

2024 MASTER PLAN



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01. EXECUTIVE SUMMARY

PLANNING PROCESS

This revision to the Master Plan began in the summer of 2023. Over the course of a year, a team of planners and planning students collaborated to include a few important updates to the comprehensive Master Plan prepared by the City and Beckett & Raeder in 2017. This update to the 2017 Master Plan will continue the process of guiding growth and development in River Rouge for the next decade.

The Action Plan is a result of a community survey, a SWOT analysis, and discussions held during various meetings with the Planning Commission, City Council, Downtown Development Authority (DDA), and the Economic Development Corporation (EDC).

COMMUNITY ENGAGEMENT RESULTS

A 29-question survey was hand-delivered to every home in River Rouge asking residents how they would prioritize issues pertaining to housing, commercial, industrial, recreation, and transportation. The results demonstrated an overwhelming response to prioritize housing, specifically to remove blighted structures. Community members also expressed a desire for the

city to prioritize business recruitment, improved air quality, better maintenance of existing recreational facilities, and increased bus frequency.

In May 2017, the Planning Commission, City Council, and residents underwent a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. The top lie in strong leadership and the new plans produced through the PRT process. Some of the opportunities mentioned are economically driven by the construction opportunities of the Gordie Howe International Bridge, access to available grants, and intra- and inter-city collaboration for economic growth. On the other hand, the weaknesses and threats are serious concerns.

River Rouge is concerned about the DTE closure and tax base loss, absentee landlords, and an aging population, all of which have potentially severe and negative consequences if not properly addressed. Interestingly, there was no overlap between weaknesses and threats. Community members believe drugs, race relations, and the absence of a grocery store to be the top weaknesses.

ACTION PLAN

The Action Plan addresses recurring concerns exposed during the community engagement process. The Action Plan is divided into five broader categories: housing, economic development, redevelopment, transportation, and communication.

The housing recommendations call for increasing the supply, improving the quality of the housing stock, and increasing the types of housing largely through modifying the zoning ordinance and creating a year-round rental inspection program. The redevelopment recommendations are centered on proactively inventorying and marketing potential sites to developers who otherwise might not come to the community.

Health and environment goals intend to boost the physical health of River Rouge's residents through non-motorized transit, expanded tree canopy to improve air quality, and increased exercise classes. The public transportation goals aim to improve public options that are safe, accessible, and affordable including building bicycle lanes in the short term, and in the longer-term work with SMART and DDOT to expand the bus frequency. Communication goals are intended to improve two-way communication between the city and its residents, as well as communicate the city's receptiveness to business through its new branding.

MAJOR FINDINGS

Demographics

- River Rouge has been experiencing population decline since the 1950s and is projected to lose 0.83% annually for the next five years.
- River Rouge follows national trends of an aging population.
- African American/Black has become the dominant racial group accounting for 53% of the population.
- More than 1 in 5 residents aged 25 years or older do not have a high school diploma.
- Wayne County consistently ranks within the bottom two counties in the state for most health variables.

Housing

- As of 2015, River Rouge has a housing vacancy rate of 27.6% which equates to approximately 1,057 units vacant.
- A residential Target Market Analysis (TMA) showed that 90% of new households that move into River Rouge are renters and are from the poorest lifestyle segments.
- River Rouge's housing stock suffers from a lack of "missing middle" housing options.
- Likely due to the Great Recession median housing values have fallen by about \$30,000 and have not rebounded.
- A housing inventory conducted in November 2016 found that 78% of housing structures were considered to be in "good" condition.
- One-third of homeowners are cost-burdened compared to two-thirds of renters.

Economic Profile

- Median household income (MHI) has dropped by \$2,000 annually since the year 2000, and the MHI of \$27,641 is 56% of Wayne County's.
- As of 2015, 38.6% of families lived below the poverty line.
- River Rouge and Wayne County have lost 4% of manufacturing jobs, but one-third of jobs are still in manufacturing.
- A Gap Analysis revealed that the River Rouge market is saturated in gas stations, liquor stores, and fast food chains, but has not captured the demand for auto parts, grocery stores, clothing and general merchandise, and a full-service restaurant.

Natural Features and Existing Land Use

- Over 60% of land is used for industrial purposes.
- Belanger Park is the only public access to the riverfront.
- There are no wetlands remaining but there are potential wetland restoration areas left along the Rouge River.
- Almost 10% of the city's parcels are vacant.
- There are 21 open underground storage tanks (UST).

Corridors

- Average annual daily traffic on West Jefferson Avenue dropped between 2013-2016 due to the Bascule Bridge closure.
- The sidewalk gap analysis shows that most of the gaps are located along industrial land uses.

Redevelopment Sites

- Two publicly held properties can be redeveloped.
- 479 parcels are vacant land.



02. INTRODUCTION

WHAT IS A MASTER PLAN?

The Master Plan is a document that serves as a guideline for River Rouge to ensure that all future policies, programs, and projects are in line with the community's vision for the next 5-20 years. New buildings, infrastructure, parks, and more are all evaluated against the Master Plan. The State of Michigan requires every city to update its Master Plan every five years to ensure the document accurately reflects community sentiment (required by the Michigan Planning Enabling Act, aka Act 33 of 2008)

The plan seeks to maximize the potential of River Rouge and reflect the unique characteristics of the City and its residents. This plan outlines potential redevelopment opportunities and strategies for preservation and rehabilitation of existing built areas. The plan includes strategies for River Rouge's neighborhoods and commercial areas to be retrofitted for walkability, for protection of natural features, and to create downtown development. This plan addresses these and other important planning principles and guides in the form of goals and objectives, policies and guidelines, and maps.

The Master Plan is based on data collection, analysis, public outreach, meetings, and discussions by the City's Planning Commission. It consists of text, charts, maps, and analysis regarding development within the community. The Future Land Use Plan Map provides one foundation for the City's Zoning Map and Zoning Ordinance.

REGIONAL SETTING

River Rouge is one of the seventeen Downriver Communities of Detroit. The City covers 2.65 square miles, small in comparison to many Michigan communities, yet it is home to major industrial giants such as US Steel Corporation, Texaco, and Amoco Petroleum Products. The City is linked to Detroit in many ways; in addition to sharing a border, the two communities connect via two corridors: West Jefferson Avenue, River Rouge's principal thoroughfare, and the Detroit River. River Rouge is also bounded on its northern side by a man-made channel that divides the City from the wholly industrialized Zug Island.

