



# BRIGHTMOOR AREA

**DRAFT**

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**Neighborhood Framework**  
Planning and Development  
Department  
City of Detroit

December 2024

Neighborhood Framework Plan  
**BRIGHTMOOR AREA**

**CITY OF DETROIT**  
MAYOR MICHAEL DUGGAN

**PLANNING AND  
DEVELOPMENT DEPARTMENT**  
ANTOINE BRYANT, DIRECTOR

DECEMBER 2024

# FOREWORD

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Letter to go here

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## **ACKNOWLEDGMENTS**

TO BE ADDED

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## VISION + MISSION STATEMENT

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### PDD'S 2021 VISION:

**A Healthy and Beautiful  
Detroit, Built on  
Inclusionary Growth,  
Economic Opportunity, and  
an atmosphere of Trust.**

**WHAT DO WE NEED TO BUILD A VIBRANT  
DETROIT WITH OPPORTUNITY FOR EVERYONE?**

**PDD'S MISSION**

**To Build a city Secure in  
its Future, Grounded in its  
Roots and Hopeful in its  
present state.**

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**1**

**INTRODUCTION**





# PLAN PURPOSE

This plan is a comprehensive neighborhood framework plan that worked in tandem with the Brightmoor community and Planning and Development Department (PDD) to build upon previous neighborhood planning efforts and identify key opportunities to support and enhance the neighborhood. This process examined creative solutions to revitalize vacant land/blight, public parks, housing redevelopment, economic development, utilization of public vacant land, and Green Stormwater Infrastructure (GSI) strategies.

A key initiative throughout this plan is to improve residents' quality of life and strengthen economic development along the Fenkell corridor. Recommendations promote diverse housing options, elevate neighborhood vibrancy, propose sustainable uses for vacant land, and address flooding with strategies to that are informed by and embrace the spirit of the Brightmoor community.



Sidewalk Festival (Sidewalk Labs) (Credit: Trilogy Beats, 2018)

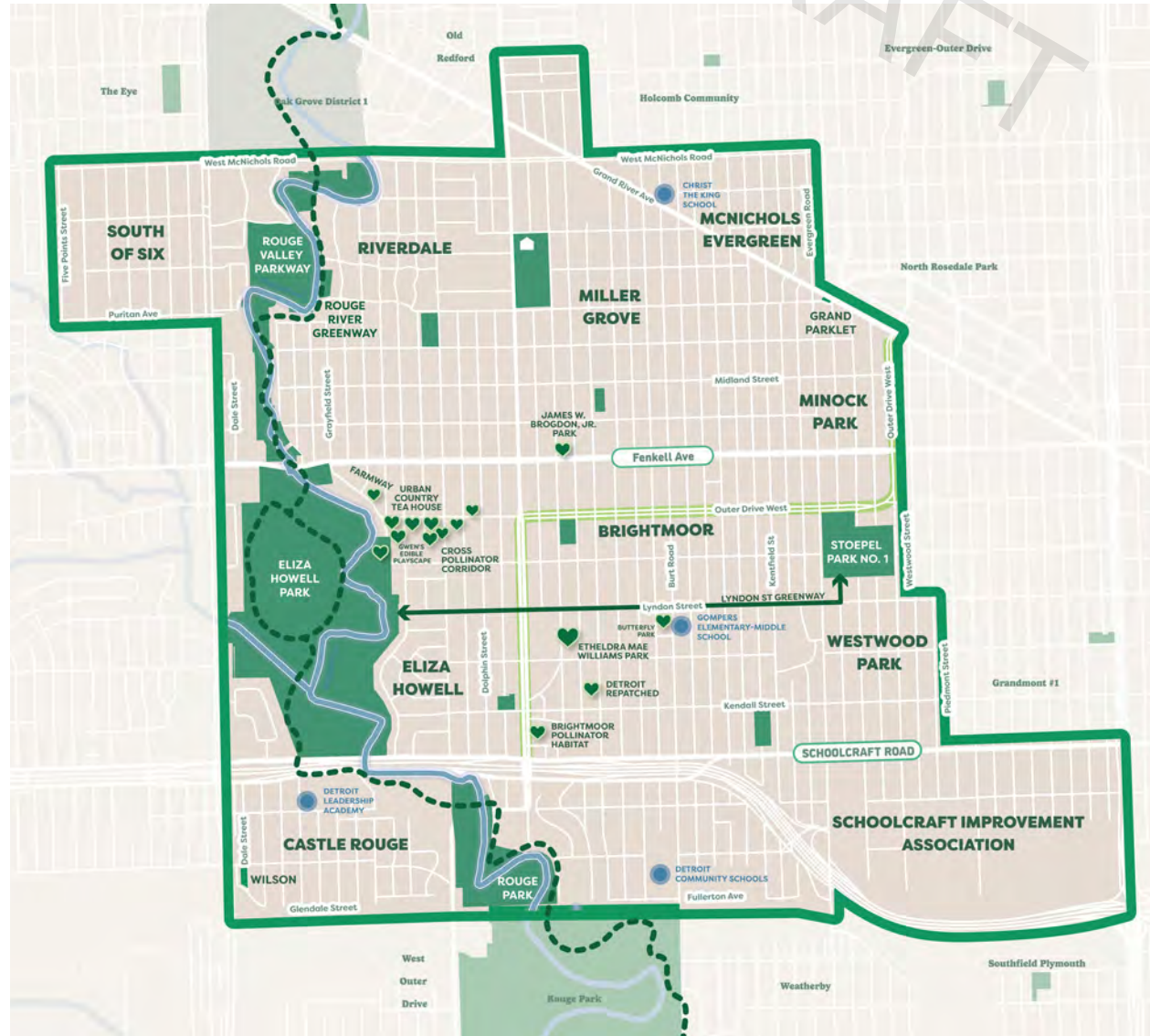
**PLANNING AREA**

The Brightmoor framework planning area encompasses 12 neighborhoods in Northwest Detroit, as they were initially outlined in the 2014 *Restore the 'Moor* plan.

With Brightmoor at its heart, the planning area also includes surrounding communities like South of Six, Riverdale, McNichols Evergreen, Minock Park, Westwood Park, Eliza Howell, Castle Rouge, and the Schoolcraft area.

**Legend**

- CITY PARKS
- COMMUNITY-CREATED GREEN SPACES
- EXISTING GREENWAY
- ROUGE RIVER GREENWAY (FUTURE)



# PROCESS OVERVIEW

Starting late 2022, this plan's four phases took place over about 24 months. During this time, hundreds of community members and advocates shared their thoughts on the planning process and what they wanted for the future of the Brightmoor area. They gave feedback through public workshops, focus groups, surveys, office hours, and conversations with advocates.

Public workshops were held at the end of each phase to review what was learned and discuss feedback about next steps. These workshops also shared what residents and attendees wanted to focus on in future phases. Focus groups were held for each main topic of the plan, such as housing, stormwater, public safety, parks and open space, economic development, and streets and mobility. In addition, PDD met with the community through many office hours sessions around the neighborhood and ran a digital survey. Together, the feedback from all of these conversations forms the foundation of the community vision described in this document.



500+ COMMENTS



8 FOCUS GROUPS



70 SURVEY RESPONSES



4 WORKSHOPS



30+ ADVOCATE CONVERSATIONS & OFFICE HOURS



150+ ATTENDEES

# PLANNING CONTEXT

The Brightmoor Area Framework plan builds on a history of previous and ongoing planning efforts by City departments and community organizations. The Framework plan works together with these previous plans to provide a comprehensive path forward for the Brightmoor area.

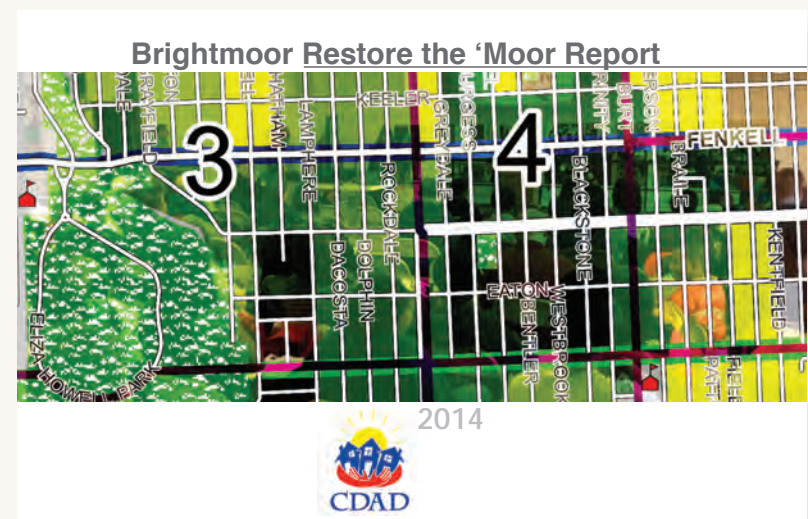
## Plans related to...

- Housing
- Streets
- Stormwater
- Parks and open space
- Community

## Restore the 'Moor Brightmoor Alliance and Community Development Advocates (CDAD), 2014

Developed by the Brightmoor Alliance and Community CDAD with input from over 1,200 residents, Restore the 'Moor addresses housing, blight, safety, job creation, and access to services for the Brightmoor area.

Plan recommendations included urban homesteads, eco-tourism, and cooperative businesses, alongside community-driven initiatives like public art and safety programs. Key next steps include integrating the plan into Detroit's Master Plan, securing funding, and forming resident-led working groups to implement the plan's priorities. By leveraging past efforts and fostering collaboration, the plan seeks to transform Brightmoor into a sustainable and thriving neighborhood.



## Streets for People

### Department of Public Works (DPW), 2022

Streets for People is the city's first transportation master plan. Developed over two years with input from thousands of residents, it addresses critical issues such as traffic safety, accessibility, economic opportunity, and environmental sustainability.

The plan identifies speeding and dangerous driving as top concerns and highlights gaps in multimodal transit options and infrastructure. The plan recommends the implementation of the Comprehensive Safety Action Plan to reduce traffic fatalities, expanding multimodal networks, and prioritizing equity-focused investments. The plan aims to transform Detroit's streets into safe, inclusive, and vibrant public spaces.



## Eliza Howell Park Concept Plan

### Sidewalk Detroit, 2018

The Eliza Howell Park Concept Plan envisions improvements to transform Eliza Howell Park into a vibrant, inclusive, and sustainable public space. The plan highlighted the need for enhanced accessibility, habitat restoration, and increased recreational opportunities in the park. Recommendations include habitat protection, expanded trails, active recreation spaces, rain gardens, and unique artistic and educational elements.

The focus on integrating community input, securing partnerships, and implementing near-term priorities like seating, signage, and tree planting. Eliza Howell Park improvements are already underway, including roadway resurfacing, bike lanes, green infrastructure, native planting and a nature themed playground.



## Stormwater Management Design Manual Detroit Water and Sewer Department (DWSD), 2020

The goal of this manual is to provide guidelines for improving how stormwater is managed in the city. It focuses on reducing flooding, preventing sewer backups, and keeping pollution out of Detroit's rivers and the Great Lakes. For residents, this means greener infrastructure like rain gardens, permeable pavement, and tree planting in neighborhoods.

These measures can reduce flooding, improve water quality, lower drainage bills, and enhance local quality of life by making neighborhoods cleaner, safer, and more resilient to heavy rainfall.

Fenkell Stormwater Gardens are a related stormwater infrastructure project planned for Brightmoor.



## Parks and Recreation Strategic Plan City of Detroit Parks and Recreation Division, 2022

This plan aims to improve the City of Detroit's parks and green spaces by focusing on equity, community input, and accessibility. Building on past successes, such as renovating 150 parks, the plan seeks to provide safe, high-quality public spaces for all residents. It emphasizes enhancing park access, particularly in underserved neighborhoods, and upgrading facilities like playgrounds, sports areas, and trails to promote physical activity and community connections.

By prioritizing clean and safe environments, the plan supports health and well-being while offering new opportunities for recreation, fitness, and socializing. It envisions parks as vibrant hubs that enhance the quality of life for Detroit's residents.

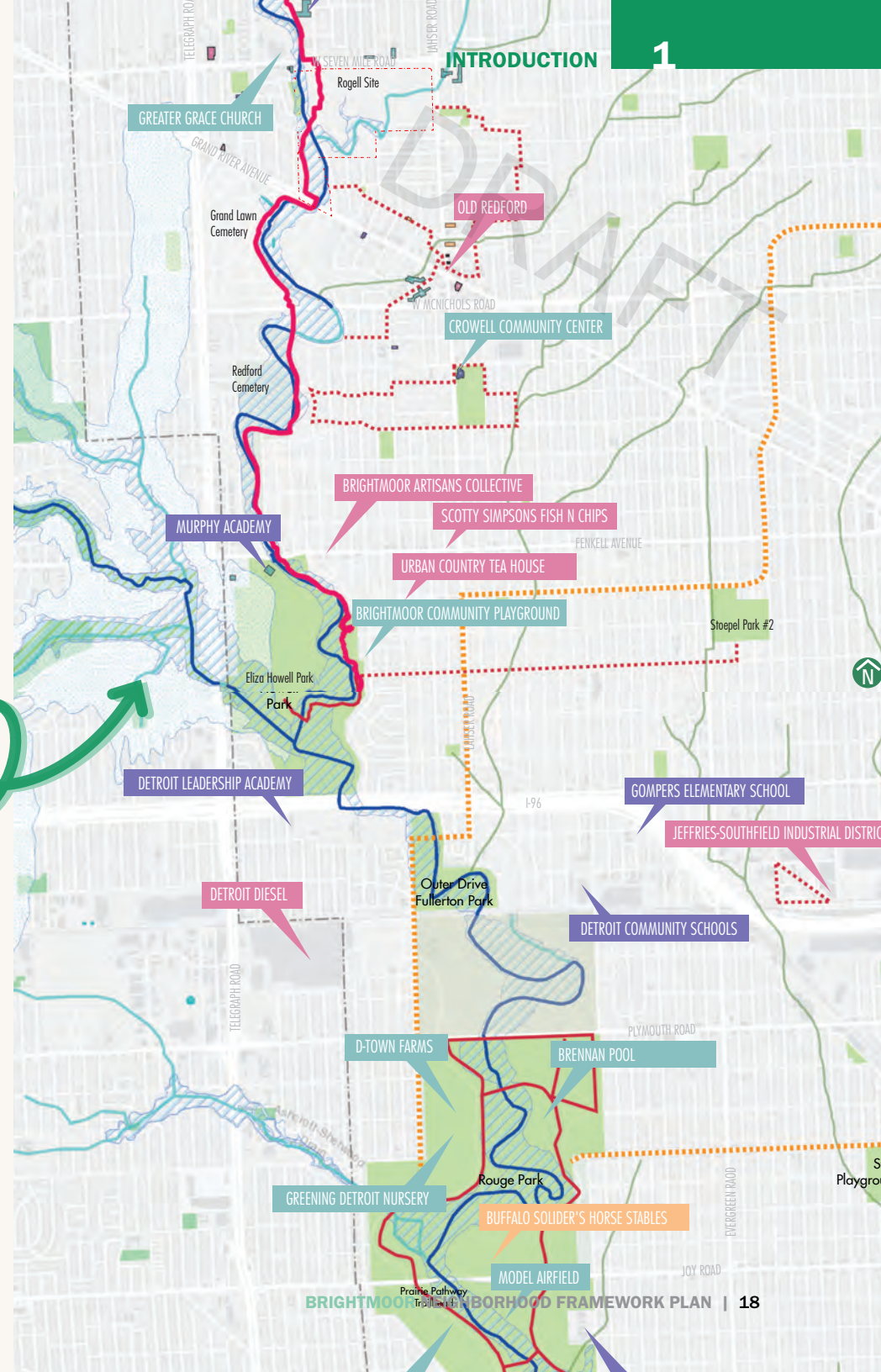




## Rouge River Greenway Planning and Development Department (PDD), 2018

The Rouge River Greenway Plan outlines a vision to transform Detroit's west side by connecting neighborhoods to the Rouge River through trails and open spaces. It aims to reduce flooding, improve water quality, and link parks, schools, and historic sites with a recreational greenway.

In the Brightmoor area, the Rouge River Greenway would increase access to parks and natural areas like Eliza Howell Park.



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**BRIGHTMOOR  
TODAY**



Sidewalk Festival (Sidewalk Labs) (Credit: Trilogy Beats, 2018)

# BRIGHTMOOR AREA TODAY

**At its core, the story of Brightmoor is about community strength, care, advocacy, and creativity in response to challenges related to infrastructure, the environment, and socioeconomic issues.**

Home to over 26,000 residents, Brightmoor is known for its diverse communities and their spirit of creativity, advocacy, and care. Like many Detroit-area neighborhoods, Brightmoor has endured many challenges over the years, including high poverty, housing vacancy and blight, crime and public safety concerns, street and basement flooding, and poorly maintained streets and sidewalks. However, the neighborhood is also home to residents and organizations working to make things better in spite of these challenges. Community efforts focus on revitalizing the area through urban farming, community-created parks and events, public art, and job creation.

Today, the Brightmoor area is home to diverse neighborhoods including 4 schools and some areas of the area have some of the highest percentage of youth under 19 years old in the city. Community organizations, faith-based communities, and business associations continue to support the overall health and economy of the Brightmoor area.

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## Legend

- |  |   |
|--|---|
|  Restaurants    |  Community parks   |
|  Child care     |  Occupied land     |
|  Schools        |  Historic district |
|  Church         |  Food pantry       |
|  Grocery stores |  Commercial        |

Brightmoor is home to nearly 26,000 people

BRIGHTMOOR FARMWAYS



MS. GWEN'S EDIBLE PLAYScape



WILLOW SCULPTURE @ ELIZA HOWELL PARK

ELIZA HOWELL PARK EVENTS

McNichols Rd

Telegraph Rd

Lahser Rd

Outer Drive W

Outer Drive W



ORCHARD VILLAGE



DR. MAYA ANGELOU VILLAGE

MICHAEL WILLIAMS PARK



PROGRAMS @ ELIZA HOWELL PARK

Youth are integral to Brightmoor's culture - over a third of the community is under 18

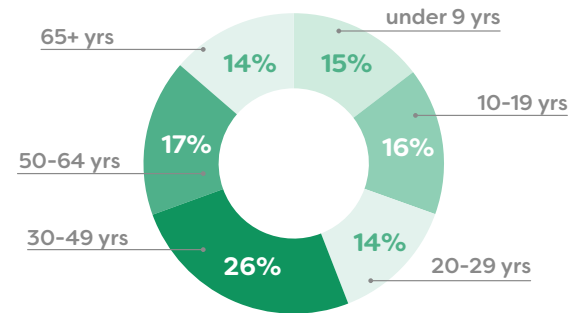
## DEMOGRAPHIC SNAPSHOT

About 26,000 residents live within the twelve neighborhoods that make up the framework planning area.

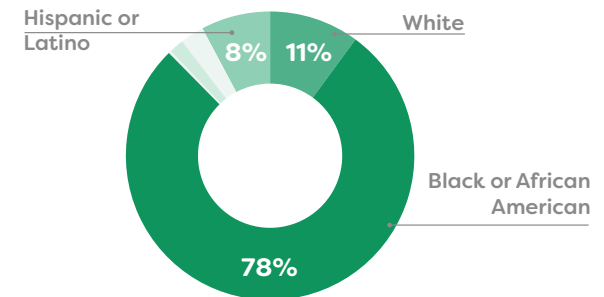
While nearly half of the neighborhood are working adults between the ages of 20-64, youth and teens also make up a large portion of the community, with over 30% of residents being under the age of nineteen. Some areas of the Brightmoor area are more than 50% under nineteen years old. Brightmoor youth and their priorities are an important consideration of this plan.

Through community feedback, we learned that there is a desire to engage the youth through positive neighborhood programming, arts and job training/mentorship. It has also been noted that as residents are aging and retiring, there is a need for more housing diversity and opportunities for older adults to move to senior living communities or adapt their homes to age in place.

Working adults and teens are the largest age group in the neighborhood.



Brightmoor is a predominately black community.



Community Survey responses to the prompt:

How would you introduce yourself to someone you're meeting for the first time to describe a little bit about who you are and what you care about?

“ I am a life long  
 Detroiter, tax  
 payer and a good  
 neighbor. ”

Local Farmerette.  
 Mission is to encourage  
 and educate community  
 on sustainability.

“ I am a mother, wife, grand-mother,  
 entertainer (singer), lover of my  
 community and very concerned about  
 the reality and lack of economic  
 justice in my neighborhood. Would  
 love to see my neighborhood  
 improved without becoming  
 unaffordable. ”

I am a concerned citizen. Concerned  
 with breaking the systems that  
 are built to keep black and brown  
 people disenfranchised. Education,  
 housing, safety, access to wealth.

I care passionately about  
 mother earth and her  
 children, I love nature,  
 gardening, sustainability, and  
 social justice.

I want  
 Brightmoor to  
 shine brighter.  
 Community  
 wellness,  
 equity in care,  
 holistic uplift.

“ I am a  
 mother of 3  
 and I have  
 lived in  
 Brightmoor  
 all my life.  
 I've seen  
 it in all  
 stages and  
 am worried  
 about my  
 community. ”

I am a mother of three  
 boys. I am excited about  
 resource allocation and  
 it centers around the  
 work I do personally,  
 professionally, and within  
 my community!

I am a  
 minister in the  
 Brightmoor  
 community.

Resident of the Schoolcraft  
 Community for over 25  
 years who wants our  
 community to be safe,  
 clean, and attractive for  
 current and prospective  
 residents.

I'm a single mom working  
 to build a business. I care  
 about the places I can safely  
 take my daughter.

“ I am a fierce advocate for equity and inclusion and spend much  
 of my time trying to get the city of Detroit to deliver on its  
 promises to neighborhoods outside of downtown. ”

I'm a caregiver and  
 I believe in this  
 community it definitely  
 has a lot of potential.

