies:

- Create better connections between industrial employers and the JLG
- Preserve heavy industrial uses in some limited areas, but better define industrial uses and design guidelines
- In the long term, work to acquire/improve industrial opportunity sites that are underutilized to maximize their potential.
- Study opportunities to downzone from M4 to light industrial or industrial-mixed zoning
- Create a small to midsize industrial development program to support small spaces for makers and businesses.
- Incentivize property owners to meet updated industrial design guidelines.
- Consider Industrial Blight to Beauty, strategic tree plantings and buffering, and truck route planning.
- Work with new employers to provide training programs.

Next Steps

1. Upcoming topic-specific virtual public meetings - Register through bit.ly/jlgsignup!

Commercial/Small Business Thursday - January 25

Mobility Tuesday - January 30

Industrial Thursday - February 01

Housing Tuesday - February 06

Vacant Land Thursday - February 08

1. Stay tuned via detroitmi.gov/jlgplanning for more details about upcoming events.

THANK YOU!

Please join our next virtual meetings, and spread the word with your friends and neighbors!



detroitmi.gov/jlgplanning

IG: @jlouisgreenway

FB: Joe Louis Greenway

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