River Rouge is a part of Wayne County — the most populous County in the state — nearly 2 of every 10 Michiganders live in Wayne County. River Rouge also falls under the purview of the regional government, the Southeast Michigan Council of Governments (SEMCOG). SEMCOG plans for eight counties in southeast Michigan to help coordinate development across jurisdictions, and can assist local governments through grants for planning initiatives, for example, the Transportation Alternatives Program (TAP) that gives funding for pedestrian and bicycle infrastructure, safe routes to school, and historic preservation of transportation facilities, etc.

The City is well situated regarding highway access. I-75 is just a mile west of the City and further west lies I-94, a major freeway that provides access to north-south freeways I-75 and I-275. River Rouge is also only about 20 miles east of the Detroit Metropolitan Wayne County Airport (DTW) one of the Midwest's largest international airports.

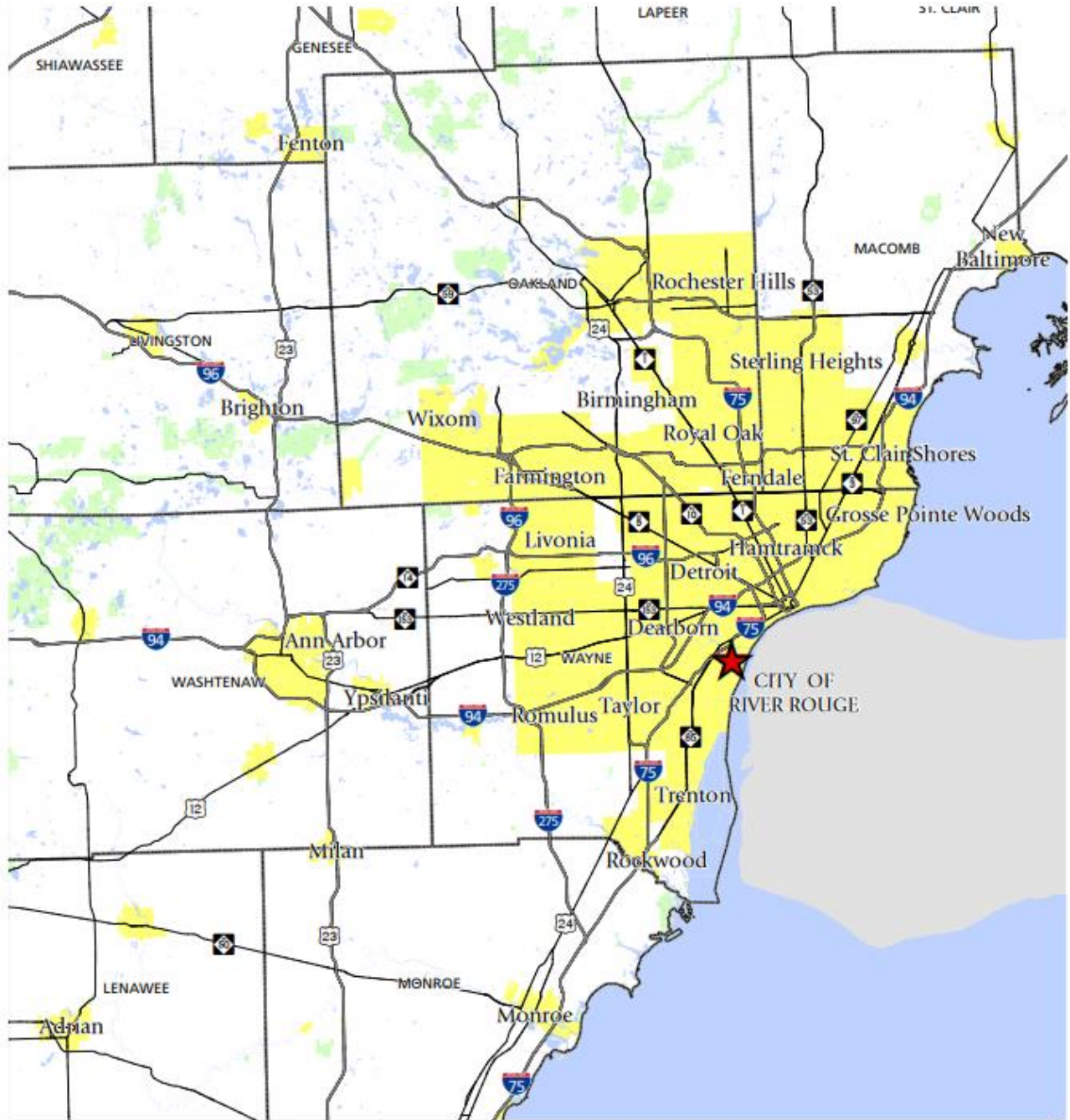
HISTORY OF RIVER ROUGE

River Rouge's location has forged its destiny as a hub of industrial activity. Primarily beginning as an outgrowth of Detroit's expansion, its position between the iron ore in the upper peninsula and the coal mines in the eastern part of the US, and along the Detroit and Rouge Rivers, made it an ideal spot for manufacturing. River Rouge transitioned from farmland to a factory town. Ecorse Township, which included River Rouge, was founded in 1827, before the State of Michigan was formed. In 1899, River Rouge officially was recognized as a village. In April 1922, River Rouge was incorporated as a City.

River Rouge's recent history falls in line with many communities experiencing a decline in their traditional economic base. In its heyday, it was a productive, middle-class suburb with ample opportunity. However, with the decline of manufacturing, job loss followed by population loss has spurred a negative feedback loop of housing vacancy, falling into disrepair, vandalism, and reduced tax revenue. Moreover, for three years the River Rouge business community was also negatively affected by the closure of the Jefferson Bascule Bridge. The relief from the repair of the "damn bridge" lasted less than a year before the international COVID pandemic hit, once again impacting businesses and families in River Rouge. Fortunately, as the economy rebounds and with a new, reopened bridge, business is due to pick up.

The DTE Energy Co.'s coal-fired plant was shut in January 2023, and the City lost one-third of its tax revenue. While this signaled another round of job shedding, some residents were also happy to see a major polluter leave. DTE continues to maintain relations with the city, they now maintain their property as a natural reserve, and with DTE progressing to renewable energy production, the jobs are expected to be recovered and converted into cleaner jobs but may be relocated outside of River Rouge.