I care about the changes in my community  
 as a homeowner for over 30 years and what  
 helps the community to come together and  
 stay together.

“I am Brightmoor!”

# HOUSING

**Brightmoor’s housing mainly consists of old single-family homes. Many residents struggle with high housing costs and low incomes, showing the need for affordable housing and support for both renters and homeowners.**

Most of Brightmoor’s housing is made up of single-family homes. More than three-quarters of the homes in the area are detached single-family houses on individual properties. The rest are in different types of buildings, including small and large multifamily properties. The average home in Brightmoor was built in 1948, which is similar to the average home age in Detroit (1947). Because Brightmoor’s homes are getting older, many properties need repairs and updates.

The Brightmoor study area contains a number of different sub-areas with differing household characteristics. Overall, in the Brightmoor area, 47% of residents own their homes and 53% rent their homes. However, this differs widely at the sub-area level: for example, in Eliza Howell, 81% of residents rent their homes, while in the Grandmont/Schoolcraft area, 76% of residents are homeowners and just 24% are renters. Homeownership rates do not correlate with the rates of vacant properties; some sub-areas with larger percentages of vacant lots and homes also have high percentages of homeownership, and some areas with low vacancy rates are predominantly renter households. Supporting both renters and homeowners in the Brightmoor area will be important to reduce vacancy and prevent displacement.

Currently, many residents of Brightmoor are spending more than they can afford on housing costs. A household is called “cost burdened” if they spend more than 30% of their annual income on housing. More than half of renters (57%), and more than one-third of homeowners (36%) are cost-burdened in the Brightmoor area.

An important housing priority is supporting affordable housing needs for single parents and people on fixed incomes, such as older adults and people with disabilities. About 37% of households in Brightmoor are “family households” led by a single person, including single women (29%) and single men (9%) living with their children or other relatives. Additionally, one-third (34%) of residents receive income from Social Security. It is important to consider housing that meets the needs of people on fixed incomes.

Incomes for households in the Brightmoor study area differ between the core of Brightmoor and the surrounding edge neighborhoods. In Brightmoor’s core areas along Fenkell, and in the Old Redford area, median household incomes range from \$22,000 - \$27,000 per year. In Castle Rouge, median incomes are approximately \$36,000 per year; and in areas east of Evergreen such as Rosedale Park and Minock Park, median incomes are in the \$50,000-\$60,000 range.

The U.S. Department of Housing and Urban Development (HUD) establishes “Area Median Income” (AMI) levels that are used to regulate public subsidy programs, like those used by the City of Detroit to fund affordable housing. Many public subsidy programs require that affordable units serve residents at or below 80% AMI. During the public engagement process, Brightmoor residents pointed out that the median household incomes in Brightmoor are below 80% AMI in much of the study area, and that this should be considered when setting rents for potential new development of affordable homes. Because public subsidy is limited, pursuing deeply affordable home development may be easier for developments that serve targeted populations, including senior housing; permanent supportive housing; and improvements or expansions to existing public housing properties like Smith Homes.





Majority of Brightmoor's housing stock are single family homes



Residents support expanded multifamily zoning



51% of residents rent their homes



37% of households are led by a single parent



# ZONING AND LAND USE

**Most of the Brightmoor area is zoned as “R1-Single Family Residential,” which limits the ability to build townhouses or apartments. Fenkell and Schoolcraft are business corridors, and the Schoolcraft area also includes some industrial buildings.**

Most of Brightmoor’s residential areas are zoned “R1,” which allows only single-family detached homes. In fact, 97% of residential parcels in the area have this zoning. This limits the types of housing that can be built without getting special zoning approval. For example, it would be difficult to build a two-family home or an apartment building in most parts of the neighborhood, even along busy streets like Lahser or Grand River. One exception is the Smith Homes development, which is zoned “R3” for low-density residential. The R3 zoning allows for smaller apartment buildings that fit with the neighborhood.

The business corridors in the area, including Fenkell and Schoolcraft, are mostly zoned “B4” or “General Business District.” This zoning allows a variety of businesses to set up shop along these corridors, but it does not allow for mixed-use development by right. Mixed-use development is a growing trend where residential and commercial spaces are combined in the same building, like a retail store on the ground floor with apartments above. Changing the zoning or adding a special overlay to allow mixed-use development could help revitalize Brightmoor’s commercial areas, creating a more attractive street-level environment for residents and bringing more foot traffic to support local businesses.

The neighborhood also includes some areas with industrial zoning, especially in the southeast Grandmont/Schoolcraft area and the western part of the study area near the city border. These areas are mostly light industrial (M1 and M2 zoning), with some heavier industrial uses (M4) allowed near the I-96 highway.



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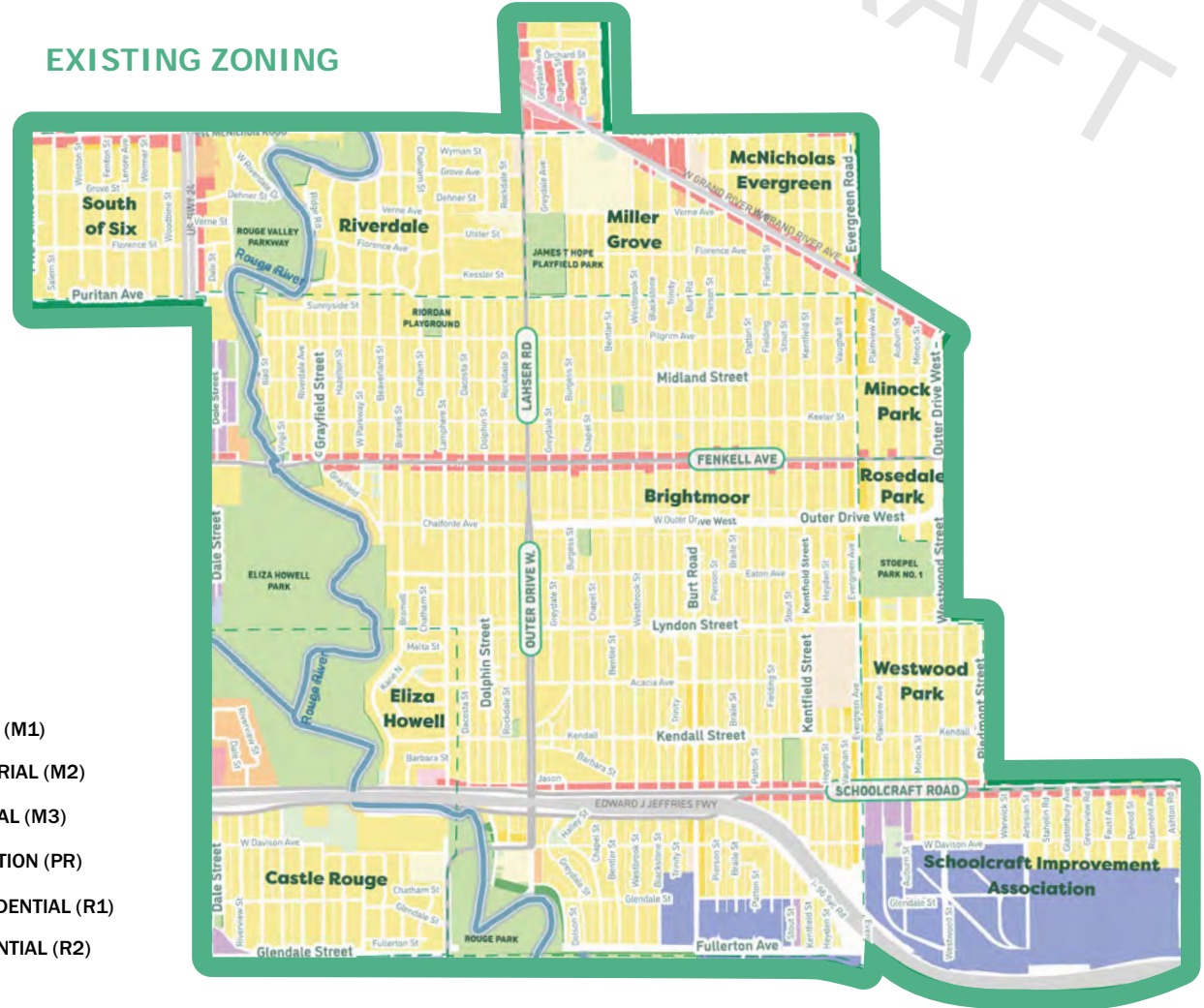
“MISSING MIDDLE” HOUSING

98% of residential areas in Brightmoor are zoned as R1/single family homes. Many residents noted that this has created a missing middle ground of housing options between the high density high rises of downtown Detroit and the single family homes in surrounding neighborhoods like Brightmoor. Residents would like to see zoning that supports more housing options such as townhomes and condos.

Legend

- RESIDENTIAL BUSINESS (B1)
- LOCAL BUSINESS AND RESIDENTIAL (B2)
- SHOPPING DISTRICT (B3)
- GENERAL BUSINESS (B4)
- LOW DENSITY RESIDENTIAL (R3)
- MEDIUM DENSITY RESIDENTIAL (R5)
- HIGH DENSITY RESIDENTIAL (R6)
- LIMITED INDUSTRIAL (M1)
- RESTRICTED INDUSTRIAL (M2)
- INTENSIVE INDUSTRIAL (M3)
- PARKS AND RECREATION (PR)
- SINGLE FAMILY RESIDENTIAL (R1)
- TWO FAMILY RESIDENTIAL (R2)

EXISTING ZONING



# PARKS

Brightmoor’s parks and community-created green spaces are important gathering areas, but challenges like unsafe sidewalks, poorly lit streets, and limited amenities in some parks show the need for better safety and infrastructure.

There are more than ten city parks in the Brightmoor area, and many of them are well loved program spaces such as Eliza Howell Park, Hope Park, and Stoepel Park. In addition to city parks, Brightmoor residents have made creative use of their own private yards and vacant land to create new community green spaces such as Etheldra Mae Williams Park or Ms. Gwen’s Pollinator playscape. These community open spaces are used for community gatherings, urban agriculture, and nature education.

Most Brightmoor residents live within a five to ten-minute walk of a city park, but not all parks offer the same amenities and programs. Also, getting to the park can be unsafe because of issues like uneven sidewalks, stray dogs, speeding cars, or poorly lit streets. Many residents mentioned that Eliza Howell Park can feel hard to reach because of the large potholes on the entry road. The road is being rebuilt and will not only be fixed but will also include new stormwater features and nature play areas.



Elethdra Mae Williams Park



Stoepel Park No. 1



Eliza Howell Park

Community responses to the prompt:  
 What do you feel is essential to  
 open space in the neighborhood?

“ Productive  
 land uses  
 that utilize  
 economic  
 sustainable  
 uses ”

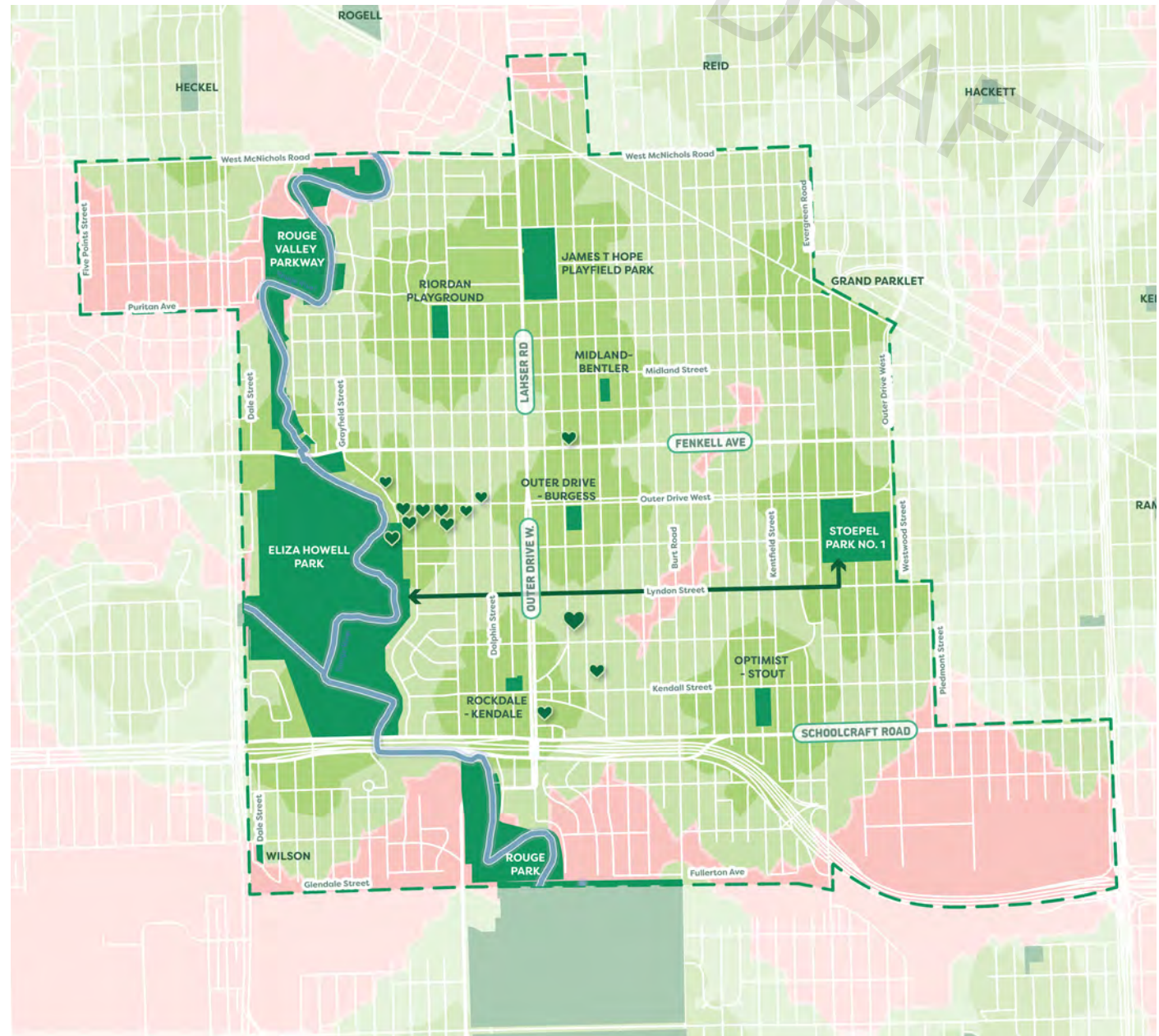
“ Create social  
 community  
 gathering  
 spaces ”

“ Better  
 maintenance  
 of City Parks ”

“ Connected  
 open spaces  
 with safe  
 travel for  
 pedestrians  
 and bikers ”

**Legend**

- CITY PARKS
- COMMUNITY-CREATED GREEN SPACES
- EXISTING GREENWAY
- ROUGE RIVER GREENWAY (FUTURE)
- 5 MIN PARK WALKSHED
- 10 MIN PARK WALKSHED
- 10 + MIN PARK WALKSHED



# JOBS AND ECONOMY

## Residents of working age in Brightmoor need increased access to well-paying jobs.

Currently, two-thirds (66%) of workers living in the Brightmoor area earn less than \$40,000 a year. In the core Brightmoor census tracts, median household incomes range from about \$22,000 to \$27,000 a year. In the census tracts of Eliza Howell, Rosedale Park, and Grandmont/Schoolcraft, incomes range from \$36,000 to \$57,000 a year. This means the median monthly budget for a household in central Brightmoor is between \$1,750 and \$2,250.

Residents of the Brightmoor area travel for work across Detroit and the region. Downtown and midtown are some of the most popular destinations, but census data suggests residents are traveling long distances to other jobs as well. This means that many residents require a personal vehicle to commute to their jobs, which adds additional monthly costs to their household budget. The top industries that employ Brightmoor residents are:

- Health Care and Social Assistance (22% of workers in the Brightmoor study area)
- Manufacturing (13%)
- Administration and Support (11%)
- Retail Trade (10%)

There are approximately 3,554 workers employed within the Brightmoor study area, according to the Census Longitudinal Employer-Household Dynamics (LEHD) tool. The largest local employment center surrounds the manufacturing and light

industrial businesses in the Grandmont/Schoolcraft area. The Old Redford area is another job center. Within the core of Brightmoor, the Fenkell corridor has a number of businesses that act as smaller centers of employment. Fenkell Avenue is a longstanding commercial corridor within Brightmoor, and businesses along the corridor have organized into the Fenkell Business Association to coordinate and promote reinvestment into the corridor. Many residents shared that Fenkell Avenue revitalization and support for businesses in the area should be a priority of this Brightmoor planning process.

Community members shared several key priorities for economic development in response to the current conditions within the neighborhood. Residents would like to see:

- Increased opportunities for career development in high-paying fields for residents of the study area, including support for college education and for residents who wish to work in the building trades.
- Support for local businesses and for residents who wish to become entrepreneurs; a particular focus is supporting and revitalizing businesses along Fenkell Avenue.
- Increased connections with agencies that can provide career development and certification resources to help climb the ladder at their workplaces. For example, health care certifications could help residents who already work in the health care industry to increase their incomes within the same field.

Community responses to the prompt:

### What type of Economic Development Would You Want On Fenkell?



“Advanced youth programs that teach youth the construction trades”



“Economic Development based on racial equity”



“Prioritize current residents for future economic development”



“Supermarket (Organic) which sells fresh produce, vegetables, and fruit”



# STREETS AND MOBILITY

**Improving street and sidewalk maintenance, safe travel, and improving transit are the top mobility priorities shared by residents.**

Street design, not the posted speed limit, has the biggest impact on speeding traffic in Brightmoor. Many streets with lower speed limits are wide, lack proper crossings and sidewalks, and are designed in ways that encourage speeding. Traffic crashes, sometimes involving pedestrians, happen on even low-traffic streets in Brightmoor. However, the busiest roads like Lahser, Grand River, and Fenkell have the highest number of fatal and serious crashes. These issues are not unique to Brightmoor, as Detroit's Streets for People Plan shows that street design across the city contributes to high speeds and unsafe conditions for all residents.

The community's feedback is that streets don't feel safe, especially for vulnerable people like students and seniors. People shared personal stories about children being hit by cars on their way to school and dangerous conditions for those using mobility devices like wheelchairs. Maintenance problems, from simple potholes to larger issues like the County's long-term bridge project on Fenkell Avenue, add to the sense of danger and frustration. The community highlighted several areas that need special attention, including:

- Intersections near schools and major roads
- Sidewalk improvements
- Routes that older adults take to access shopping, medical appointments and other services
- Transit stops and school bus stops
- Outer Drive and neighborhood park connections
- Fenkell Avenue, which is a fast and busy route through the center of Brightmoor

The City's Slow Street Program is one possible solution to mobility challenges in Brightmoor. Streets like Winston, Puritan, Keller, and Outer Drive are currently designated as "Slow Streets" by the City. This means that these streets could get traffic calming projects, although funding and resources are limited right now. The City's goal is for these Slow Streets to eventually form a network of safe, low-stress greenways that connect important places across the City. This could include projects like speed tables to slow down traffic and signs showing directions to key destinations. Some Brightmoor residents shared negative experiences with the City's recent speed hump installations, like blocking wheelchair users on streets without sidewalks. Rubberized speed tables or other design solutions might work better in Brightmoor.

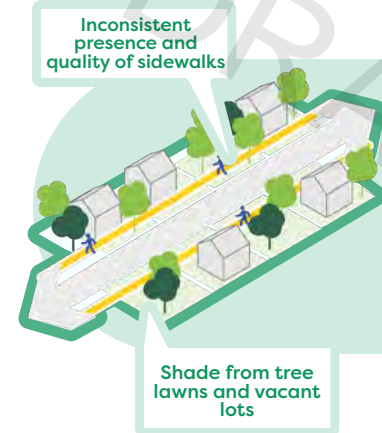
The Brightmoor area includes county-owned roads like Fenkell and Outer Drive, state-owned roads like Telegraph, and many local roads owned by the City. Roads that are not owned by the City of Detroit will require partnerships with the county or state for improvements.



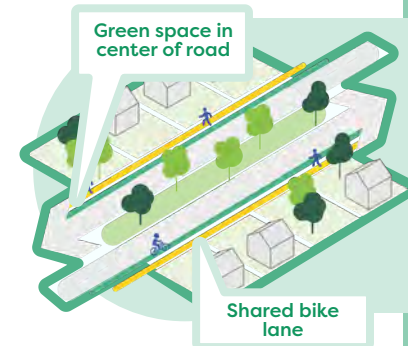


## ROAD TYPES

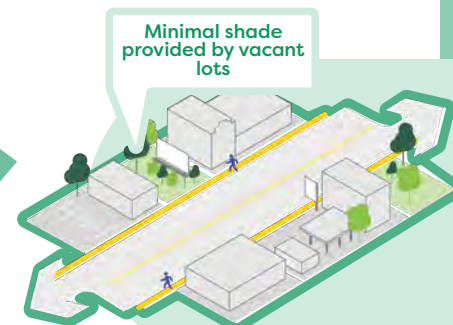
**Residential**  
Found throughout the neighborhood on roads like Lamphere, Kentfield, etc.