Map 1. Regional Location



CITY OF RIVER ROUGE MASTER PLAN

Regional Location

Data Sources: State of Michigan Geographic Data Library, Michigan DNR Open Data Portal

- Freeways
- State Roads
- County Boundary
- DNR Lands / Parks
- Cities
- Lakes / Ponds
- Rivers / Streams



PROJECT RISING TIDE

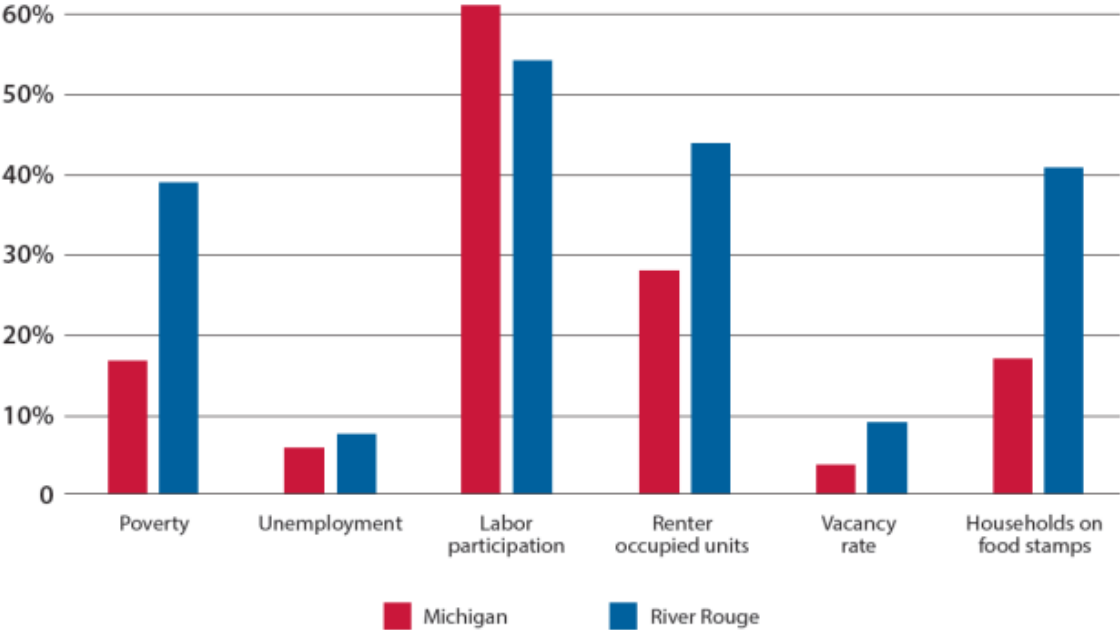
The Project Rising Tide (PRT) initiative is a statewide program, envisioned by former Governor Snyder and implemented by the Department of Talent and Economic Development (TED). TED is comprised of the Michigan Economic Development Corporation (MEDC), Talent Investment Agency, and the Michigan State Housing Development Authority (MSHDA). The mission is to provide at-risk communities with the necessary tools to design and build a successful economic framework. River Rouge is one of ten communities selected statewide and represents Region 10 -- Metro Detroit. The communities from each prosperity region were selected based on the following criteria:

- Poverty level
- Unemployment level
- Labor participation rate
- Renter-occupied units
- Vacancy rates
- Percentage of households receiving food stamps

The graph below compares River Rouge to the state of Michigan on these criteria.

This initiative employs MEDC’s Redevelopment Ready Communities (RRC) program as a mechanism for preparing each city for a brighter economic future. RRC is a certification program that encourages communities to use innovative redevelopment strategies to signal to developers and businesses that they are attractive places to invest. The project’s scope is to plan for economic stability and growth while maintaining River Rouge’s “small town” and “family-friendly” feel. The Master Plan is an important step to achieve certification.

Figure 1. River Rouge compared to State of Michigan on PRT Criteria



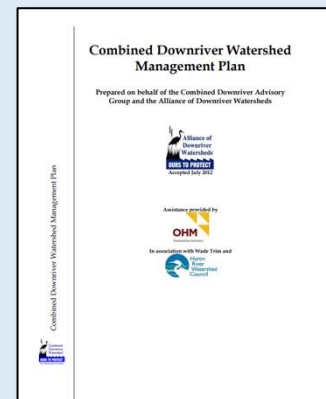
PURPOSE OF THE MASTER PLAN

The purpose of a Master Plan is to serve as a living document to guide the city's future development based on community needs and desires over the next 5 to 20 years. The plan records the condition of public facilities and community assets and records community input on how to improve the quality of life for all residents. In addition to community input, the plan reviews various sources on demographics, housing, and economic data, and considers the feasibility of the community's desires. A Master Plan is comprehensive in scope but also provides more specific actions and site locations for implementing the community's goals.

RECENT PLANNING EFFORTS

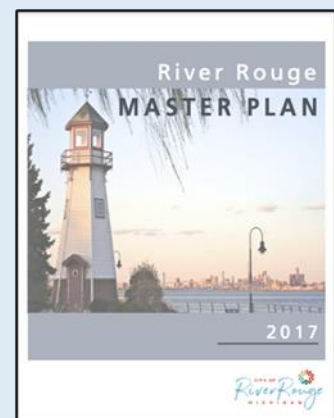
2012 Combined Downriver Watershed Management Plan

Created in 2012, the Watershed Plan was prepared on behalf of the Combined Downriver Advisory Group and the Alliance of Downriver Watersheds. The Combined Downriver Watershed is a relatively urban group of watersheds within Wayne County in Southeast Michigan. The combined watershed drains an area of approximately 85.9 square miles and has a population of 157,000. Key management activities for the Ecorse Creek Watershed include installing green roofs, rain gardens, grow zones, and vegetated stream buffers, as well as increasing public education and land acquisition.



2017 River Rouge Master Plan

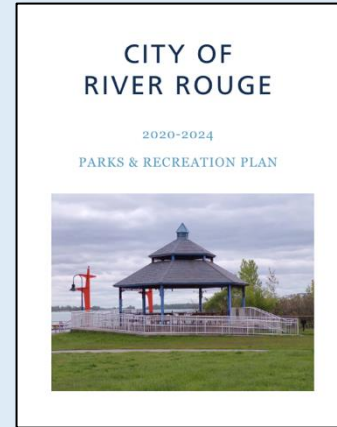
In 2017, the City of River Rouge adopted its most recent Master Plan following a year of hands-on community engagement. This iteration of the Master Plan incorporates impacts from the Great Recession from 2007 to 2009 and the closure of the Bascule Bridge from 2013 to 2016 but does not include the impacts of the DTE and USS closures in 2021. The 2017 Master Plan sought to center the priorities of community members, which overwhelmingly focus on housing and a desire to remove blighted structures. Community members also expressed a desire for the city to prioritize business recruitment, improved air quality, better maintenance of existing recreational facilities, and increased bus frequency. Since the 1950s, River Rouge has been experiencing consistent population decline and was projected to lose 0.83% of its population annually for the next five years. As of 2015, 38.6% of River Rouge's families lived below the poverty line, and the City had a 27.6% housing vacancy rate. Key opportunities for the city included the economic influx from the opening of the Gordie Howe International Bridge (GHIB), acquiring state and federal grant dollars, and fostering strategic



partnerships and collaborations. Goals for the Master Plan include the addition of missing 'middle' housing, creating a more vibrant Downtown, and attracting investment for grocery stores, restaurants, artists, and the green industry. The Master Plan also had chapters detailing potential development sites and placemaking efforts as well as future land use and zoning plans.

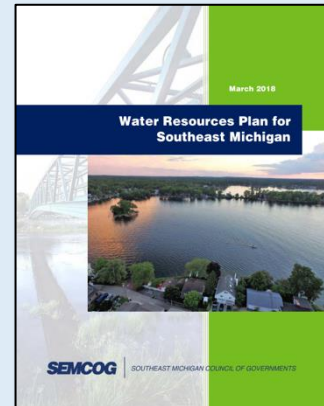
2020 Parks & Rec Plan

Adopted in 2020, the Parks and Recreation Master Plan serves as a five-year guide for all open space and recreation facility management in River Rouge. There are eight parks of varying sizes within the City that provide important respites from urban living. The Parks and Recreation Plan was created to identify projects to schedule capital improvements for parks and recreation facilities to meet their short- and long-term recreation needs. By understanding the existing conditions and past trends, the City can appropriate/anticipate and plan for the community and its future; in particular, given River Rouge's industrial history and current development footprint, planning for recreation in the City is centered on finding appropriate sites for infill development and enhancing existing parks. As a part of this plan, a recreation needs assessment was completed to determine areas of deficiency and opportunities for improvement. These analyses, combined with a review of recreation facilities, programming, and amenities, were followed with a list of goals, actions, and responsible parties. River Rouge now has a clear, shared vision of where parks and rec is headed in the future.



2018 Water Resources Plan for Southeast Michigan

The Southeast Michigan Council of Governments is designated as the water quality management agency for Southeast Michigan and is actively involved with water resource planning. The Water Resources Plan for Southeast Michigan focuses on integrated water resources management, including advancing the blue economy, natural resource protection and enhancement, and water infrastructure systems. The plan includes a summary of the Alliance of Downriver Watersheds, comprised of the Ecorse Creek, Combined Downriver Watersheds, and Lower Huron River. Challenges include erratic stream flows, high nutrient runoff, and high pathogen levels. Improvements have been made as a result of efforts within the watershed, and include good oxygen levels, improved aquatic insect diversity, lower erosion, and invasive species removal.



2020 West Jefferson Corridor Plan

Adopted in 2020, the West Jefferson Corridor Plan outlines strategies to capitalize on the successes and collaboration between the cities of Ecorse and River Rouge. West Jefferson Avenue is a vitally important corridor for the cities of Ecorse and River Rouge. For approximately 3.5 miles, it is the primary north/south commercial route through the two communities, shaping and connecting their centers. West Jefferson Avenue provides regional connections for land uses varying from the more downtown character near Coolidge Highway in River Rouge; to a heavy industrial presence, scattered lower density retail, restaurants, and automotive-related uses; to Dingell Park with beautiful passive Detroit River views; and waterfront



recreation uses at the south end in Ecorse. The plan includes corridor inventories, goals and objectives, and a development framework strategy. The plan also provides recommendations for corridor typologies, redevelopment opportunity sites, and design guidelines.

2019 and 2021 SEMCOG Traffic Reports

The Southeastern Michigan Council of Governments (SEMCOG) issues traffic reports every calendar year. The 2019 and 2021 traffic reports were analyzed as a part of the Master Plan update, while the 2020 report was excluded due to the unusual traffic patterns during the initial year of the COVID-19 Pandemic.

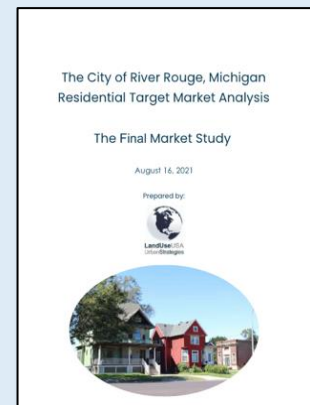
2021 Retail Target Market Analysis

Prepared in 2021, the Retail Target Market Analysis provides an overview of optimal new commercial and retail options for the City of River Rouge. The report includes location strategies, retail potential, and import-export analysis. It also lists existing retailers, merchants, and businesses, including automotive, electronic, grocery, and other businesses, with a focus on identifying the magnitude of potential for adding missing merchants, small businesses, and local entrepreneurs, as well as addressing River Rouge's economic challenges. The report examines the average daily traffic counts, commuter in-flow, the daytime population, and retail expenditure potential for the City of River Rouge.



2021 Residential Target Market Analysis

Prepared in 2021, the Residential Target Market Analysis provides an overview of residential options for the City of River Rouge. The report includes location strategies, movership and migration rates, and housing vacancies. It also lists the value of detached housing units, annual market potential of rentals units, and the annual market potential of new builds. The report examines the movership rates of renters, movership by income and age, and comparative net-in migration for River Rouge and neighboring cities like Ecorse, Detroit, and Wyandotte. Based on the preferences of target residents moving into River Rouge, the report also makes recommendations for the types of housing formats and building types that River Rouge should invest in to meet the needs of its target market.



2021 Wayne County SWOT Analysis

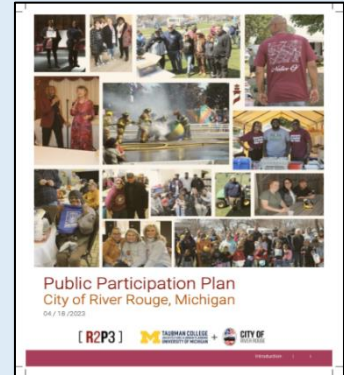
Prepared in 2021, the Wayne County Retail SWOT Analysis is part of Wayne County Economic Development Corporation's Retail Recovery Plan prompted by the COVID-19 Pandemic. The plan includes a detailed analysis of market conditions, community-level strategies, and categorization of commercial corridors in River Rouge to help determine strategies to overcome the pandemic's impact. A SWOT analysis is a planning technique that identifies strengths, weaknesses, opportunities, and threats. This SWOT analysis examines the West Jefferson Avenue corridor and considers management and marketing, governmental support, small business viability, and private property conditions. Strengths include the pre-existing DDA and a strong



sense of community. Weaknesses and threats include the declining residential population, deteriorating conditions of buildings and their operations, lack of adequate marketing for commercial spaces for lease, and low commercial rents. Opportunities include efforts to strategically engage the small business community about policy and grant programs and to promote more visibility and walkability along West Jefferson.