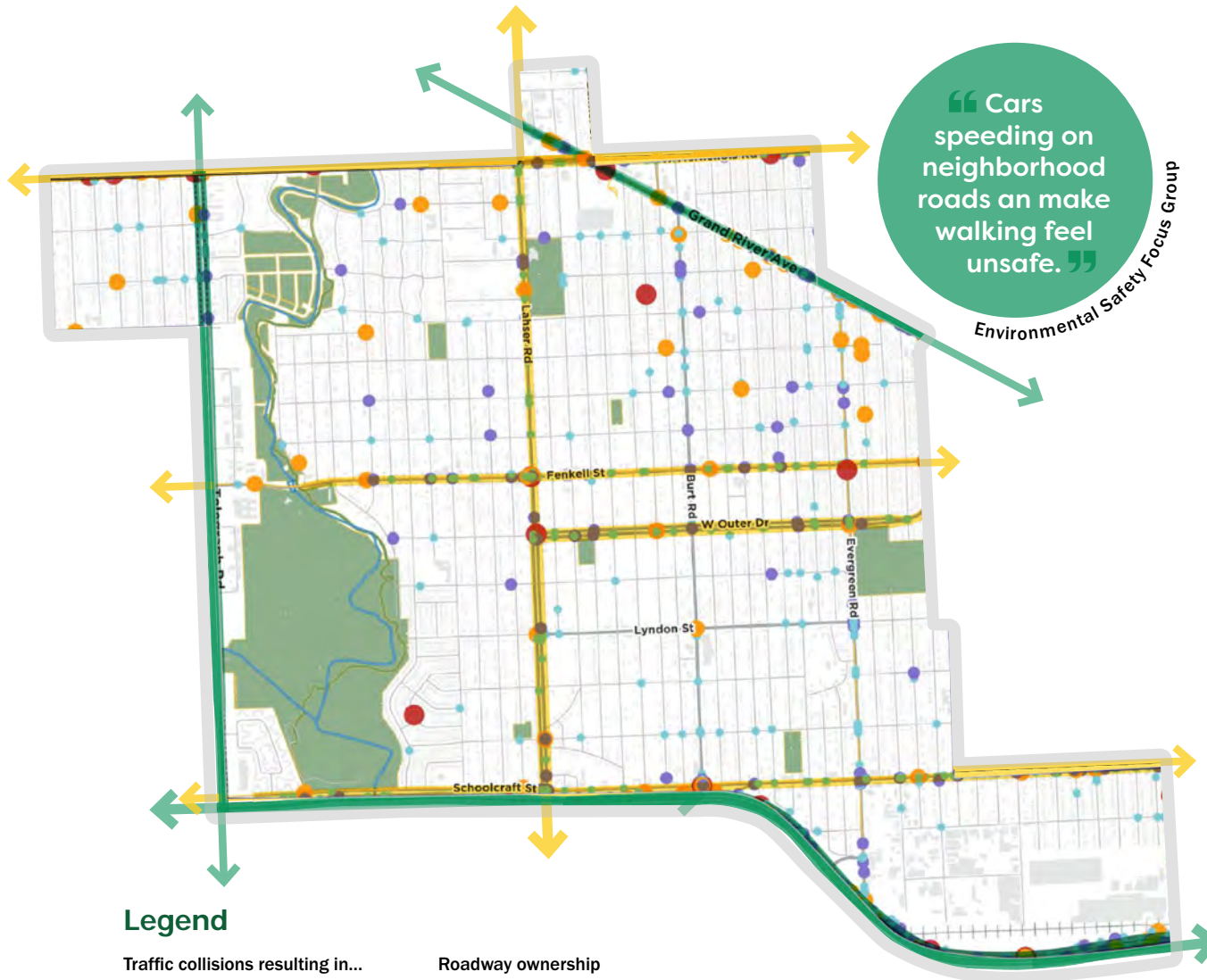
**Parkways**  
Like Lahser, Outer Drive and McNichols Rd



**Commercial Corridors**  
Like Fenkell, Schoolcraft, and Grand River Ave



“Cars speeding on neighborhood roads an make walking feel unsafe.”  
Environmental Safety Focus Group



### Legend

- |   |  |
|---|--|
| <b>Traffic collisions resulting in...</b>                 | <b>Roadway ownership</b>                                 |
| <span style="color: red;">●</span> FATAL INJURY           | <span style="color: green;">—</span> STATE-OWNED ROADS   |
| <span style="color: orange;">●</span> SERIOUS INJURY      | <span style="color: yellow;">—</span> COUNTY-OWNED ROADS |
| <span style="color: blue;">●</span> MINOR INJURY          | <span style="color: grey;">—</span> LOCAL ROADS          |
| <span style="color: lightblue;">●</span> POTENTIAL INJURY |  |

# ARTS AND CULTURE

**The Brightmoor community is home to a diverse group of artists, craftspeople, and caring community members who create amazing public art, mural, and community events.**

Public spaces are important for Brightmoor's arts and culture. From performances and sculptures at William's Park and Eliza Howell Park to signs for community-created parks, these spaces showcase local creativity. Brightmoor also hosts events like the Sidewalk Festival, Orange, Gold and Green Festival, car shows, holiday light displays, music festivals, and many other community-led activities. The neighborhood is filled with colorful murals on buildings and painted sections of streets.

Arts programs like the Brightmoor Maker Space provide positive activities for the youth. Teens and young adults working in the woodshop have made dozens of hand-carved wooded signs for parks and more throughout the neighborhood.

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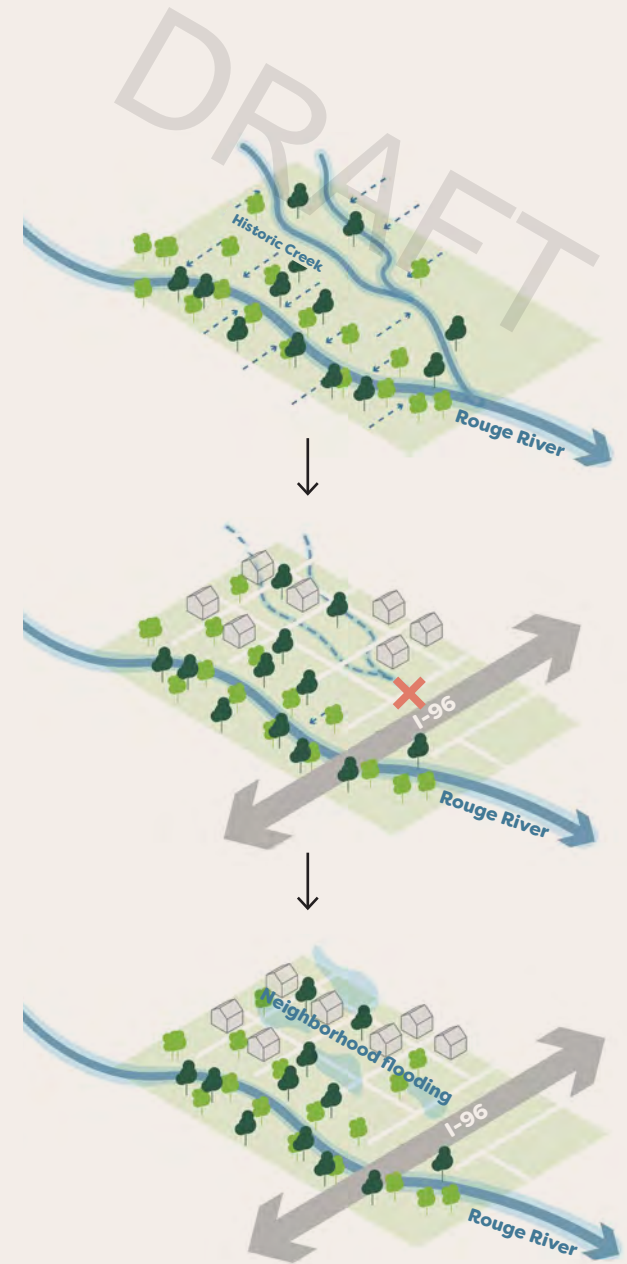
# STORMWATER

**Brightmoor, built on a former creek, faces major stormwater challenges, including frequent street and basement flooding that is likely to get worse because of climate change.**

The center of the neighborhood has the worst flooding, as homes were built on low land that was once part of a tributary to the Rouge River. The construction of the I-96 highway blocked the natural flow of the tributary, making flooding worse by stopping proper drainage. As a result, areas along streets like Bentler, Blackstone, and Burt Road still flood today. These flood-prone areas also match up with large sections of vacant land, offering a chance to add green stormwater solutions.

By transforming vacant spaces into parks or open spaces, the community could implement stormwater retention and filtration wetlands to manage rainwater during heavy storms. During dry periods, these spaces would function as parks, providing environmental benefits and potentially recreational opportunities. This approach would help mitigate flooding, enhance resilience to future storms, improve water quality in the Rouge River, and create sustainable public spaces.

The Detroit Water and Sewer Department (DWSD) is already planning projects like the Fenkell stormwater gardens and the Blackstone Street closure for stormwater infrastructure improvements.



### HISTORIC CREEK

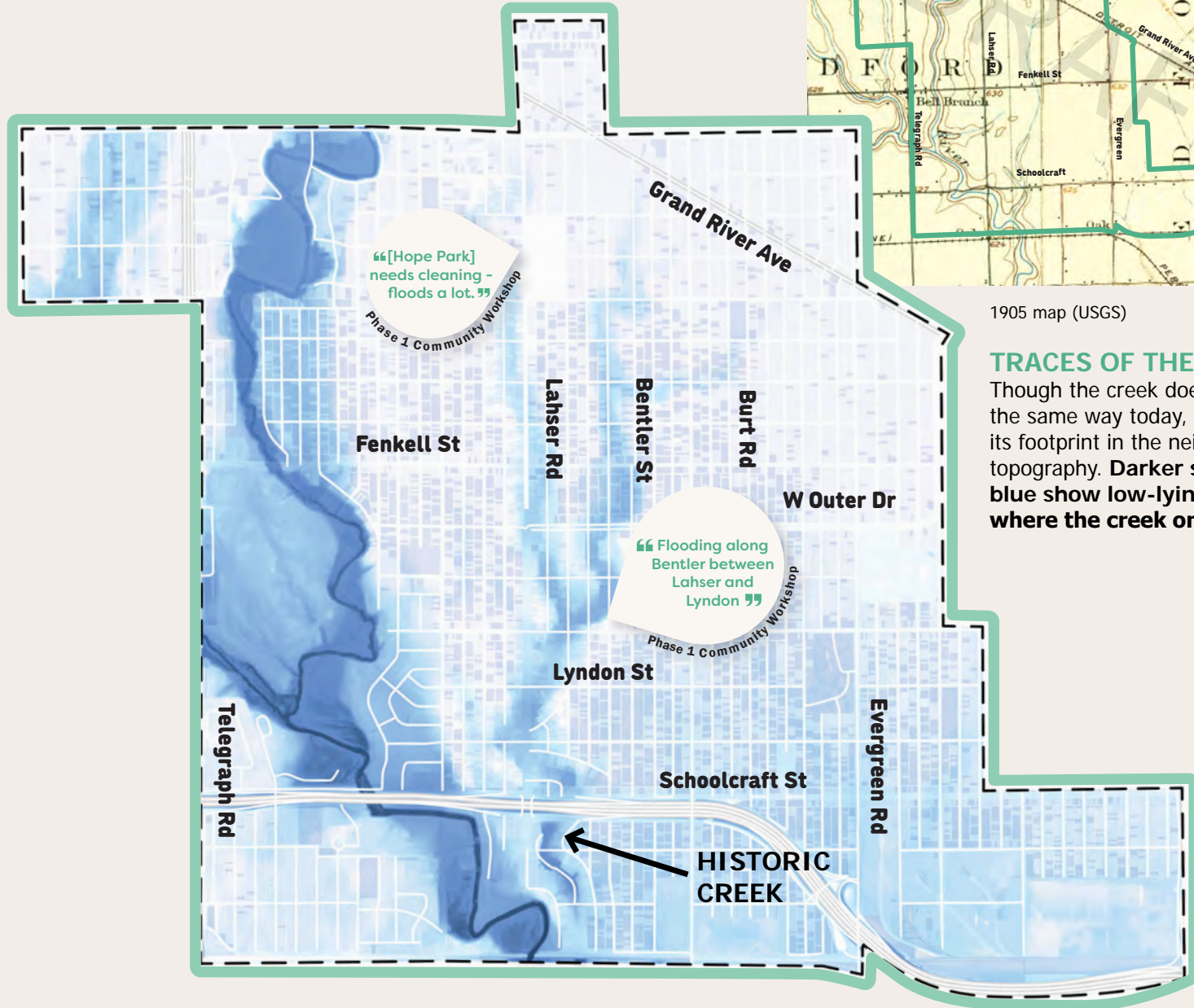
In Brightmoor’s early years as a neighborhood, a creek ran through the community, roughly where Lasher, Outer Drive and Blackstone Street are located today.

### INTERSTATE CONSTRUCTION

Over time, the stream was enclosed and runoff became conveyed through the combined sewer system. This prevented overland flow to the river.

### CURRENT FLOOD RISK

Today, the low-lying areas of the neighborhood experiences higher flood risks. Heavy rain blocks streets, floods basements, and affects daily life for residents.



1905 map (USGS)

### TRACES OF THE PAST

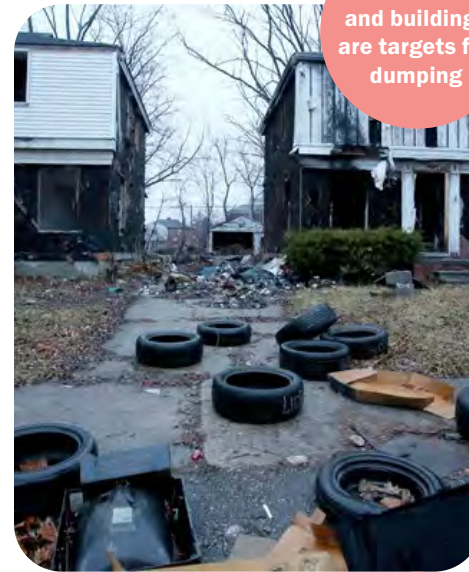
Though the creek does not exist in the same way today, you can see its footprint in the neighborhood’s topography. **Darker shades of blue show low-lying areas, where the creek once flowed.**

# VACANT LAND AND BUILDINGS

Brightmoor has an abundance of open space, with over 15,000 acres of vacant residential land and aging vacant structures. This vacant land is unevenly distributed, with higher concentrations in the middle of the neighborhood.

The high level of blight in the area is due to many factors over the years, such as regional economic changes, disinvestment, the ongoing housing crisis and foreclosures, crime and safety concerns, and the inability to afford repairs. The vacant properties contribute to a feeling of neighborhood loss and hurt perceptions of safety and upkeep. Residents have shared concerns about feeling unsafe when walking past empty properties, as overgrown land attracts pests and creates opportunities for illegal dumping or other harmful activities.

Despite the challenges posed by vacant land, some community members see it as an opportunity. In areas near Eliza Howell Park, land has been repurposed for urban agriculture initiatives and community gardens including places like Beaverland Farms and the Cross Pollination Corridor Project. Other vacant spaces have been transformed into nature play areas like Ms. Gwen's Playscape, and community-created parks like Etheldra Mae William's Park.



Vacant land and buildings are targets for dumping



Positive reuse of open land for pollinator playscape

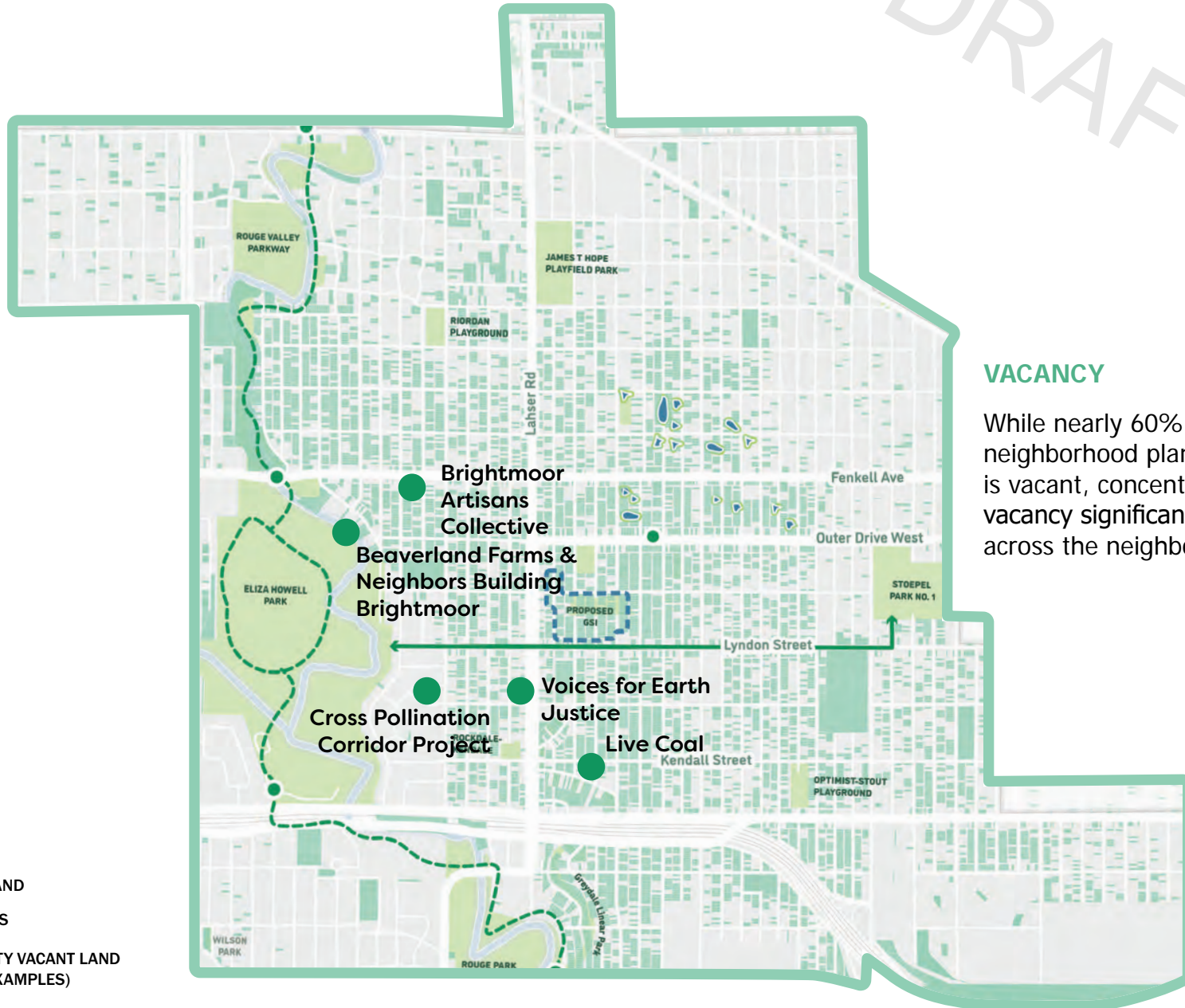


Positive reuse of open land for urban agriculture



Bringing new life to vacant homes through art/murals

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**VACANCY**

While nearly 60% of the neighborhood planning area is vacant, concentration of vacancy significantly varies across the neighborhood.

**Legend**

- VACANT LAND
- CITY PARKS
- COMMUNITY VACANT LAND RE USE (EXAMPLES)

# HISTORIC DISTRICTS, ARCHITECTURE, AND HISTORIC SITES

Brightmoor's history is deeply rooted and visible through its urban environment and architectural structures.

Many of these historic space and place still exist and are well-loved and appreciated today, as listed in the table below. Based on community feedback, architectural preservation and continuity are a key consideration in the future vision plan.

Address	Name	Year Built
22400 West 7 Mile	American Concrete Institute	1958
15384 Lamphere	B.E. Taylor's Subdivision House	1923
14804 Grand River	Bread of Life Missionary Temple	1930
20710 Pilgrim	Burt Elementary School	1925
21756 Grand River	Commercial Building	1918
10845-49 Grand River	Commercial Building	1926
15301 Grand River	Michigan Bell Telephone Exchange Building	1930
21543 Grand River	Commercial Building	1925
20845 Fenkell	Guardian Bank Branch	1930
12834 West Parkway	Healy Elementary School	1951
18100 Bentler	Holcomb Elementary School	1925
14825 Lamphere	Hubert Elementary School	1925
24550 West McNichols	Lee Farmhouse	1850

Address	Name	Year Built
22000 Grand River	People's State Bank/Obama Building	1917
14241 Fenkell	Peoples Wayne County Bank Branch	1930
20900 Fenkell	Paulies Hardware	1929
23333 Schoolcraft	St. Paul of the Cross Retreat Center	1930s
8201 W Outer Dr	St. Scholastica Parish	1965
16801 Schoolcraft	Stratmore Methodist Church	1949
17354 Lahser	Redford Theater	1928
18460 Lahser	Mt. Hazel Cemetery	1855
19750 Burt	McKenny Elementary/Health Center	1950
21702 Grand River	G&R Bike Shop	1931
	North Rosedale Park	1820s
	Rosedale Park Historic District	1920s
	Eliza Howell Historic District	1920s





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3

**FUTURE VISION  
AND FRAMEWORK**



## BRIGHTMOOR AREA'S FUTURE VISION

Brightmoor is a beautiful, cared for community where basic needs are met and ample community resources exist, with accessible quality housing options, growing wealth creation and economic opportunities, and an increased sense of community connectedness.

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**BEAUTIFUL,  
CARED FOR  
COMMUNITY**



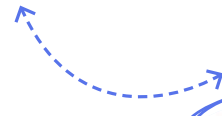
**BASIC NEEDS  
AND COMMUNITY  
RESOURCES**

# FUTURE VISION

**ACCESSIBLE,  
HIGH QUALITY  
HOUSING**



**SENSE OF  
COMMUNITY**



**WEALTH CREATION  
AND ECONOMIC  
OPPORTUNITIES**

# BEAUTIFUL, CARED FOR COMMUNITY

The community vision sets the stage for a vibrant Brightmoor with clean, well-maintained public spaces, and a culture of centering care, creativity, and community.