2023 Public Participation Plan

In partnership with the City of River Rouge, a team of University of Michigan Graduate Students of Urban Planning developed the River Rouge Public Participation Plan (PPP). This plan is a requirement for the City to qualify for funding from the Michigan Economic Development Corporation (MEDC), and will help the City engage more residents in governance and help build a stronger, resilient network for future planning efforts and investments. The River Rouge PPP completes an audit of River Rouge's current public engagement, identifies, and celebrates the strengths and assets in the community, and strategizes an implementable way forward for engagement around planning within the city.



Other Plans

The following items were reviewed, but did not have relevant information specifically pertaining to River Rouge or West Jefferson Avenue:

- 2019 *Strategy for the Great Lakes-St. Lawrence River Maritime Transportation System*
- 2021 Michigan Department of Transportation *Michigan Mobility 2045*
- 2022 *MI Healthy Climate Plan*
- 2045 Regional Transportation Plan for Southeast Michigan
- 2045 SEMCOG Regional Transportation Plan for Southeast Michigan
- 2021 SEMCOG *Increasing Shared Prosperity for a Resilient Economy*
- EPA Report on Detroit River Area of Concern



03. DEMOGRAPHICS

Understanding population and age trends is important because it sheds light on how a city can better accommodate its citizens in terms of providing the desired types of community facilities, housing, public utilities, transportation networks, and future land uses. As a point of comparison River Rouge's demographic data is compared to larger, but relevant geographies, namely Wayne County and the State of Michigan. The figures in this section have been taken from the following sources in this preferred order:

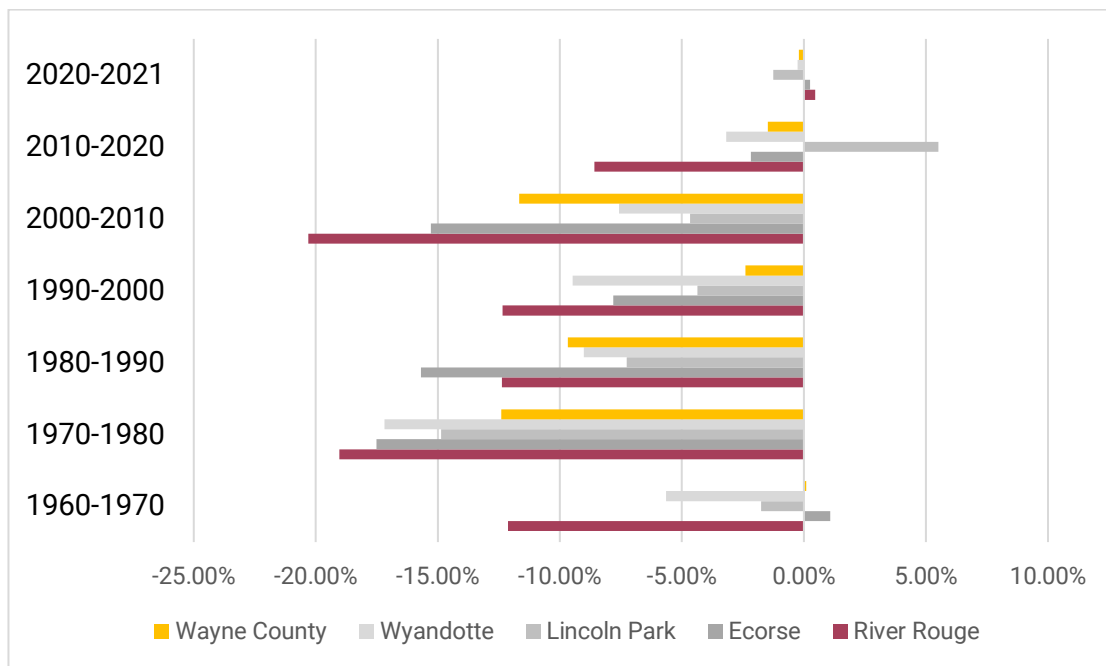
- **2020 Census.** This is the gold standard for demographic data. It measures 100% of the population and offers comparable data points at regular intervals throughout most of the United States' developed history. However, available data is limited to population and housing information, and the ten-year interval between data points means it is rarely "fresh."
- **2021 American Community Survey.** The ACS program replaced the "long form" Census questions beginning in 2000, asking the same types of detailed questions about social, economic, and housing conditions on a rolling basis instead of once per decade. Statistical validity of the ACS depends on sampling. In larger communities (those with populations of 65,000 or more), it is possible to gain a valid sample within twelve months, which the ACS calls a "one-year estimate." For mid-size communities (population 20,000-65,000), it takes 36 months of data collection to achieve a valid sample size, and for communities smaller than 20,000, it takes 60 months. This system exposes the statistical tradeoff between the reliability gained by increasing sample size and the accuracy that is sacrificed in the time it takes to do so. Most of the demographic data for River Rouge was sourced from the five-year ACS estimates, in order to maximize accuracy.
- **Esri Business Analyst.** This proprietary software presents privately generated market research data. In addition, it estimates Census and ACS data for geographic configurations other than Census-defined tracts, blocks, and places.
- **Southeast Michigan Council of Governments (SEMCOG).** SEMCOG supports local planning through its technical, data, and intergovernmental resources. SEMCOG uses available state, county, and city data to provide population projections used for this plan.

The U.S. Census documents Hispanic populations as a race. It is important to note that 'Hispanic' is considered an ethnicity and not a race, and because of U.S. Census's methodology, Hispanic persons may appear to be double-counted. In certain cases, this may cause the total percentages of race to add up to more than 100%.