Community Vision: By addressing dumping, enhancing public spaces, investing in parks and youth programming, embracing local artists and neighborhood history, and reimagining vacant land for productive and sustainable uses, the Brightmoor area is a safe, active neighborhood where residents of all ages and abilities can find connection and joy in their community.



Dumping has been a major issue in the Brightmoor community and calls to address it were a high priority in community feedback.

## MAINTENANCE AND CARE

Manage vacant land to discourage dumping.

## PARKS AND POSITIVE PROGRAMMING

Continue to invest in parks, community facilities, and programming, including a focus on youth/teens and events that bring community together.

## STORMWATER AND PRODUCTIVE LANDSCAPES

Increase productive uses, especially on vacant land, that support stormwater management, resilience, and other community benefits.

## ARTS, CULTURE, AND COMMUNITY CHARACTER

Preserve and support arts, culture, neighborhood history, significant landmarks, and architectural character.

## ACTIVE NEIGHBORHOOD STREETS

Increase activity along main Brightmoor area streets, including Fenkell.

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**STORMWATER AND PRODUCTIVE LANDSCAPES**

“Using stormwater and connectivity improvement - butterflies and woodpeckers”

“Green connectivity”

**ACTIVE NEIGHBORHOOD STREETS**

“More murals and artwork”

**ARTS, CULTURE AND COMMUNITY CHARACTER**

“Facilities to process agriculture harvest”

“Walkable 20 min safe neighborhood”

“Supporting local arts, culture and neighborhood history”

“Innovate with non-motor connectivity through neighborhood”

“Big picture: less cars and more space for kids”

“Community gathering spaces”

“Something positive to do in the neighborhood”

“Natural spaces, passive recreation”

**PARKS AND POSITIVE PROGRAMMING**

**MAINTENANCE AND CARE**

“3 vacant schools in Brightmoor can become community center or housing or homeless shelters”

“Vacant land in the Schoolcraft area should be considered for additional community gardens, playscapes, art installations, and pocket parks.”

“Need for animal control for stray dogs”

“Bike repair stations”

# BASIC NEEDS AND COMMUNITY RESOURCES

**This principle recognizes that community care begins with health, well-being, and accessibility.**

Community Vision: This theme envisions a Brightmoor where essential resources are within reach. This access is not only supported by increased presence of community resources but also through well-maintained streets, sidewalks, and pathways that prioritize pedestrian safety and mobility. By fostering youth development, improving infrastructure, enhancing amenities, and supporting food and water security, the Brightmoor area is a healthy, connected community.

## NEXT GENERATION CARE

Support the education, growth, and well-being of youth and teens.

## SAFE STREETS AND PEDESTRIAN PRIORITIZATION

Naturally encourage safe and slow driving with roadway designs that allow people to navigate their neighborhood safely and comfortably.

## BRINGING UP THE BASICS

Improve road and sidewalk maintenance.

## NEIGHBORHOOD SERVICES AND AMENITIES

Increase access to neighborhood services and amenities, especially healthcare, basic services, restaurants, and stores.

## FOOD SECURITY AND WATER

Increase access to and awareness of existing basic needs programs/resources, supporting food security, healthy food access, and water access for all.

## NEXT GENERATION CARE



### NEIGHBORHOOD SERVICES AND AMENITIES

“Increase access to neighborhood services and amenities, especially healthcare, basic services, restaurants, and stores”



“More schools”



“Support the education, growth, and well-being of youth and teens”



### SAFE STREETS AND PEDESTRIAN PRIORITIZATION

“Improve road and sidewalk maintenance”



“Naturally encourage safe and slow driving with roadway designs that allow people to navigate their neighborhood safely and comfortably.”



“Outer Drive is the best street - lots of space”

### FOOD SECURITY AND WATER



“Connect the dots” to create safe movement for vulnerable youth

“Increase access to and awareness of existing basic needs programs/ resources, supporting food security, healthy food access, and water access for all”

### NEXT GENERATION CARE



### BRINGING UP THE BASICS

# ACCESSIBLE, QUALITY HOUSING

**Housing accessibility has been a central focus of the planning process, emphasizing the importance of providing homes that meet the diverse needs of Brightmoor residents.**

Community Vision: A future where everyone has access to quality, affordable housing. This is achieved by expanding resources to repair existing homes, building new affordable homes, and creating opportunities for renters and homeowners alike. By supporting homeowners with resources for repairs and aging in place, rezoning to allow for multifamily and medium-density housing, and revitalizing vacant spaces, this goal envisions a welcoming, inclusive neighborhood where all residents can feel at home.

## **SUPPORTING EXISTING RESIDENTS**

Support existing residents, with a particular focus on the needs of seniors, people with disabilities, families with a single income, and people experiencing housing insecurity.

## **ACCESSIBLE, DIVERSE HOUSING OPTIONS**

Increase the supply of quality affordable housing, including a diversity of housing types.

## **CAPACITY BUILDING AND PARTNERSHIP DEVELOPMENT**

Provide support and tools for Brightmoor residents to participate in and lead affordable housing development through capacity building and partnership development.

**Housing and housing accessibility was one of the major priorities that residents shared for the plan, with particular focus on rezoning from R1 to R3/R4**

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**CAPACITY BUILDING AND PARTNERSHIP DEVELOPMENT**

“Neighborhoods change and people may have to leave - mobile tiny homes”

“Next generation Detroiters and legacy Detroiters have different ideas about housing”

“Neighborhood scale developers”



**AFFORDABLE HOUSING OPTIONS**

“Need more R3/ R4 zoning”

“Zoning should make it easy to attract development we want”

“Self reliance - senior housing and safety”

**SUPPORTING EXISTING RESIDENTS**



# WEALTH CREATION AND ECONOMIC OPPORTUNITY

**By encouraging new businesses, supporting legacy businesses, and educating the next generation of entrepreneurs, this principle prioritizes reinvestment in the Brightmoor community.**

Community Vision: A local economy that celebrates and supports Brightmoor's culture, in sectors such as arts, urban agriculture, retail and food service in vibrant hubs along Fenkell Street, Schoolcraft, and Grand River. Improved transit connections, expanded job training programs, support for new businesses, and partnerships with local employers allow residents to access well-paying jobs and build meaningful career pathways. Together, these efforts generate wealth that stays within the community, creating a resilient and self-sustaining local economy.

## LEGACY BUSINESSES AND ORGANIZATIONS

Empower existing businesses and organizations by connecting business owner coalitions with city resources and support.

## WELL PAYING JOBS

Increase the number of well-paying jobs available in and near Brightmoor.

## TRANSPORTATION AND ACCESS

Improve transit access and reliability of service to areas with jobs and services.

## EDUCATION AND CAREER PATHWAYS

Partner with non-profits and local employers to provide additional job training that facilitates career pathways and connects residents to locally available jobs.

**LEGACY BUSINESSES AND ORGANIZATIONS**

“Support existing businesses and organizations”

LOCAL BAKERY

“Storefront rehabilitation, activation, focus on black entrepreneurship”

“Support local builders and contractors to fix homes”

**WELL-PAYING JOBS**

“Increase the number of well-paying jobs available in and near Brightmoor”

Carpentry Maker Space

“Employment opportunities - Fenkell is key to that”

“Workforce support - childcare based businesses to support parents”

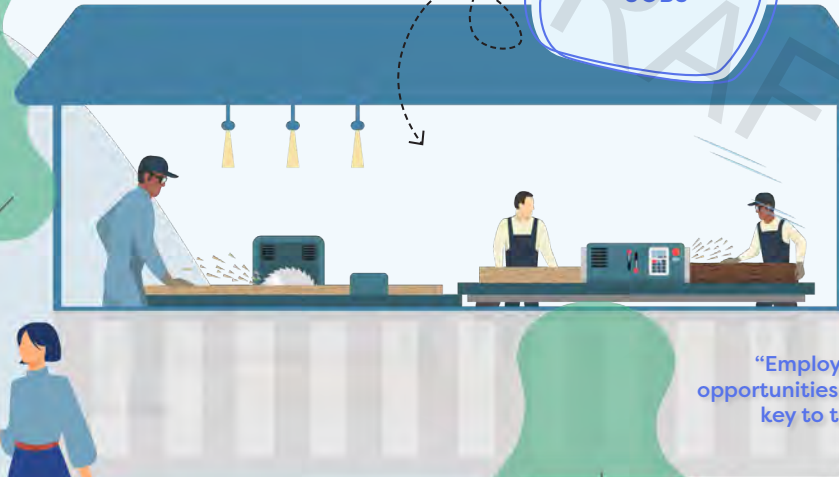
**EDUCATION AND CAREER PATHWAYS**

“Partner with non-profits and local employers to provide additional job training that facilitates career pathways and connects residents to locally available jobs”

**TRANSPORTATION AND ACCESS**

“Classes need to be available - education to allow for more self reliance”

“Improve transit access and frequency of service to areas with jobs and services”



# SENSE OF COMMUNITY

**Recommendations in this goal aim to begin the process of laying a foundation for rebuilding trust between Brightmoor and the City of Detroit while fostering a stronger sense of community among residents.**

Vision: By enhancing shared spaces and programs, supporting youth voice and leadership, and prioritizing accountability and transparency, the Brightmoor area creates opportunities for connection and collaboration across the community and between the community and the city. With a focus on inclusivity and preventing displacement, this goal celebrates Brightmoor's resilience and history of neighbors working together to shape a vibrant, unified future.

## WORKING AS ONE

Enhance spaces and programs that bring community together, supporting new connections across the diversity of residents who call Brightmoor home.

## REBUILDING TRUST

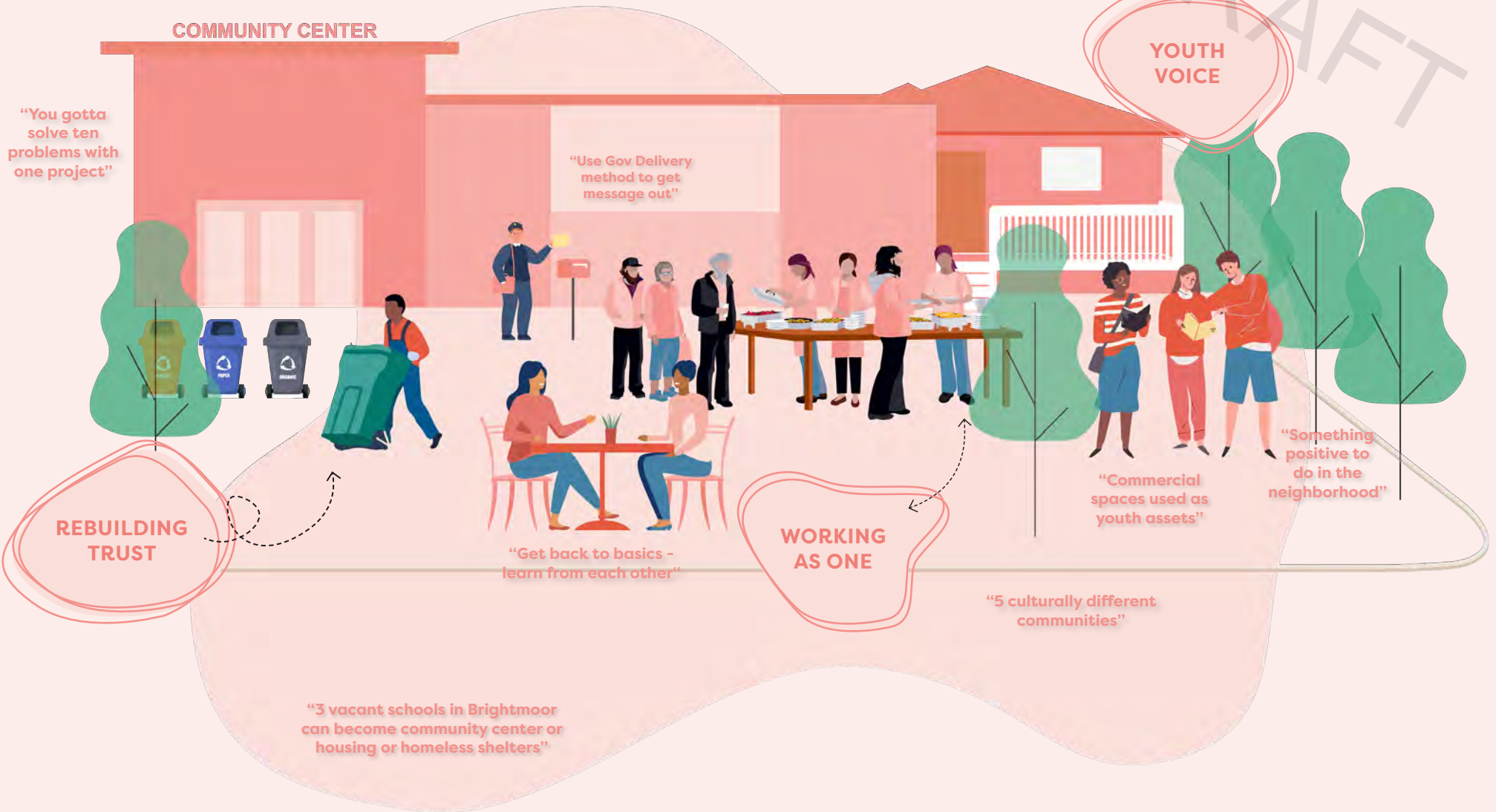
Increase accountability, transparency, and trust between the Brightmoor area and City government.

## YOUTH VOICE

Expand youth voice and prioritize youth-oriented programming and development.

**This theme seeks to generate ideas for how to improve accessibility and communication between neighborhoods and city departments moving forward.**

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# VISION OVERVIEW

The vision for Brightmoor's future is based on community input and aims to create a thriving, connected neighborhood with accessible housing, services, and transportation options.

This vision emphasizes accessible, quality housing, enhanced public spaces, and opportunities for economic growth, while prioritizing the needs of all residents—from youth to seniors. By fostering trust, supporting local businesses, and ensuring basic needs are met, Brightmoor can be a place where community members feel build a shared future, with a strong sense of support and belonging.

## Vision Themes

Beautiful, Cared for Community

Basic Needs + Community Resources

Accessible Quality Housing

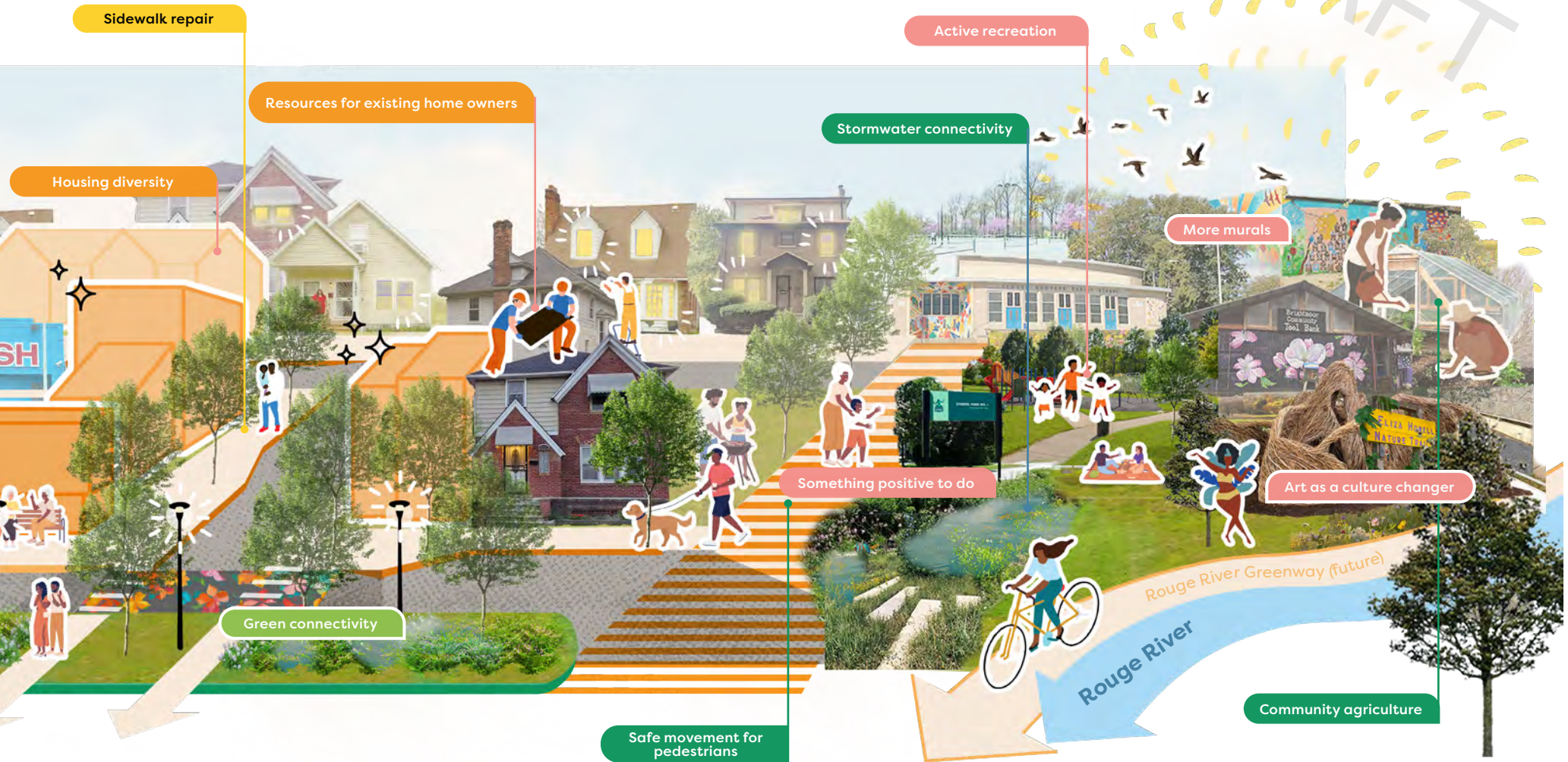
Wealth Creation

Sense of Community



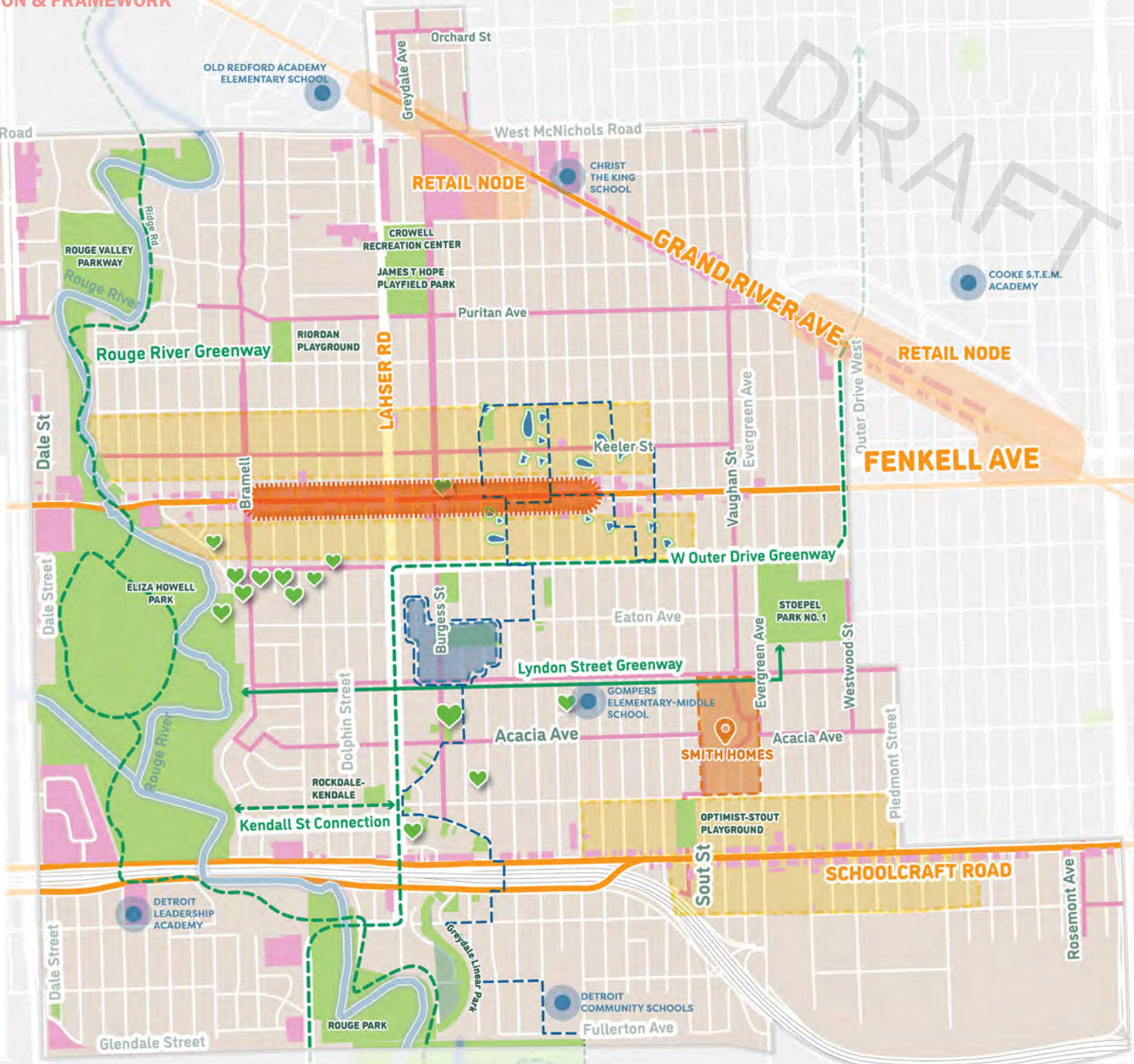


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- Legend:**
-  COMMERCIAL CORRIDOR / MAIN STREET
  -  EXISTING SLOW STREETS
  -  GREENWAYS
  -  GREEN INFRASTRUCTURE CONNECTION
  -  CITY PARKS
  -  RETAIL NODES IDENTIFIED IN GRAND RIVER NW PLAN
  -  COMMERCIAL
  -  PROPOSED R3 ZONING
  -  PROPOSED GREEN STORMWATER INFRASTRUCTURE (GSI) SITE
  -  TSMO REZONING AND FENKELL IMPROVEMENTS AREA
  -  PRIORITY AREA FOR SIDEWALK REPAIR & PEDESTRIAN IMPROVEMENTS
  -  STORMWATER PROJECT SITE
  -  ROUGE RIVER
  -  COMMUNITY PARKS



# FRAMEWORK PLAN

The community vision illustrates a framework plan and neighborhood design strategy that emphasizes connectivity and care.

The framework plan prioritizes mixed-use developments, diverse housing typologies, and accessible public spaces to reflect and support existing residents particularly responding to the needs of senior and disabled Brightmoor residents. Starting with existing home repairs and integrated native landscapes, the Framework plan bolsters environmental health while creating safer, calming, connected spaces. Street and mobility enhancements, including safe and accessible pedestrian pathways and traffic mediation, aim to unify the Brightmoor neighborhood, encourage community interactions, and regain ownership of the public realm.

## Key Framework Recommendations

- Residential upzoning in areas near Fenkell St and Schoolcraft
- A community path creating safe pedestrian connectivity to parks and community-created open spaces
- Productive and enhanced reuse of vacant land through stormwater gardens and urban agriculture
- Create business development support for vibrant economic hubs along Fenkell and Schoolcraft

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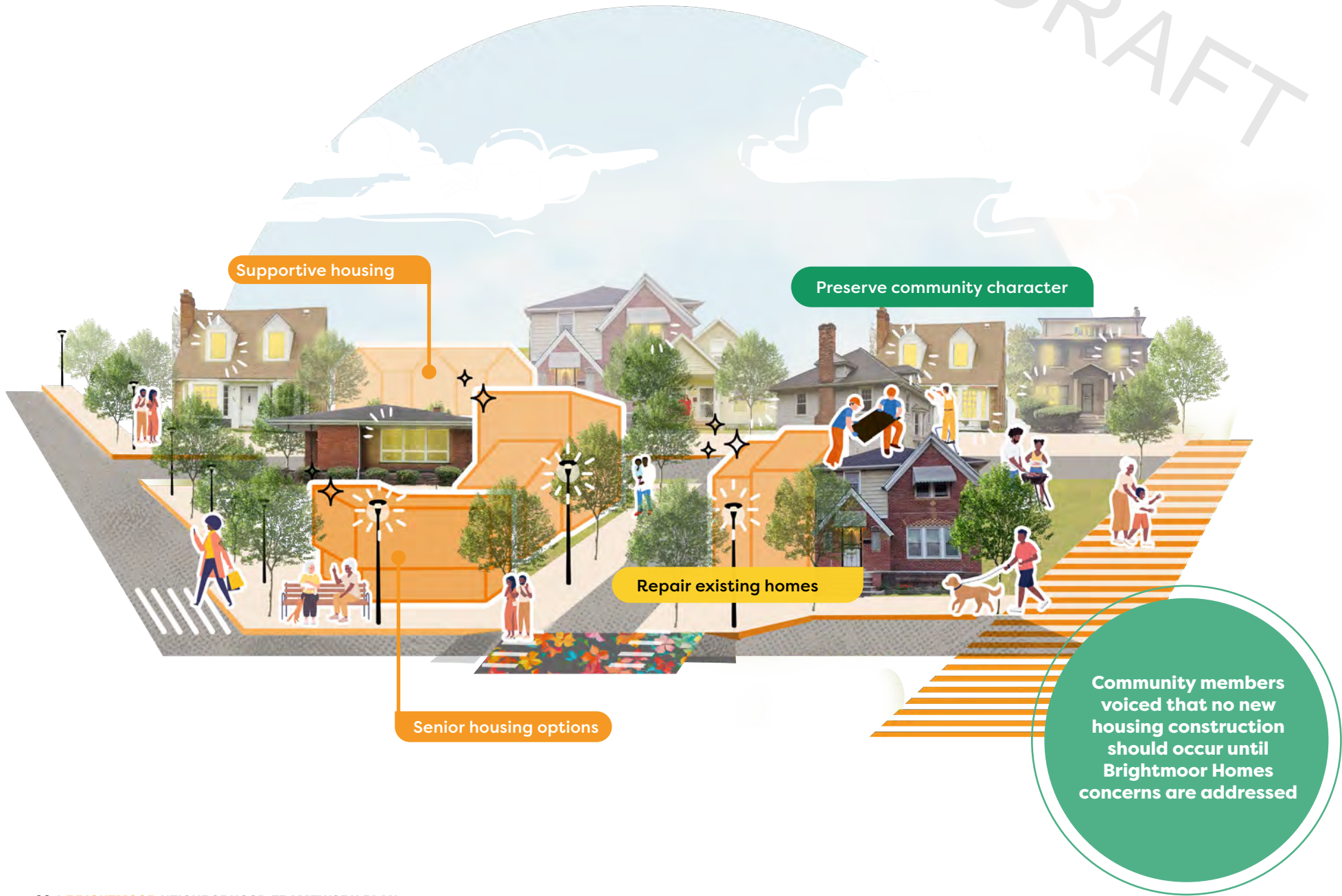
4

**HOUSING  
RECOMMENDATIONS**



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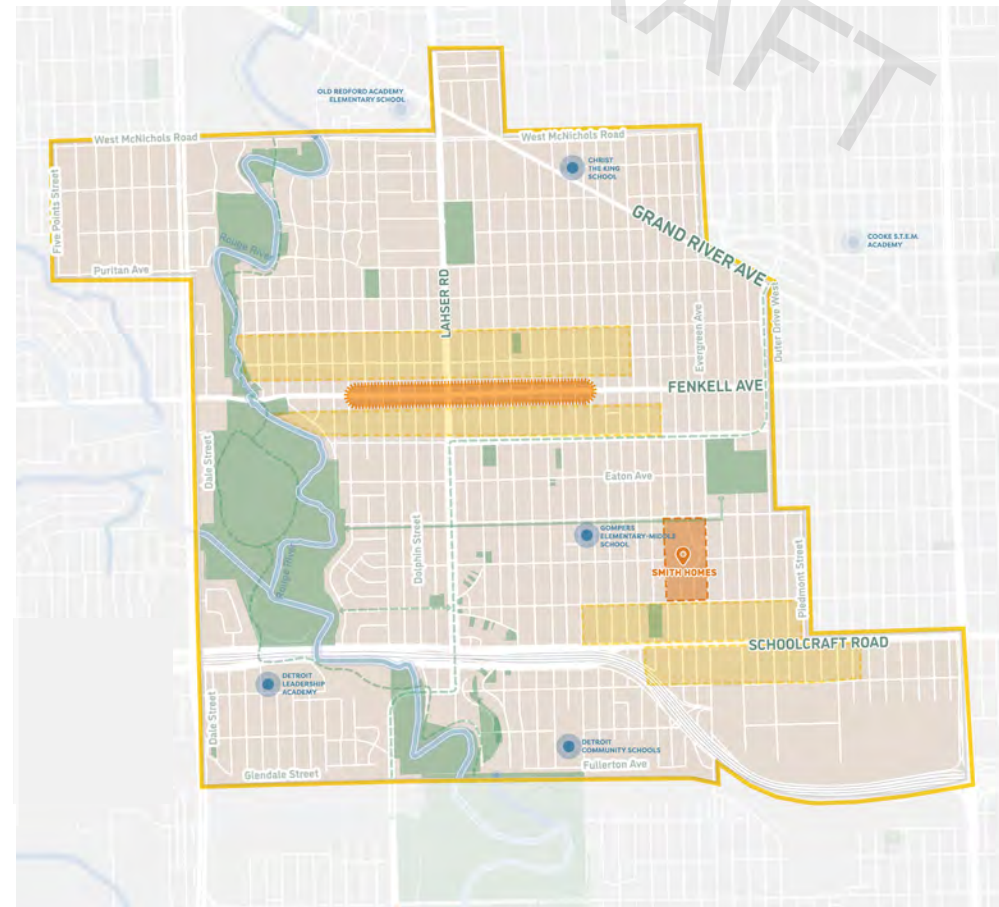


# COMMUNITY VISION FOR HOUSING

The community's feedback on affordable housing highlights a strong emphasis on prioritizing existing residents' stability and well-being. Key desires include enhancing access to home repairs through partnerships with grantmakers and community organizations and collaborating with nonprofits for housing counseling and eviction defense. There is a clear demand for varied housing typologies, such as multi-family rental units and mixed-use developments, alongside homeownership options that reflect mission-driven goals. The community voiced a preference for development that considers local income levels, advocating for affordable housing tailored to Brightmoor's median income of \$27,000. Additionally, universal design is emphasized to accommodate the disabled community. Concerns include ensuring no displacement occurs and **resolving issues related to ongoing housing projects, such as the NDND and Brightmoor Homes, before pursuing new developments.** Residents also stressed that local neighborhood developers should be prioritized to foster trust and community-centric growth.

## Key Housing Recommendations:

- Housing support for residents
- Residential upzoning
- Affordable housing development
- Smith Homes Reinvestment



# HOUSING SUPPORT FOR RESIDENTS



## Improve access to home repair by partnering with grantmakers and community organizations.

The median home in Brightmoor was built in 1948, so many local homes are 75 or more years old. Older homes often have extensive needs for upgrades and modernization, and repairs often exceed the costs that Brightmoor residents can afford. Many residents of Brightmoor mentioned home repair as a top priority during the community meetings for this plan.

Currently, resources for home repair in Detroit are available but limited. Home repair needs across the City are estimated at \$2 to \$4 billion. While grant programs provide millions in home repair funding each year, there are not enough resources to meet demand for all households who apply. Brightmoor could benefit from examining opportunities for place-based investment in home repair, including partnerships with philanthropic organizations, faith-based groups, and non-profits in the home repair fields. Residents of Brightmoor should also be aware of the available home repair programs and how to apply, including:

**City of Detroit Resources:** The City of Detroit provides a list of home repair programs at <https://detroitmi.gov/departments/housing-and-revitalization-department/homeowners>

**Detroit Housing Network Resources:** The Detroit Housing Network has connections to repair agencies as well as housing navigators that can guide residents through the process of applying. Details are available at <https://detroithousingnetwork.org/services/homeowner/>

## Work with non-profits who provide housing counseling and eviction defense services.

According to data from the University of Michigan Poverty Solutions Lab, eviction rates in Brightmoor are exceedingly high. In 2014-2018, eviction rates per Census tract in the Brightmoor area ranged from 17 to 42 annualized eviction cases per 100 rental households – meaning that in some local Census tracts, nearly half of renter households had an eviction case filed against them in a given year. This data is from before the COVID-19 pandemic; however, evictions have resumed after the pandemic pause, and it is reasonable to assume that renters still experience disproportionate rates of eviction in the neighborhood. In addition, tenants in Michigan are able to withhold rent and/or make repairs if landlords do not adequately maintain their properties, but without legal advice and eviction defense counsel, it can be difficult for renters to exercise this legal right. Brightmoor would benefit from a place-based program that could help renters build financial stability, navigate repair processes, defend renters who experience eviction proceedings, and ultimately prepare renters for homeownership if financially feasible.

## Increase use of DLBA Own it Now and Rehabbed and Ready programs in targeted areas.

DLBA has two programs that could be applied in a targeted manner to revitalize DLBA-owned homes in Brightmoor and put them back on the market. Through these programs, the DLBA can select specific areas to focus investment, such as around neighborhood parks, near commercial corridors, and on blocks



of homes that have only a few vacancies. This type of approach has two advantages. First, focusing investment to try and greatly reduce or eliminate vacancy in targeted areas can help rebuild the neighborhood's property values, allowing existing homeowners to benefit and build wealth. Second, renovating existing homes like those the DLBA owns is usually more affordable than undertaking new construction; this type of investment can therefore create affordable homeownership opportunities for new homebuyers in Brightmoor.

**Own it Now Program:** The Own it Now program allows buyers to pay a set price for a vacant DLBA-owned home that has not been renovated. Purchasers must commit to using their own funds to renovate the home, and must submit progress reports showing active work with photos every 45 days (or whatever period of time is currently required on the DLBA website. At the completion of renovations, the house must have a functional kitchen and bathroom; a repaired exterior with a maintained yard; a functional, installed furnace and water heater; and active utilities. See all requirements for purchasing DLBA property with the Own it Now program at <https://buildingdetroit.org/compliance>

**Rehabbed and Ready Program:** The DLBA sells fully renovated homes through the Rehabbed and Ready Program. "Rehabbed and Ready to Move In" properties have been renovated, inspected, and are ready for new owners to move in. "Rehabbed and Ready to Renovate" homes have had the more challenging and expensive parts of renovation completed, but still require the buyer to complete renovations and customize the interior of the property. Homes that are currently available for purchase through this program are shown at <https://buildingdetroit.org/properties?category=8/>



# RESIDENTIAL UPZONING

**Upzone areas to R3 residential as appropriate to allow for a greater range of housing to be built.**

The plan calls for upzoning specific areas adjacent to Fenkell Ave. and Schoolcraft Rd. to R3 zoning. R3 allows for low-density multifamily development by right, which would allow community priority uses like senior housing and supportive housing for residents with disabilities to be more easily constructed. Currently, these areas are mainly zoned R1, which allows only single-family development by right and would not allow the housing diversity that residents have requested. Adding the potential for more housing close to these commercial corridors could also help support more local businesses and economic activity in these areas – including Fenkell, which the community has identified as a priority street for business growth, and Schoolcraft, which is currently undergoing a retail study through the Detroit Economic Growth Corporation (DEGC).

Described more in chapter 6, a proposed Traditional Main Street Overlay District, or TMSO, along a portion of Fenkell would allow for mixed-use development by right. This rezoning could support new development that has space for businesses and affordable or mixed-income housing.

SUPPORT FOR COMMUNITY VISION

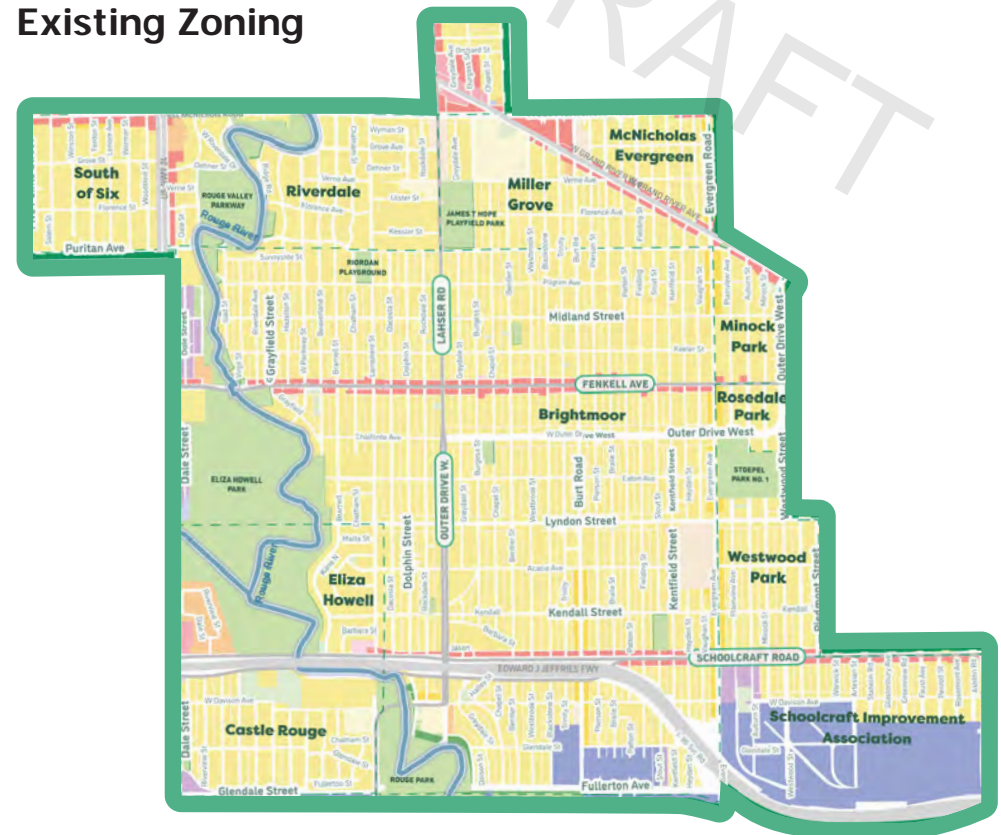


ACCESSIBLE HOUSING



SENSE OF COMMUNITY

Existing Zoning

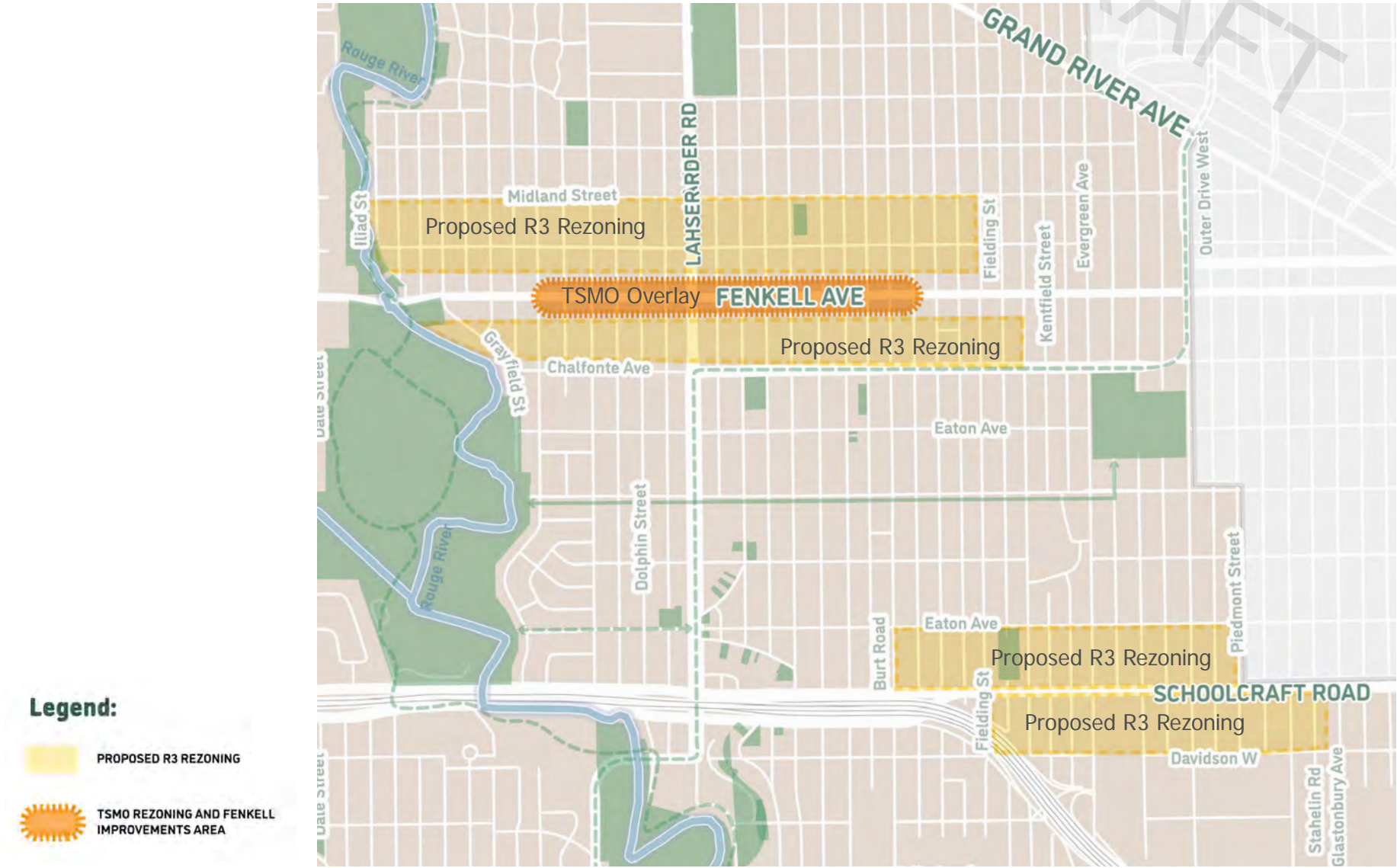


## Legend

- RESIDENTIAL BUSINESS (B1)
- LIMITED INDUSTRIAL (M1)
- LOCAL BUSINESS AND RESIDENTIAL (B2)
- RESTRICTED INDUSTRIAL (M2)
- SHOPPING DISTRICT (B3)
- INTENSIVE INDUSTRIAL (M3)
- GENERAL BUSINESS (B4)
- PARKS AND RECREATION (PR)
- LOW DENSITY RESIDENTIAL (R3)
- SINGLE FAMILY RESIDENTIAL (R1)
- MEDIUM DENSITY RESIDENTIAL (R5)
- TWO FAMILY RESIDENTIAL (R2)
- HIGH DENSITY RESIDENTIAL (R6)

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### Recommended Zoning Changes



# AFFORDABLE HOUSING DEVELOPMENT



**Catalyze the creation of new affordable housing developments, particularly senior housing and supportive housing that is accessible to persons with disabilities.**

Brightmoor's residents want to see deeply affordable development in the neighborhood that reflects the incomes of the local population – particularly the core Brightmoor neighborhoods where median yearly incomes range from \$22,000 to \$27,000 per Census tract. Senior housing is a high priority, as there are older adults in the neighborhood who wish to stay in the area, but are having trouble maintaining their single-family homes. Supportive housing for residents with disabilities was also a key priority mentioned in several of the community meetings. Senior housing and supportive housing also tend to reach deeper affordability levels than traditional mixed-income affordable housing, though reaching these deeper affordability levels will be dependent on the availability of federal, state, and local subsidies.