POPULATION AND AGE

River Rouge's population peaked in the 1950s at 20,549. According to 2021 ACS 5-Year Estimates the population is about 7,257, or about 35% of its peak population. Since the last complete census in 2020, River Rouge has gained 33 people. While many Detroit suburbs have experienced population decline over the last 50 years, River Rouge was first, and its decline has been the quickest. Similar to Detroit, the population of River Rouge has finally plateaued. This trend is also observed at the county level. Wayne County lost about 1.48% of its residents between 2010-2020, an improvement from the previous decadal loss of 11.67%. Population is growing in the rest of Southeast Michigan. The most recent growth is concentrated in Oakland, Macomb, and Livingston counties.

Figure 2. Changes in Population, 1960-2021



Source: 1960, 1970, 1980, 1990, 2000, and 2010 US Census, 2021 ACS 5-Year Estimates Data

Population Projections

SEMCOG provides population projections at the city and county level through 2045. SEMCOG predicts that the annual population growth will be -0.9%, leaving River Rouge with a population of 6,591 in 2030, a loss of approximately 666 people in the next seven years. Population projections typically base forecasts on historic data, meaning that a myriad of unaccounted

variables can affect the forecast’s accuracy such as the opening of a new major employer, construction of housing developments, immigration, etc.

Age Distribution

The median age in River Rouge is 36.2, about one year younger than the County and three years younger than the state of Michigan. River Rouge is following the national trend of an aging population, as the median age has increased by about two years every decade since 1970. As the Baby Boomers age, and the following generations have fewer children the median age will naturally rise. When grouped into different categories, stages of life as opposed to generations, it is easier to see where River Rouge is gaining and losing segments of the population. Below are the age categories used to broadly identify different life cycles:

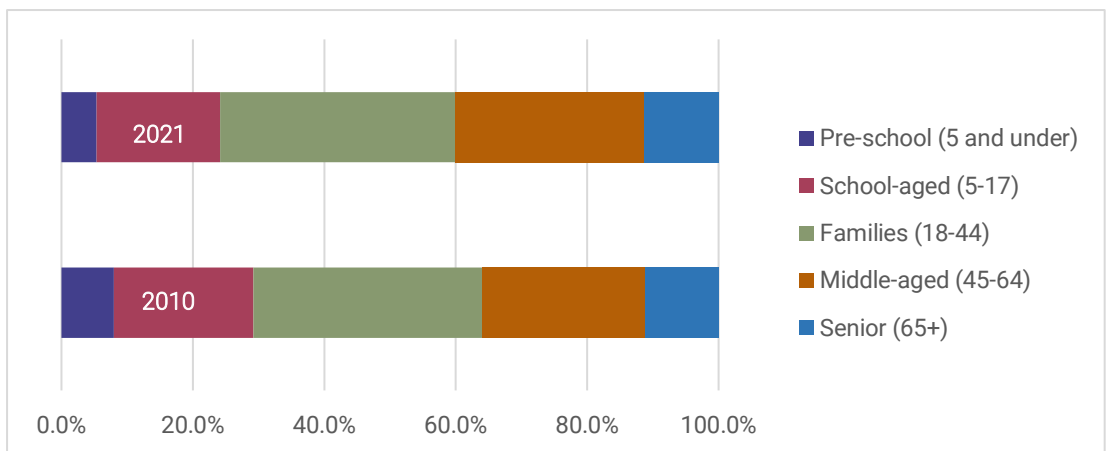
- Pre-school: (5 and under): 5.3%
- School-aged (5-17): 18.8%
- Families (18-44): 35.8%
- Middle-aged (45-64): 28.7%
- Senior citizens (65+): 11.4%

Since the year 2000, the largest jump has been in the “middle age” category, increasing over 16%. However, a reflection of the emerging preference to have children later in life or not at all, the number of school-aged children dropped by 11.5%, despite an increase in family formation ages.

It is also clear why the median age continues to rise; the “family” group and the “seniors” group grew by 2.7% and 1.3%, respectively. Because the population is not growing, but the median age continues advancing, this could indicate that River Rouge residents are aging in place.

As shown in the age and gender pyramid, there is a noticeable gap for men between ages 40-44, but not for women. The gap begins to emerge for men between ages 35-39 and takes a more dramatic shift in the following five-year increment. Also, unlike other cities in Michigan, there is no decline amongst college-aged residents. This could mean that fewer residents are attending college or that the college-bound tend to remain in River Rouge while completing their degrees.

Figure 3. Age Distribution by Stage of Life, 2021 vs 2010



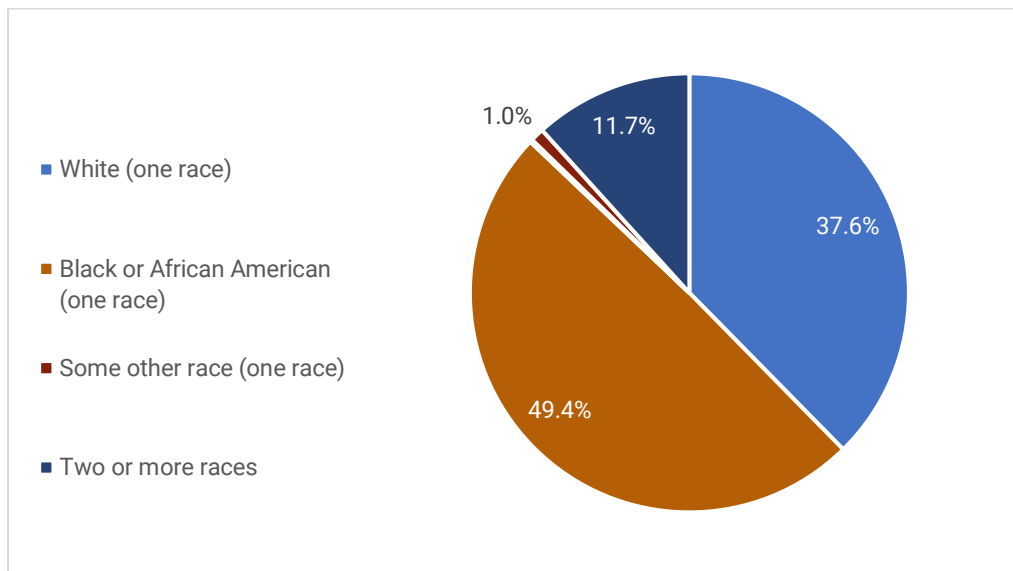
Source: ACS 5-Year Estimates Data

RACE

The racial makeup of River Rouge has changed dramatically in the last 15 years. Black/African American residents make up the largest group, hovering just under 50% of the population in 2021. The Black/African American population has also decreased by 1.39% from 2016 to 2021. One of the largest ethnic changes has been among Hispanics. This group has doubled in the last 15 years, growing from 5% of River Rouge residents in 2000 to 11.2% in 2021. Again, please note that the percentages may exceed 100% because 'Hispanic' is not considered an ethnicity, rather than a race, but is collected as a "race" by the US Census. The largest nationality represented amongst the Latino/ Hispanic category is Mexican (12.2%).