90% of affordable housing projects need subsidies, and Brightmoor will need these as well. Subsidies may be easier to secure for:

- Multi-family affordable rental with 50 or more apartments
- Homeownership developments with smaller homes (~750-900 sq. ft.) and a mission-driven focus attractive to philanthropy
- Vacant home renovation in targeted areas, such as completing mostly-occupied blocks or directly around parks.

## How does the process of affordable housing development work?

Process typically ranges between 4 to 7 years for all components of an affordable housing project to be implemented





Neighborhood Character

Safe Senior Community

Accessible Landscapes

Community Porches

Active Public Space

# SMITH HOMES REDEVELOPMENT



## Continue to coordinate with DHC on reinvestment in the Smith Homes property.

Smith Homes is a Detroit Housing Commission property located at 14313 Crescent Drive, near the intersection of Lyndon St. and Evergreen Rd. The property has 156 total housing units and is an important source of deeply affordable housing in the Brightmoor area. While DHC allocates maintenance funding to Smith Homes each year, the property is slated for more extensive capital improvements in their 2024 Annual Public Housing Authority Plan. The planned capital improvements include both investing into the existing buildings at the site and potentially adding additional buildings with deeply affordable homes on vacant land that is adjacent to the existing properties. DHC's goal is to complete improvements by 2031. The City can work with DHC to examine potential funding and resource availability in order to

potentially speed up these improvements and increase the potential for additional units to be constructed at the site. Brightmoor residents have also asked that maintenance at the property be improved, and the proposed improvements would help with this.

The reinvestment project should also consider opportunities for stormwater management features to alleviate flooding that is experienced across the site currently. The site includes a number of lowpoints, shown in the map below. Stormwater opportunities to consider include:

- Small scale blue/green streets
- Rain gardens in the lowpoints
- Bioswales/flow-through planters along the frontage of townhome lots, which may experience flooding based on regional drainage patterns



Existing stormwater flooding



## Existing Lowpoints

- Site low points
- ➔ Existing flow pathways



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**PARKS,  
OPEN SPACES,  
ARTS AND CULTURE  
RECOMMENDATIONS**







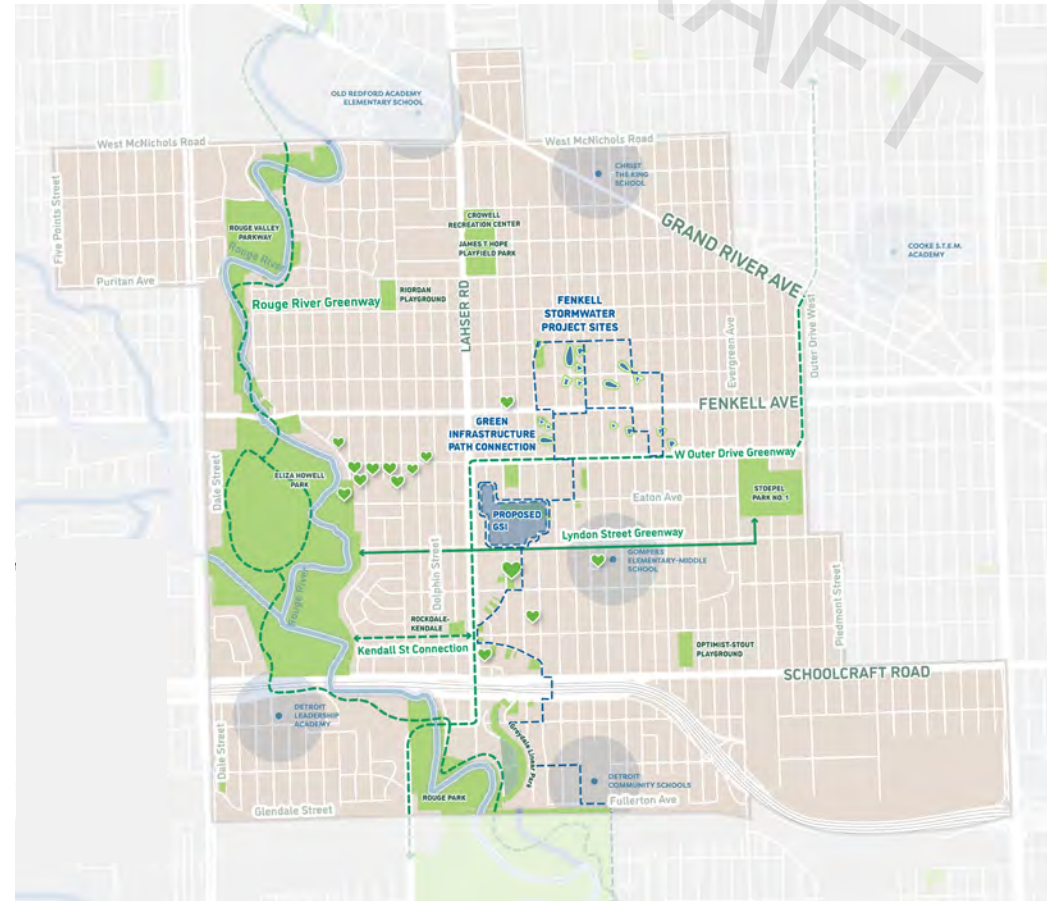
# COMMUNITY VISION FOR PARKS, OPEN SPACE, ARTS AND CULTURE

Throughout the planning process, participants expressed a desire for a parks and open space system that supports a healthy and vibrant community. While Brightmoor currently has many parks and open spaces that are well spread out, residents want better access to these areas and more activities once they get there. Specifically, they want spaces that can host a variety of activities for all ages and abilities.

In addition to being places for cultural events, the parks and open spaces play an important role in the neighborhood’s ecological health and flood resilience. Brightmoor is prone to flooding due to its location along buried creeks, and certain areas experience frequent flooding. Parks, streets, and open spaces can help capture and filter water, and they can also become places for environmental learning. Green infrastructure, like water-absorbing systems, can connect the neighborhood through trails, improving both the environment and accessibility.

**Key Open Space Recommendations:**

- Community gathering spaces
- Vacant land management
- Stormwater for community benefit





# GATHER: COMMUNITY GATHERING SPACES

## Provide community spaces for gathering, arts, and events that foster collective care and stewardship.

The community of Brightmoor is well-served by public open space; yet, community members crave places more expressive of the neighborhood's vibrant cultural life and a sense of collective care for itself. Well maintained open spaces signal a sense of safety, improve inclusivity and can feel more welcoming. Spaces that are frequently programmed, or are easy for community to groups to program, help reinforce a sense of community. For Brightmoor residents, parks like Eliza Howell and facilities like the Crowell Community Center meet some of these needs, but a greater diversity, better connected and broader distribution of open space types can promote even greater opportunity for community cohesion.

Community members suggested incorporating calming, healing elements like sensory plantings like lavender and inclusive play for youth of all abilities. Positive things to do for youth and young adults were mentioned by many community members.

## Support community stewards in conversion of vacant land to community green and gathering spaces.

While parks and open spaces in the neighborhood offer official places for community use and gathering, there are many examples of community-made and cared for quasi-public places that provide a different series of equally important experiences. Moving around Brightmoor, one finds examples of this everywhere; murals, community farming, public art projects and the like. There are also numerous examples of pop-up events and happenings that are curated by the community using previously vacant or otherwise underutilized land. Supporting efforts of community stewards to continue this tradition is a critical part of honoring the unique opportunities, places and people of the Brightmoor area. Support could include removing administrative burdens to adaptive re-use, reinforcing strategic partnerships with community organizations, providing educational opportunities for would-be or emerging programmers.

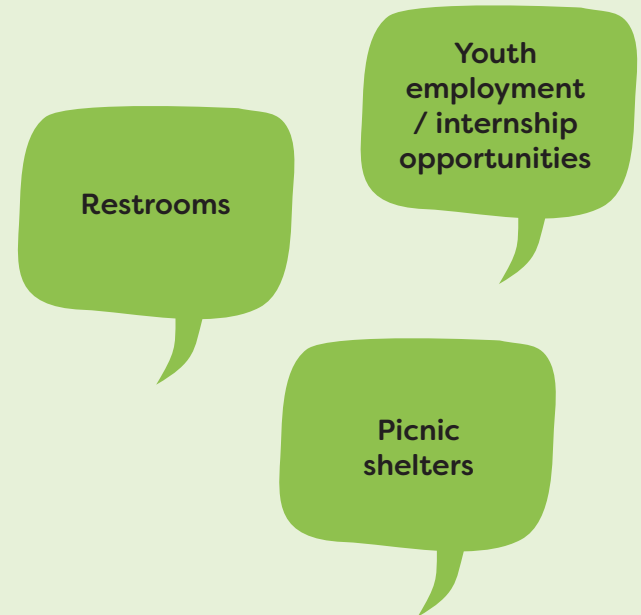
## See also recommendations in Streets chapter to improve safe, walkable access to parks.

### Design and Programming Principles for Brightmoor Area green spaces



### Eliza Howell Master Plan

A master planning process is underway for Eliza Howell Park. During the framework plan process, residents raised the following suggestions which could be considered as part of the Eliza Howell plan.



# STEWARD: VACANT LAND MANAGEMENT



## Prioritize vacant land management and support the use of vacant land for community benefit

About 60% of parcels in the Brightmoor area are vacant, although this number varies across the neighborhood. This large amount of vacant land creates problems with safety, illegal dumping, wildlife, and stray dogs. At the third community workshop, reducing dumping was voted the top priority. Residents want to see better care of vacant lots, especially those owned by the city. The community has already turned some vacant lots into new open spaces, pollinator gardens, and community gardens. The Fenkell Stormwater Projects will further transform several vacant lots into stormwater gardens.

The **Vacant Land Toolkit** shown on the next page is largely from the vacant land strategies developed for the Joe Louis Greenway Project, with the addition of urban agriculture. Managing vacant land is not a one-size-fits all solution and will continue to require a multilayer approach. This toolkit looks at how different vacant land options vary in cost, feasibility, and necessity of partnerships. Ongoing community input should help shape which typologies are most appropriate in which parts of the area.

## Stray dogs initiative: Develop a partnership to reduce the number of new stray dogs and support healthy pet populations.

Community members, especially youth, have flagged that stray dogs in the neighborhood affect their ability to safely and comfortably move around the neighborhood. The Stray Dogs Initiative is a proposed partnership between Detroit Animal Care and Control, Detroit Dog Rescue, and Brightmoor-area residents and organizations. The initiative should include the following four key components:

- Support for pet owners to help reduce the number of new stray dogs.
- Increased vaccination efforts and population control through spaying and neutering.
- A campaign to report and address dangerous stray dogs.
- Advocacy for long-term reform of city or state animal control legislation.

# Vacant Land Toolkit

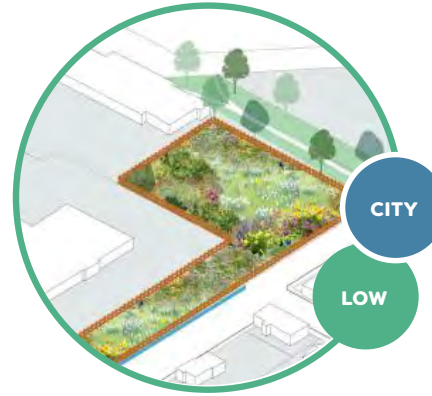
LEVEL OF EFFORT



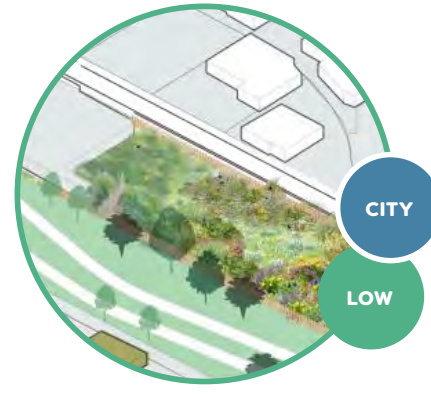
RESPONSIBILITY



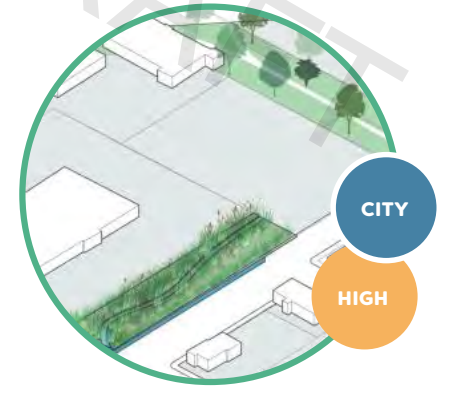
**COMMUNITY/PARTNER ACTIVATION**



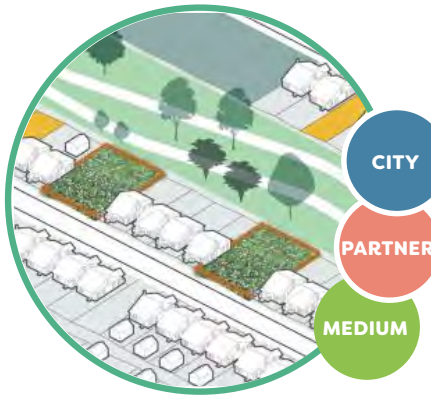
**MEADOW**



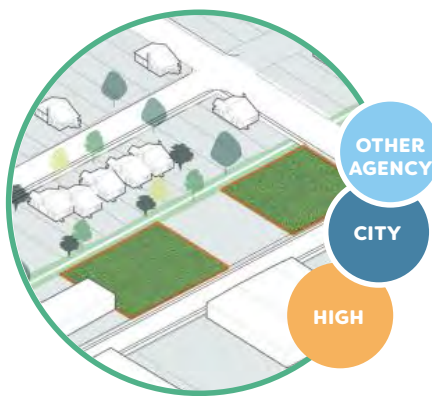
**WILDFLOWER LAWN**



**GREEN STORMWATER INFRASTRUCTURE (GSI)**



**TARGETED CLEAN AND CLEAR**



**INDUSTRIAL CLEANUP**



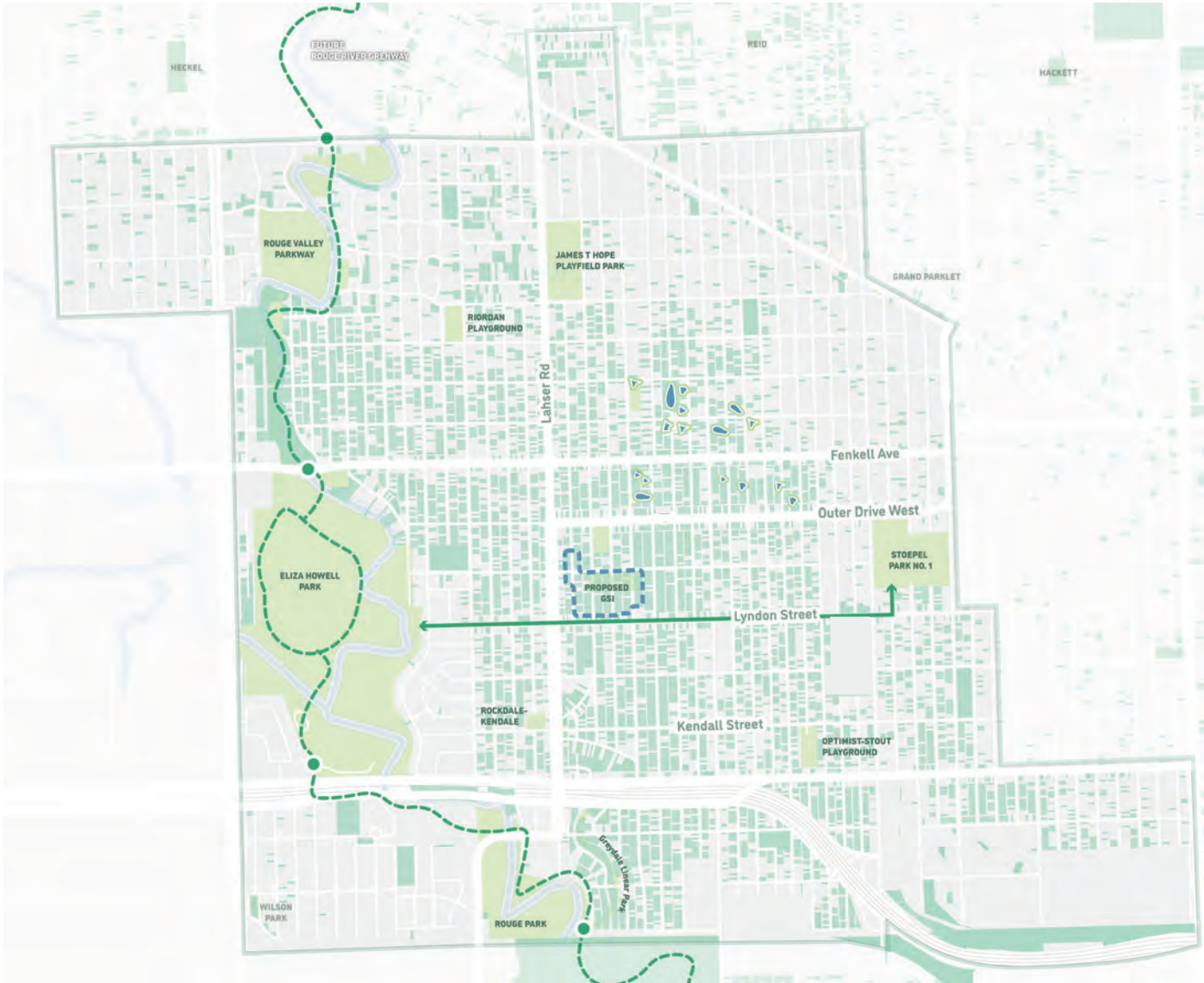
**TREE PLANTING**



**AGRICULTURE**

Source: Vacant land strategies shown are largely from the Joe Louis Greenway project

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- LEGEND**
-  STORMWATER SITES
  -  CITY PARKS
  -  EXISTING GREENWAY
  -  VACANT LOT
  -  ROUGE RIVER GREENWAY (FUTURE)



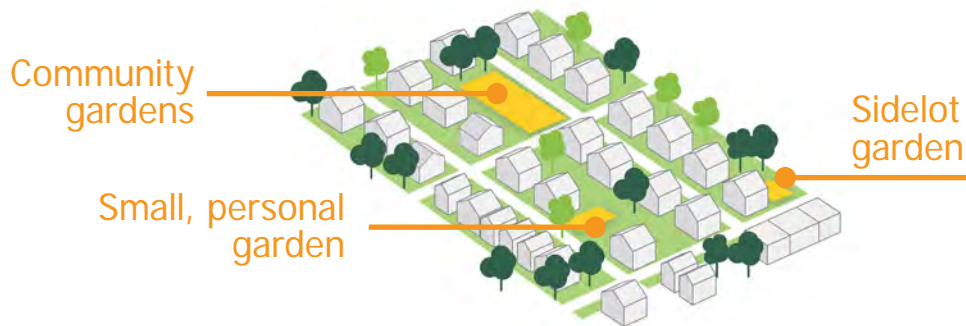
## Urban Agriculture Suitability

Urban agriculture includes different types of farming, from small home gardens to larger farms. While personal or sidelot gardens can be placed anywhere in the study area, the framework plan suggests that larger operations, which may cause more noise, smells, and traffic, should be located in areas with more vacant land.

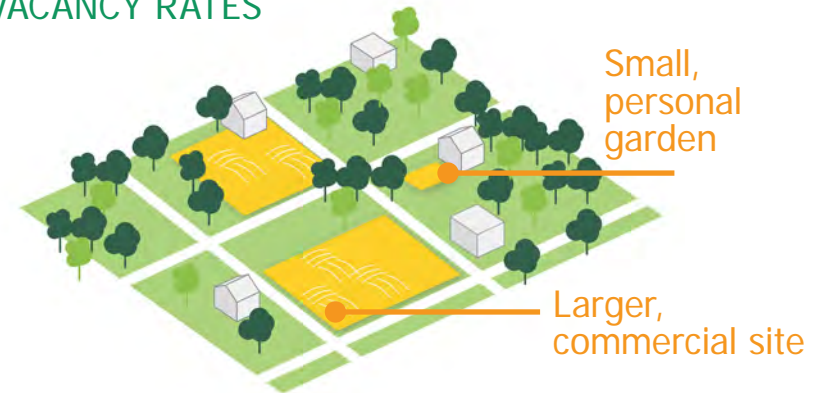
Suitability Considerations:

- Size of urban agriculture
- Purpose of urban agriculture (personal, nonprofit, commercial)
- Type of urban agriculture and amount of off-site impacts
- Neighborhood context and percent vacant land
- Zoning

NEIGHBORHOOD WITH LOWER VACANCY RATES



NEIGHBORHOOD WITH HIGHER VACANCY RATES



# ABSORB: STORMWATER FOR COMMUNITY BENEFIT

SUPPORT FOR  
COMMUNITY  
VISION



**Green Infrastructure Connection: Develop an interpretive route that follows existing sidewalks, connecting the Fenkell Stormwater Project sites and tracing the approximate alignment of the historic creek that flowed through the neighborhood.**

A number of ongoing and potential stormwater investments in the neighborhood offer a unique opportunity for broad community benefits beyond flood resilience. Small-scale green infrastructure and public space investments can create a connected system or chain of open spaces including the Fenkell Stormwater Project Sites. If the larger GSI project is implemented, the route could extend around the larger GSI site. This system would offer connection to natural systems and wildlife.

Connecting stormwater investments with an interpretive trail could provide a new way to navigate the neighborhood. Tracing the route of historic creeks, this route could also be marked with paint and feature interpretive signage to share the story of water, past and present, in the Brightmoor area. The route could consider incorporating roadside adjacent swales to convey stormwater runoff between stormwater gardens and facilitate connectivity. By aligning the path and path-adjacent stormwater infrastructure with regional drainage patterns, stormwater flows can be managed while minimizing utility conflicts.

**Leverage stormwater gardens to work in tandem with downstream large-scale Green Infrastructure (if implemented) to treat runoff of pollutants through a manicured landscape, improving water quality and mitigating flooding.**



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**Large Scale Green Stormwater Infrastructure**

DWSD is proposing a larger scale green stormwater infrastructure site to reduce neighborhood flooding and clean water in the Rouge River. With thoughtful design, the space could function as a stormwater garden during rain events and a well-maintained, accessible community open space between storms.



**Fenkell Stormwater Projects**

DWSD is constructing a series of 24 bioretention gardens on vacant land to absorb some of the rainwater and snowmelt that collects in low lying areas around Fenkell.



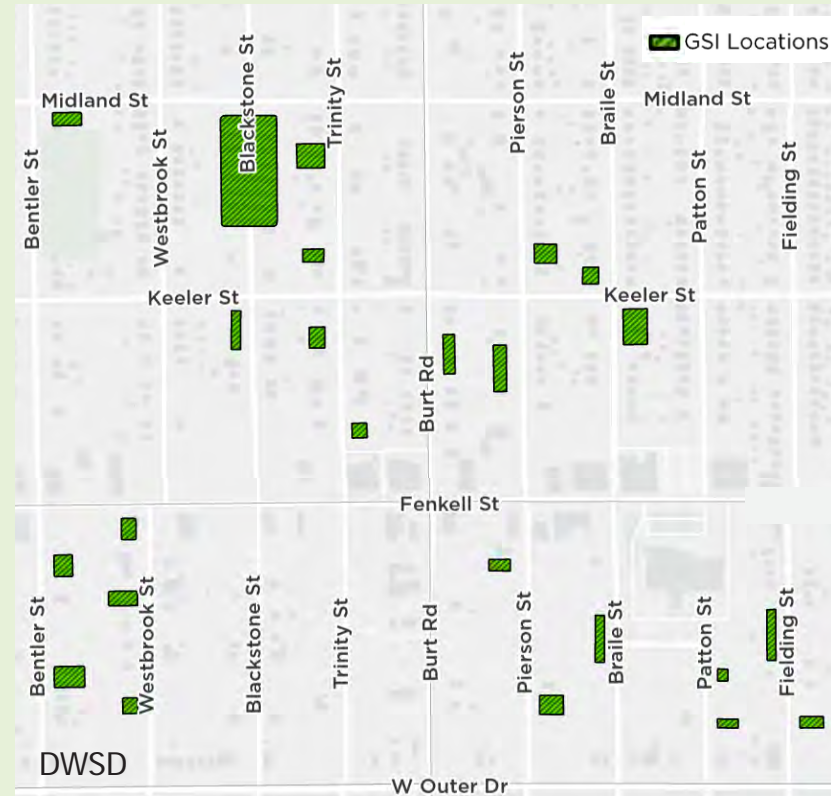
# ABSORB: STORMWATER FOR COMMUNITY BENEFIT

## Fenkell Stormwater Projects

To help reduce combined sewer overflows (CSOs), the Detroit Water and Sewerage Department (DWSD) will repurpose 92 Detroit Land Bank Authority (DLBA) parcels to create 24 bioretention gardens. These gardens will help manage rain and snow melt, reducing street flooding and basement backups in the Brightmoor neighborhood. DWSD will continue to maintain these parcels through its Green Stormwater Infrastructure (GSI) program. Additionally, the Fenkell Stormwater Projects will remove part of Blackstone Street between Keeler and Midland streets to create space that will help reduce flooding and basement backups. This project alone will manage more than 2 million gallons of stormwater each year.



Map of Fenkell Stormwater Project Locations



Existing Warrendale bioretention/rain garden site.

DWSD

## Large Scale Green Stormwater Infrastructure (GSI)

DWSD describes the Brightmoor Stormwater Project as “a proposed project that DWSD is presenting to the community for feedback and approval. The proposed project which would capture stormwater in Brightmoor and surrounding neighborhoods and filter it through a pond-like GSI project before discharging the stormwater directly into the Rouge River.”

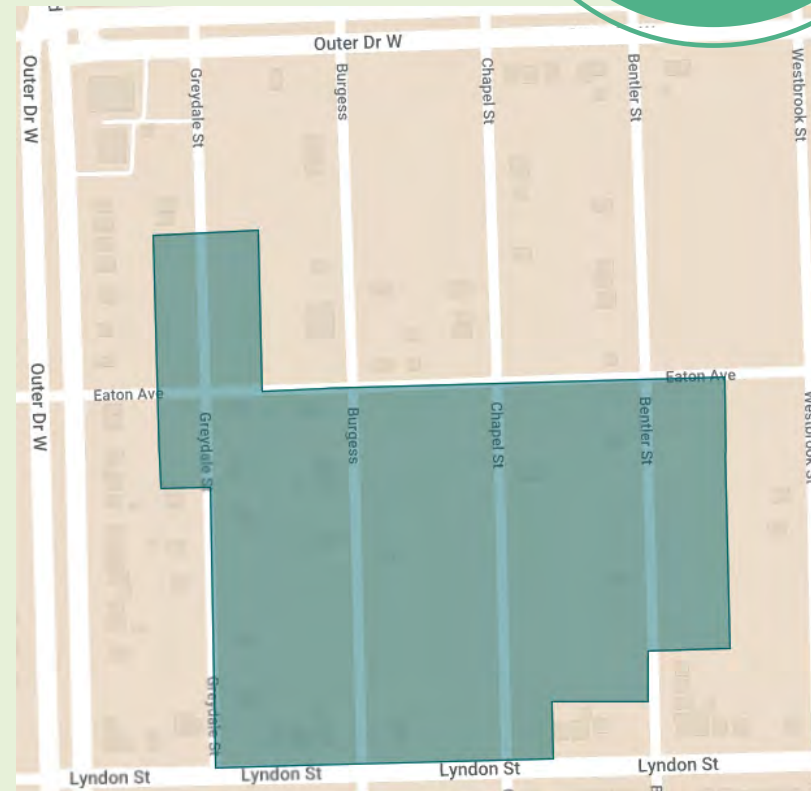
The project area under consideration is shown in the map to the right. It includes the area between Greydale and Bentler, extending from W Outer Drive to Lyndon. If DWSD obtains voluntary approval from property owners, the project will be submitted for approval. If approved, community meetings regarding the design will take place before construction begins. The project is not currently funded.

If the larger GSI moves forward, feedback from this process emphasized the following points for consideration for this project:

- Importance of **planning for maintenance, care, and safety**.
- Develop a **public pathway** around the perimeter of the pond.
- Incorporate **recreational elements**.
- Continue **community engagement** to provide input and feedback into the design, character, and planting strategy of the larger GSI site.

Resident feedback about green stormwater infrastructure centered around dumping/safety, maintenance concerns, and whether stormwater infrastructure would displace residents.

Proposed Project Area



DWSD

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**ECONOMIC  
DEVELOPMENT  
RECOMMENDATIONS**



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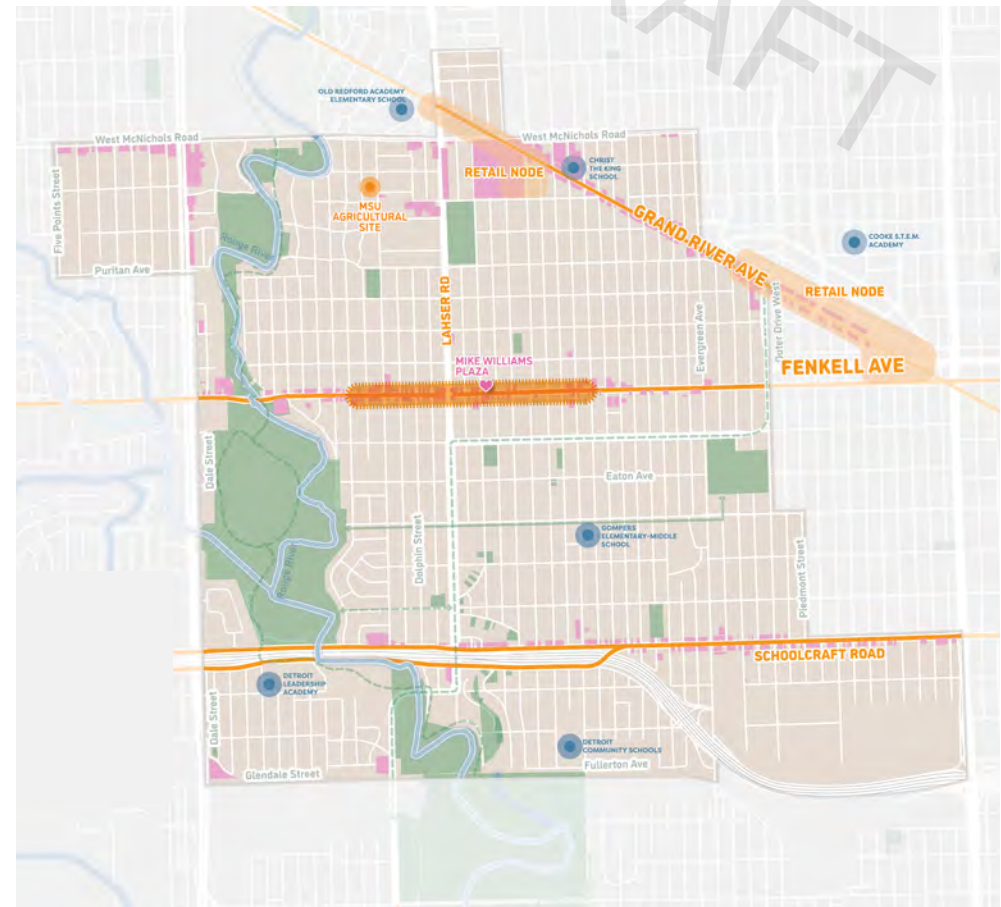
# COMMUNITY VISION FOR ECONOMIC DEVELOPMENT

Residents of Brightmoor want to see a focus on economic development that supports local businesses, entrepreneurship, and career opportunities for both youth and adults. Some areas of interest include improving access to job training and career resources in the neighborhood, encouraging Brightmoor landlords and businesses to participate in the Motor City Match program, and exploring community-owned businesses (like co-ops) and local real estate ownership.

Community members agreed that Fenkell Avenue is an important area where redevelopment could help local businesses grow. They believe the zoning along Fenkell should focus on commercial and mixed-use residential development, rather than light industrial uses or warehouses. The Fenkell Business Association is a local partner that can provide ongoing guidance on redevelopment and business needs along this corridor.

## Key Economy Recommendations:

- Existing Business Support
- Well-paying Jobs
- Fenkell TMSO Rezoning



# EXISTING BUSINESS SUPPORT

## Support existing businesses.

Programs like Motor City Match, as well as commercial corridor investments, can help support existing businesses and encourage new entrepreneurs in Brightmoor.

**Motor City Match:** The Motor City Match program, run by the Detroit Economic Growth Corporation (DEGC), helps local business owners improve commercial buildings. The program connects businesses with planning and design services, as well as grants, loans, and available vacant commercial properties. By listing more currently vacant properties in Brightmoor on the Motor City Match database, more businesses could open or expand in the area. Additionally, the City and DEGC can continue to share information about the program's technical assistance and funding resources for local businesses.

**Commercial Corridor Investments:** Commercial corridor investments, particularly along Fenkell Avenue, could include beautification, widened sidewalks to allow for sidewalk cafes and pedestrian safety, and improved crossings. As the street is owned by the County, street improvements will require working with the County. Many of these items are discussed further under Streets Recommendations. Residents also wanted to ensure that residential rezoning and new housing investments help support local businesses by increasing the customer base for Brightmoor's businesses. The rezoning and housing recommendations in this plan therefore focus along Fenkell and Schoolcraft, two of Brightmoor's key commercial streets with local business activity. See more details on potential Fenkell streetscape improvements in the Streets chapter.

SUPPORT FOR COMMUNITY VISION

CARED FOR  
COMMUNITYECONOMIC  
OPPORTUNITIESSENSE OF  
COMMUNITY

The Obama Building on Grand River is in a Traditional Main Street Overlay District. Notice how it is built up to the sidewalk and does not have parking in front of the building.

# WELL-PAYING JOBS

## Improve access to well-paying jobs for Brightmoor residents.

Residents of Brightmoor want to improve economic opportunity for youth and adults in the neighborhood. To help residents find new career pathways, or climb the ladder within their existing careers, the City could help provide several types of support services:

**Trades Education:** Trades education and other types of training and certifications that lead to well-paying jobs were of significant interest to residents. In order to make these programs widely accessible, residents suggested offering training at local schools for students (and for parents during after-school care hours), or at locations with child care like the Crowell Recreation Center. As an initial step, the City could consult with local workforce development providers and determine which programs might be eligible to be offered at Crowell. Some areas of interest that residents mentioned

included building trades education; commercial truck driving; building inspection; and business administration and bookkeeping.

**Certifications Assistance:** Brightmoor residents could also potentially benefit from programs that help them climb the career ladder in their existing professions. For example, more than one-fifth of local workers are in the Health Care and Social Assistance field. The City could share resources and information with community members about how to access continuing education programs in health care that lead to increased wages. For example, the City's Detroit at Work page lists programs that can lead to Certified Nursing Assistant, Phlebotomy Technician, Pharmacy Technician, and Hemodialysis Technician certifications, all of which could offer a path to increased wages for health care employees. Nearby community colleges such as Wayne County Community College Northwest Campus also offer some healthcare certifications.



# FENKELL TMSO REZONING

## Add a Traditional Main Street Overlay District (TMSO) to allow for mixed-use development by right.

A Traditional Main Street Overlay, or TMSO, should be applied to the area between Dacosta Street and Pierson Street along Fenkell Avenue in order to stimulate a strong business district and support the existing businesses in the area.

A TMSO makes zoning more flexible by allowing for mixed-use development in areas that formerly only allowed business uses. Currently, the B4 zoning on Fenkell Avenue allows only business and community uses by right; therefore, it's hard to develop buildings that include businesses or community uses on the ground floor and residential uses above. Mixed-use development, such as that allowed by a TMSO, can help allow for these types of buildings that bring residential and business activity together in a successful business district. This plan recommends using the "TMSO Light" model that has been applied in areas like Grand River Avenue between Evergreen and Lahser. These districts allow for pedestrian-oriented mixed-use development, without imposing some of the design requirements from the "Original TMSO" areas that can be expensive for developers and businesses to meet.

SUPPORT FOR COMMUNITY VISION



CARED FOR  
COMMUNITY



ECONOMIC  
OPPORTUNITIES



SENSE OF  
COMMUNITY

It would be exciting if Fenkell was a thriving street and safe at night

- Office Hours

Create a Downtown Brightmoor with shopping and restaurants

- Community Kickoff

Abandoned buildings could be painted bright colors

- Youth Workshop

Plaza where Fenkell and Grand River come together is a good place to walk and hang out

- Youth Workshop

### Proposed Area for TMSO Overlay District





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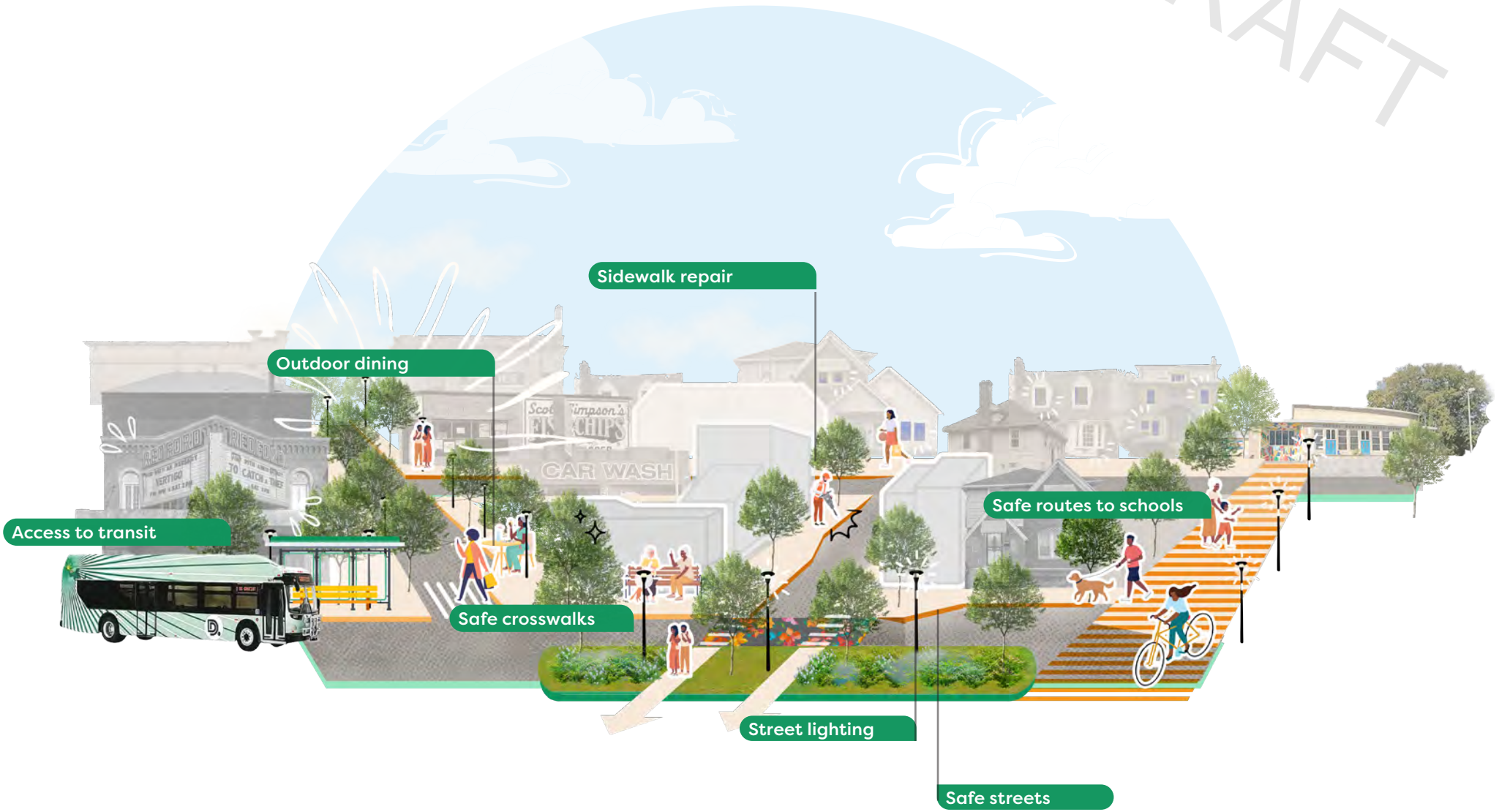
7

**STREETS  
RECOMMENDATIONS**



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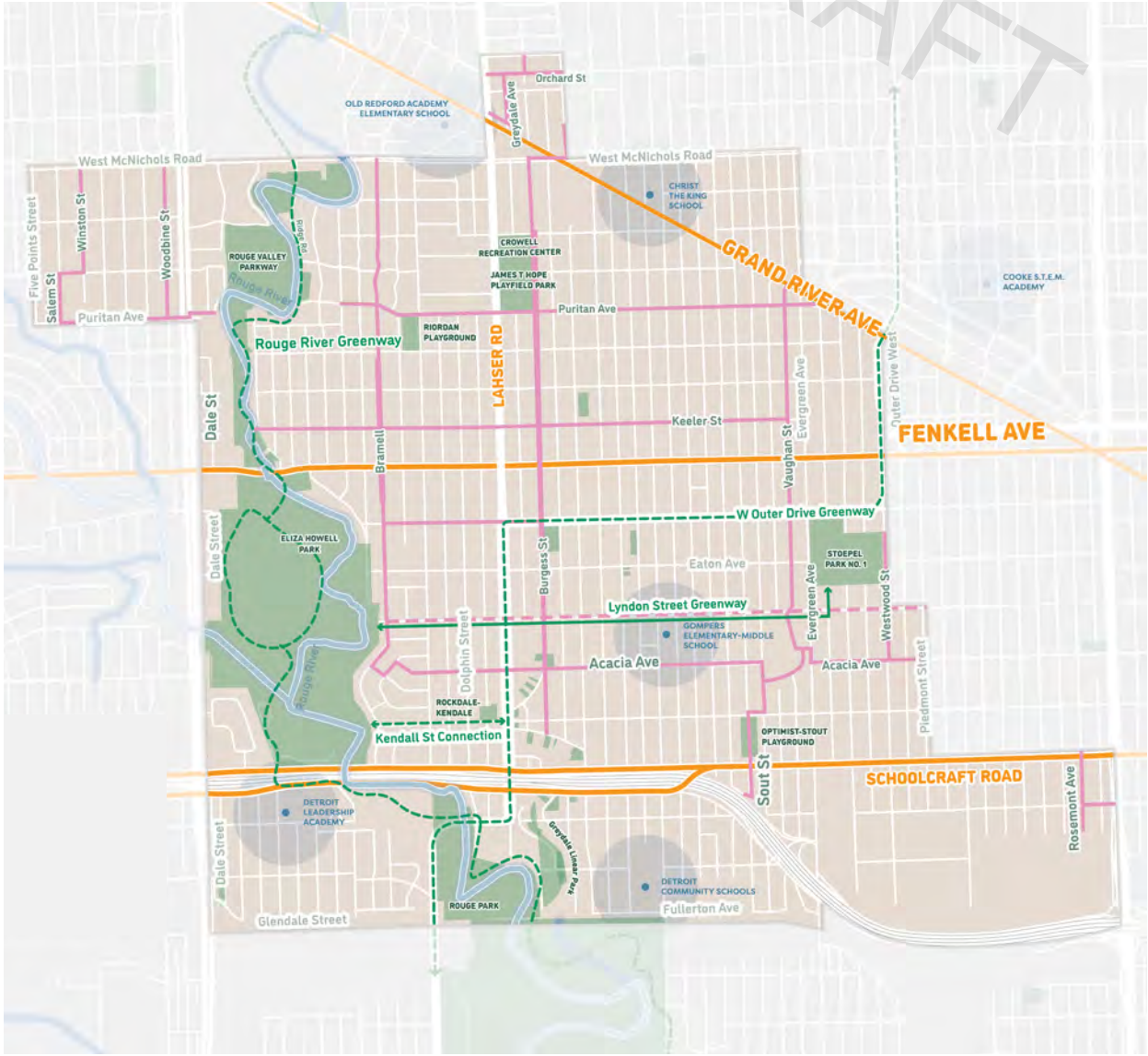


# COMMUNITY VISION FOR STREETS AND MOBILITY

Improving mobility and safety for people who walk, bike, and take transit in Brightmoor is an important priority emphasized by many residents during the planning process. According to the City's Streets for People transportation plan, just 63% of Detroit households have regular access to a vehicle, leaving many people to rely on walking, biking and transit.