Looking at the "Race by Block" map on the following page demonstrates the legacy of housing segregation by race in River Rouge. The neighborhood west of the railroad line is almost entirely comprised of African Americans, while all other sections of the city are more racially diverse.

Figure 4. Racial Distribution, 2021



Source: ACS 5-Year Estimates Data

Map 2. Race by Block



RIVER ROUGE MASTER PLAN
Race by Block

Data Source: State of Michigan Geographic Data Library, ESRI BaseMap, Wayne County GIS, U.S. Census Bureau

- | | | |
|------------------|----------------------------------|--------------------|
| City Boundary | Percent African American: | Unpopulated Blocks |
| State Roads | 0.0% - 10.0% | |
| All Roads | 10.1% - 28.1% | |
| Railroads | 28.2% - 45.8% | |
| Rivers / Streams | 45.9% - 78.5% | |
| Lakes / Ponds | 78.6% - 100.0% | |

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Foreign Born

There are an estimated 165 River Rouge residents who were born outside of the U.S. Of them, the vast majority come from Latin America (86.1%), and about two-thirds are not U.S. citizens yet. Out of all the households in River Rouge, 9.3% speak languages other than English at home, but only 2.3% speak English less than "very well."

Figure 5. Citizenship for Foreign-born People, 2021

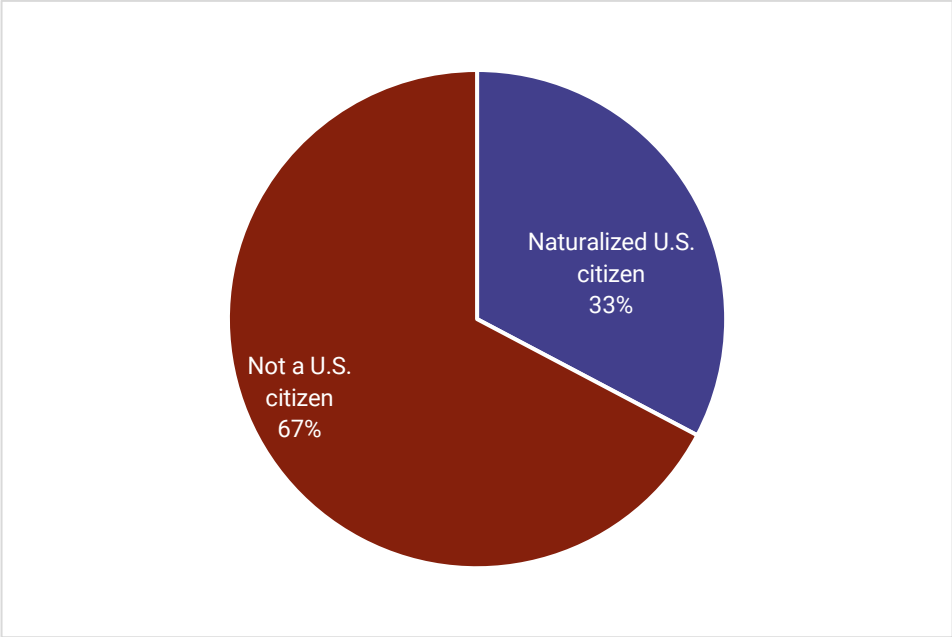
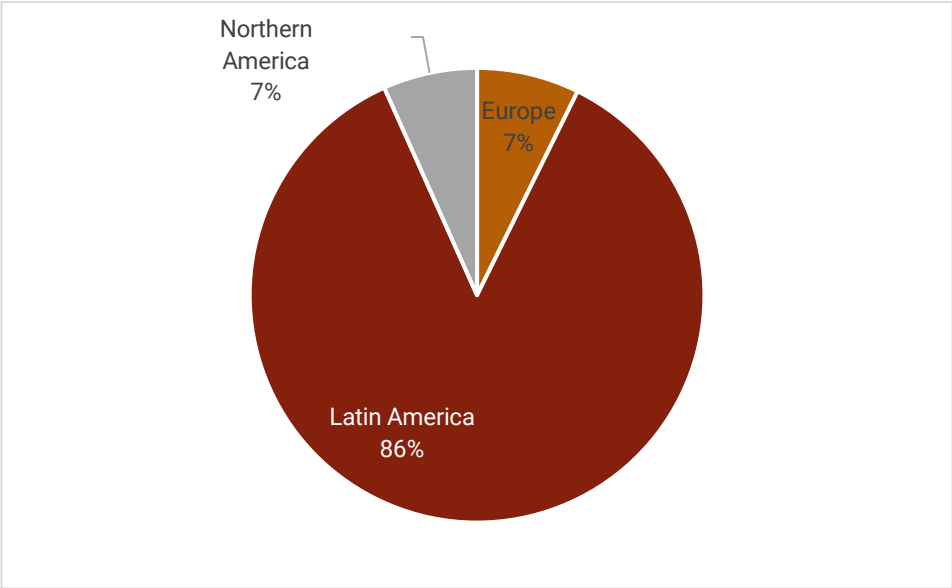


Figure 6. Birth Region of Foreign-born People, 2021



Source: ACS 5-Year Estimates Data

POVERTY

In a 12-month period between 2020-2021, 45.7% of all River Rouge residents and 39.8% of families lived on an income below the poverty threshold. The poverty income threshold depends on the number of people living in the household, but 39.8% of families make less than \$25,000 annually which is slightly more than the federal poverty level for a family of four.

These rates are considerably higher than Michigan’s family poverty rates of 8.9%. With a female head of household and no husband present, the poverty rate increases to 56.2%, and when she has to care for children, the rate increases to 72.3%. Th

The childhood poverty rate is 67.0, meaning two thirds of the children in River Rouge live in poverty. The factors contributing to poverty are multi-faceted and are examined as part of median household income (MHI), unemployment, and labor participation rate.