**Legend:**

-  COMMERCIAL CORRIDOR / MAIN STREET
-  EXISTING SLOW STREETS
-  PROPOSED SLOW STREETS
-  GREENWAYS
-  CITY PARKS
-  PRIORITY AREA FOR SIDEWALK REPAIR & PEDESTRIAN IMPROVEMENTS



**Key Street and Mobility Recommendations:**

- Slow Streets Network Expansion
- Sidewalk and Street Improvements
- Fenkell Ave Improvements
- Enhanced Lyndon Greenway

# SLOW STREETS NETWORK EXPANSION

SUPPORT FOR COMMUNITY VISION

CARED FOR  
COMMUNITYBASIC NEEDS &  
RESOURCES

Expand the City's Slow Street network to include streets near schools, particularly Lyndon Street. **Install traffic calming devices like speed tables and cushions, curb extensions, and new crosswalks to make the Slow Streets safer and lower-stress for people walking and biking.**

In Brightmoor, speeding vehicles contribute to an overall sense of unsafe conditions. The City of Detroit's Slow Streets Kit is a tool that already exists and can help address speeding problems, and additional streets near schools should be added to the City's Slow Street Network. New sidewalks are also needed to improve mobility, and should be prioritized near schools, parks, and on "slow streets."

This recommendation includes adding Lyndon Street to the City's Slow Streets network. Currently, streets like Winston, Puritan, Keller, and Outer Drive are already designated as "Slow Streets" by the City. Slow Streets are eligible for consideration for new traffic calming projects as funding is available.

## Example Slow Streets Tools

### SPEED HUMPS AND SPEED CUSHIONS



Some streets already have speed humps installed, and more are needed. The framework plan recommends considering **speed cushions in locations missing sidewalks**, as they allow for better wheelchair access if ADA-accessible sidewalks are not available.

### CURB EXTENSIONS



Curb extensions slow down turning vehicles at intersections and make crosswalks shorter and safer. Curb extensions can be constructed out of many materials, ranging from paint to vertical barriers like planters or posts.

### NEW CROSSWALKS



High visibility striping, colorful crosswalks, and other crosswalk enhancements can be installed to make crossing the street safer. New crossings near schools may be helpful to create safer routes to/from school.



# SIDEWALK AND STREET IMPROVEMENTS

## Improve sidewalks, intersections, and streets to improve mobility safety.

This recommendation includes three main components:

- Implementing **sidewalk improvements** and **traffic calming** measures to make walking and wheelchair access safer and easier.
- **Fixing potholes** and improving road surface quality.
- Implementing **intersection safety upgrades** where greenways and slow streets cross major streets.

Some key areas will need sidewalk improvements and new pedestrian paths to support safe walking routes for kids and seniors. **Parks, schools, and transit stops are priority areas** where new, expanded, or improved sidewalks may be needed. Poor street conditions generally, like potholes, faded markings, or broken streetlights, contribute to a sense of disrepair and neglect that does not reflect the true character of Brightmoor.

Additionally, residents reported feeling uncomfortable and unsafe where greenways and Slow Streets cross large intersections, like the intersection of West Outer Drive and Lahser Road. As the greenway network expands, the City should prioritize safety recommendations like enhanced crosswalks, curb extensions, and other improvements to intersections. These upgrades would benefit everyone using the street, including drivers.

## Community Feedback



**Feedback about where safe connections should be prioritized:**

- Bus stops and areas where kids wait for and are dropped off by the school bus
- Routes older adults tend to take and routes to access food and other community services (grocery stores, doctors appointments, etc.)
- Outer Drive and neighborhood park connections



### Example of Safer Intersection Design

W Outer Drive and Lahser is one particular intersection called out in community feedback as needing safety improvements for pedestrians. This photo shows an example of safety improvements that might work there to make it safer for people to cross the street.

# FENKELL AVE IMPROVEMENTS

**Create a street improvement zone on Fenkell Ave to clarify parking, improve walkability, and add space for planters, mini parks, and outdoor seating. In the long-term, the City should work with Wayne County to redesign Fenkell Avenue to better serve all road users.**

Fenkell Avenue is a central thoroughfare in the Brightmoor neighborhood. One of the community's central priorities is to retrofit this Avenue to serve more than just motorists. The current design of the street encourages motorists to speed and lacks comfortable pedestrian crossings and bike facilities. With thoughtful planning and coordination with the County, who has jurisdiction over Fenkell Avenue, the Avenue can support local businesses with activated storefronts, include public art, slow vehicle speeds, and make it safer to walk.

The City will need to coordinate with Wayne County, who has jurisdiction over Fenkell Avenue. It may be a longer term project to fully study and implement permanent changes on Fenkell Avenue, but many of the community's ideas could be implemented

on an interim basis or on private property with the support of local businesses. Parklets, murals, improved bus stops, banners and wayfinding, repairing sidewalks, clarifying parking, and striping crosswalks are all improvements that could be made at relatively low cost and without significantly changing the street itself, which would require more extensive coordination with the County. These improvements could support businesses along Fenkell and make the street more comfortable to walk along or wait for buses.

The City's Streets for People Plan lays out a possible configuration for roads in the City, based on their size and type. Fenkell Avenue is considered an arterial. The recommended configuration citywide in the Streets for People Plan for arterials includes one or two travel lanes in each direction, a dedicated bus lane, a dedicated separated bike lane, and generous sidewalks. This configuration is too wide for the size of the Avenue, and the Streets for People Plan is not suggesting the road be widened. Rather, the Streets for People plan shows elements that can be added to the existing street with community support — such as improved transit stops and bus lanes, wider sidewalks, places for community art, etc. Parts of Fenkell Avenue are also on the City's High Injury Network, which are the roads that are responsible for the majority of the City's serious and fatal crashes.



Fenkell Today



Residents shared concerns about safety, vacancy, and unmet retail and service needs.

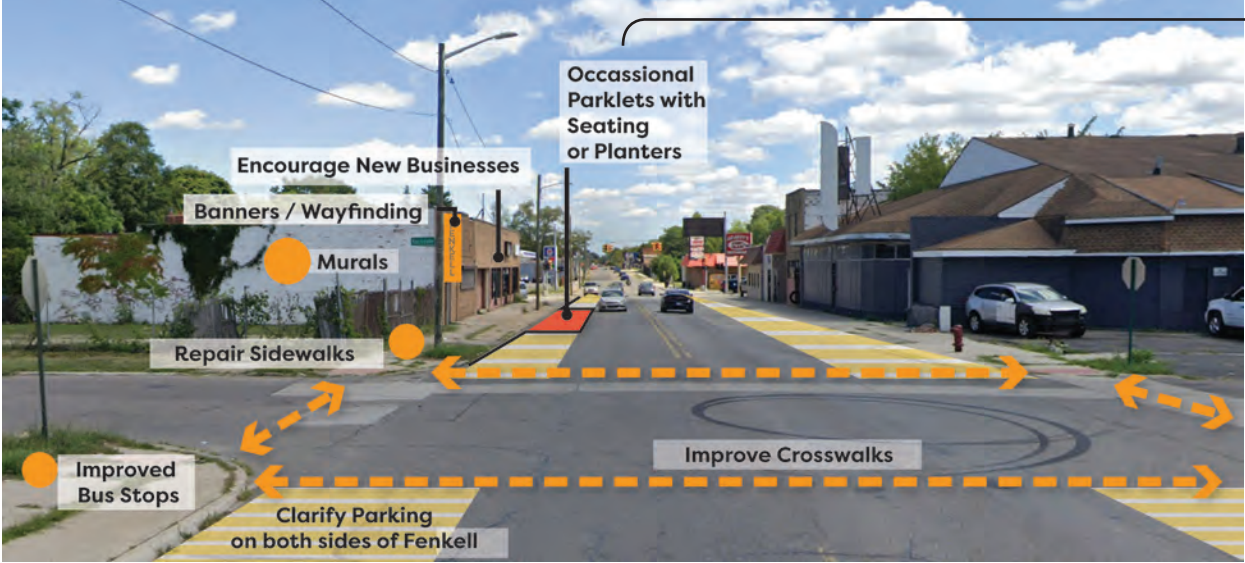
**Trash near bus stops**

- Environmental Safety Focus Group

**Fenkell is in need of maintenance (potholes, overgrown vegetation).**

- Youth Workshop

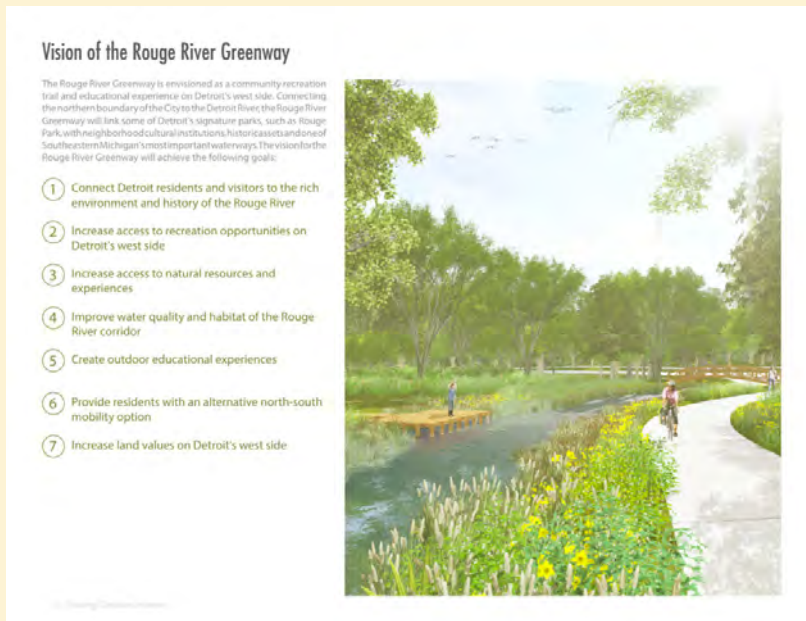
Proposed Street and Sidewalk Improvements



# BRIGHTMOOR'S PLANNED GREENWAYS

## Rogue River Greenway

The Rogue Greenway is described in the City's Capital Plan for Greenways as a route that would promote safe, outdoor fun along the Rouge River. It would ultimately connect to multiple places in the region like Southfield and Dearborn Heights. The route is proposed to also include Eliza Howell Park in Brightmoor. "Greenways" is a flexible term that does not call for particular infrastructure, but could include elements like sidewalks, lighted paths through parks, signs, resting areas, and active programming. As plans for the Rogue Greenway evolve, Brightmoor's culture, priorities, and transportation needs should be incorporated into the design. For example, there may be opportunities to create pocket parks for potential access points to the Greenway—a vision that aligns with other recommendations of this Plan.



Source: Rouge River Greenway Master Plan

## Outer Drive Greenway

The Outer Drive Greenway, shown in the 2022 Parks & Recreation Strategic Plan, is described in the Capital Plan for Greenways as a possible future neighborhood greenway that would connect through Brightmoor. Outer Drive is a wide street separated with a median through most of Brightmoor, and there are many possible design options for the future greenway. A lower-cost, faster approach might include signs, improved crosswalks, and resting areas along the route, while future designs might include sidewalk improvements and wide, comfortable spaces for people to walk or bike. While there is no funding dedicated to the project today, the vision for the Greenway aligns with the community's priorities for safer, calmer streets.



Source: 2022 Parks & Recreation Strategic Plan



CARED FOR  
COMMUNITY



BASIC NEEDS &  
RESOURCES



SENSE OF  
COMMUNITY

# ENHANCED LYNDON GREENWAY

## Enhance the Lyndon Street Greenway to improve overall walkability.

The Lyndon Street Greenway is an existing greenway that connects Eliza Howell Park and Stoepel Park on Lyndon Street and Lyndon Avenue. It was established in 2009 with signs and a small trailhead near Eliza Howell Park and has had sidewalks and speed tables installed in recent years. The original plans for the Greenway included bike lanes on the street as well, but the Brightmoor community today may prefer a focus on wider sidewalks, improved crosswalks, and more benches and other amenities. This route is also recommended as an additional Slow Street, which would help to prioritize it for more traffic calming improvements in the future to prevent vehicles from speeding.



Lyndon Greenway Today

Enhancements could include:

- Crosswalk improvements
- Wider sidewalk and improved sidewalk condition
- More benches
- Traffic calming along Lyndon Street

## Community Feedback about Transit Access

Improving transit access generally requires actions by DDOT. What other city departments can do is improve walking routes to bus lines, which is included in this plan.

Residents have raised concerns about transit including:

Need for better public transit between Lahser and Telegraph

Bus often runs late and not frequently enough

Only one in three households here have cars. Public transportation is a critical missing piece to connecting folks to jobs, education, and each other.

Bus stops need shade

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8

**IMPLEMENTATION  
ROADMAP**





# LONG-TERM VISION AND FRAMEWORK

The Brightmoor Area Framework Plan outlines a long-term vision and framework to support community goals for a safer, more connected, and well-maintained neighborhood, with access to opportunities and affordable housing options.

This plan includes existing projects, like the Fenkell Stormwater Projects, but many of the ideas are not yet funded. The goal of the plan is to document community priorities, feedback, and ideas to inspire future City budgets that will help make this vision a reality. Implementation may take time, and it's important to keep gathering community input to make sure completed projects continue to meet the changing needs of residents. All actions should focus on equity in both the process and the results. More information on the equity racial toolkit can be found on the next page.

The implementation matrix that follows outlines which projects could be implemented in the short-term and which ones may require additional time for implementation. The matrix is organized by the four recommendation areas:

- Housing
- Parks, Open Space, Arts and Culture
- Economic Development
- Streets



# RACIAL EQUITY TOOLKIT

**The Brightmoor Framework Plan prioritizes racial equity by integrating a Racial Equity Toolkit to guide development and improvements through community collaboration, ensuring projects address socioeconomic metrics and align with racial equity goals.**

As part of the entire process for the Brightmoor Framework Plan the community requested that a Racial Equity Toolkit be developed to help define the goals and visions of the plan as well as the implementation of all projects within the Built of Brightmoor Area and its 8 different neighborhoods.

The Racial Equity Toolkit was Founded in 2009 by Maggie Potapchuk of MP Associates, Sally Leiderman and Stephanie Halbert Jones from the Center for Assessment and Policy Development (CAPD), and Shakti Butler from World Trust Educational Services, RET has continually evolved to meet user and movement needs ([www.racial equity tools.org](http://www.racial equity tools.org)).

The purpose of the racial equity toolkit is the establishment of mechanisms, process, goals, and systems that allow for racial equity in all areas of the built environment. For the Framework Plan the goal is that the community will work with the City of Detroit's Civil Rights, Inclusion, and Opportunity Department (CRIO). As part of the implementation of the plan the CRIO department will work with the community to establish a toolkit for the different aspects of projects that can eventually be developed in the neighborhood. At this point no projects besides the Detroit Water and Sewer Department's is scheduled for the neighborhood. When projects eventually come on line CRIO will work with the

associated department to help coordinate an equity matrix for that specific project type.

## PUBLIC DISCUSSION

During the process, the community expressed an interest in one specific model provided by the Detroit People Platform which outlines a process that includes a quiz format that identifies a number of questions that a developer must answer to ensure that development meets the Racial Equity Toolkit criteria. See the website here:

<https://take.quiz-maker.com/OEQH7NK0M>.








This specific tool looks at the amount of public financing, the acres, the cost of the development, and many other metrics that inform the community of the type, cost, affordability, and overall context of the development.

This is just one example that can be utilized for the development within the future of the Framework Area. The ultimate goal is that the community wanted to make it clear that all new development and improvements to the built environment within the area should go through a Racial Equity Lens / Toolkit. This tool aims to help residents assess the current conditions of their neighborhoods using socioeconomic metrics aligned with racial equity/ inequity. This includes development impacts related to housing health, environment, employment, transportation, and cultural preservation.

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 DLBA = Detroit Land Bank Authority  
 DPW = Department of Public Works  
 GSD = General Services Department  
 HRD = Housing and Revitalization Department  
 DHC = Detroit Housing Commission  
 PDD = Planning and Development Department

# IMPLEMENTATION MATRIX

## HOUSING RECOMMENDATIONS

		Phasing		Implementation Leads and Partners
<b>Housing support for residents</b>	Improve access to home repair by partnering with grantmakers and community organizations.	Ongoing program		HRD and Community Partners
	Work with non-profits who provide housing counseling and eviction defense services.	Ongoing program		HRD and Community Partners
	Increase use of DLBA Own it Now and Rehabbed and Ready programs in targeted areas.	Ongoing program		DLBA
<b>Residential upzoning</b>	Upzone areas to R3 residential as appropriate to allow for a greater range of housing to be built.	Short-term		PDD
	(See also Fenkell TMSO overlay in the Economic Development section)	Short-term		PDD and DEGC
<b>Affordable housing development</b>	Catalyze the creation of new affordable housing developments, particularly senior housing and supportive housing that is accessible to persons with disabilities.	Ongoing program		HRD and Community Partners
<b>Smith Homes Redevelopment</b>	Continue to coordinate with DHC on reinvestment in the Smith Homes property	Short-term		DHC

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## PARKS, OPEN SPACE, ARTS AND CULTURE RECOMMENDATIONS

		Phasing		Implementation Leads and Partners
<b>Gather: Community Gathering Spaces</b>	Provide community spaces for gathering, arts, and events that foster collective care and stewardship.	Ongoing program		GSD and Community Partners
	*Eliza Howell Master Plan	Short-term		GSD
	Support community stewards in conversion of vacant land to community green and gathering spaces	Ongoing program		GSD, PDD, and Community Partners
	See also recommendations in the Streets section to improve safe, walkable access to parks.			
<b>Steward: Vacant Land Management</b>	Prioritize vacant land management and support the use of vacant land for community benefit.	Ongoing program		DLBA
	Stray Dogs Initiative	Short-term		Detroit Animal Care and Control and Community Partners
<b>Absorb: Stormwater for Community Benefit</b>	Green Infrastructure Connection	Long-term Vision		GSD
	*Fenkell Stormwater Projects	Short-term		DWSD
	**Larger GSI	Not known		DWSD

\* Project already underway and/or identified in prior planning processes

\*\* The Larger GSI is a DWSD project, which they currently describe as, "This is a proposed project that DWSD is presenting to the community for feedback and approval." It does not currently have funding. More information is available on DWSD's website: <https://detroitmi.gov/departments/water-and-sewerage-department/dwspd-projects/brightmoor-stormwater-improvement-project>

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# IMPLEMENTATION MATRIX

## FENKELL AND ECONOMIC DEVELOPMENT RECOMMENDATIONS

### Phasing

### Implementation Leads and Partners

#### Existing Business Support

Support existing businesses

Ongoing Program



DEGC

#### Well-paying jobs

Improve access to well-paying jobs for Brightmoor residents

Ongoing Program



DEGC and Community Partners

#### Fenkell TMSO Rezoning

Add a Traditional Main Street Overlay District (TMSO) to allow for mixed-use development by right

Short-term











PDD

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## STREETS RECOMMENDATIONS

		Phasing		Implementation Leads and Partners
<b>Slow Streets Network Expansion</b>	Add Lyndon Street to Slow Streets network	Short-term		DPW
	Continue to implement slow street strategies	Ongoing Program		DPW
<b>Sidewalk and Street Improvements</b>	Improve sidewalks, intersections, and streets to improve mobility safety.	Ongoing Program		DPW and GSD
<b>Fenkell Ave Improvements</b>	Create a street improvement zone on Fenkell Ave to clarify parking, improve walkability, and add space for planters, mini parks, and outdoor seating.	Long-term Vision		DPW
	In the long-term, work with Wayne County to redesign Fenkell Avenue.	Long-term Vision		DPW and GSD
<b>Brightmoor Greenways</b>	*Rouge River Greenway	Long-term Vision		GSD
	*Outer Drive Greenway	Long-term Vision		GSD
	Enhanced Lyndon Greenway	Long-term Vision		GSD and Community Partners

\* Project already underway and/or identified in prior planning processes

**A healthy and beautiful Detroit,  
built on inclusionary growth,  
economic opportunity, and an  
atmosphere of trust**

**CITY OF DETROIT**  
MAYOR MICHAEL DUGGAN

**PLANNING AND  
DEVELOPMENT DEPARTMENT**  
MAURICE COX, DIRECTOR