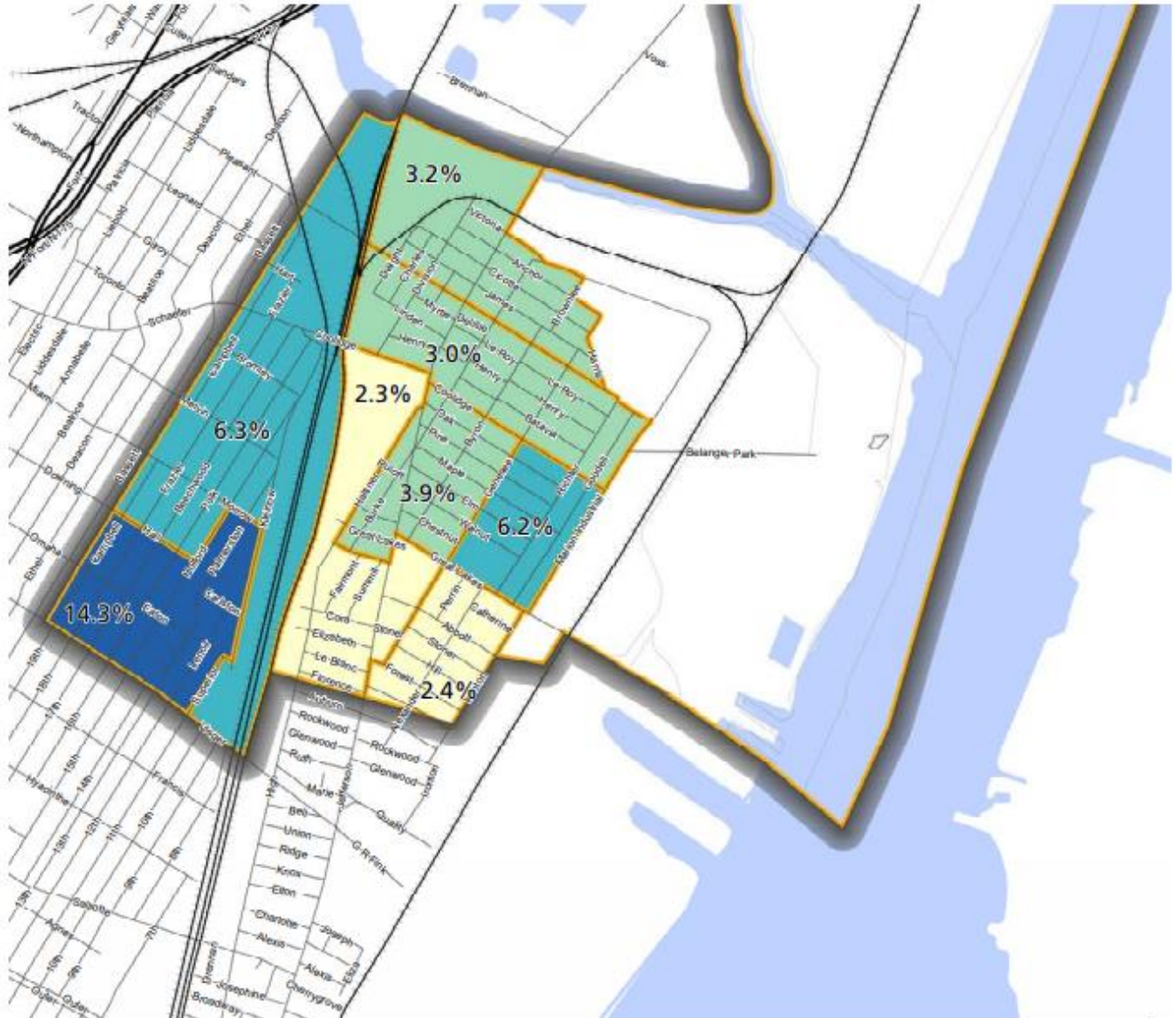
As can be seen by the “Poverty” map below, poverty and race are highly correlated. West of the railroad line where the population ranges from 75%-100% African American also has the greatest number of households living in poverty for a total of 1,575 households. The area with the third highest number of households in poverty, along Marion Industrial Road, has an African American population of 45.6%-78.5%, and is sandwiched between higher income areas. That is to say, African American and impoverished households are generally concentrated into the same neighborhoods.

Table 1. Poverty in River Rouge and Michigan, 2021

	River Rouge	Michigan
Percentage of FAMILIES whose income in the past 12 months is below the poverty level	39.8%	8.9%
Percentage of PEOPLE whose income in the past 12 months is below the poverty level	45.7%	13.3%
Unemployment Rate	18.3%	6.2%
Labor participation	51.0%	61.5%
Renter occupied units	50.1%	27.8%

Source: ACS 5-Year Estimates Data

Map 3. Poverty by Block



RIVER ROUGE MASTER PLAN
Poverty by Block Group

Data Sources: State of Michigan Geographic Data Library; ESRI Basemap; Wayne County GIS; U.S. Census Bureau

- City Boundary
 - State Roads
 - All Roads
 - Railroads
 - Rivers / Streams
 - Lakes / Ponds
- Number of Households Below the Poverty Level:**
- Unpopulated Blocks
 - 1 - 181 Households
 - 182 - 298 Households
 - 299 - 481 Households
 - 481 - 1,094 Households
- Block Group Boundary



B R I
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Income and Employment

According to 2021 ACS 5-year estimates, the median household income in River Rouge is \$24,023 with a per capita income of \$16,835, about 45% of Wayne County's MHI (\$52,830) and 38% of Michigan's (\$63,202). Since 2010, the nominal median household income in River Rouge has dropped by \$1,947. Also, since 2010 the percentage of those participating in the labor force "with earnings" has dropped from 67.8% to 57.0%. However, the drop in wage earners does not correspond to an increase in public assistance, retirement income or social security income; in fact, the percentage of residents receiving cash public assistance dropped from 10.7% to 3.7%. This means that a growing but unknown number of residents have little public financial support.

The unemployment rate provides some idea of the employment situation, but not the full picture. The unemployment rate is a measure of those actively looking for work but cannot find employment. River Rouge is an area of concentrated unemployment (18.3%), almost double that of Wayne County (9.2%). There is a percentage of working-age people who have stopped looking for work and are therefore not included in the unemployment figure.

Table 2. Income, Employment, and Subsidies, 2021

	River Rouge	Wayne County	Michigan
Median household income (2021)	\$24,023	\$52,830	\$63,202
Per capita income (2021)	\$16,835	\$29,953	\$34,768
Unemployment Rate (2021)	18.3%	9.2%	6.2%
Labor Participation (2021)	51.0%	59.2%	61.5%
With earnings (2021)	57.0%	72.1%	74.5%
With Social Security (2021)	30.7%	33.2%	34.7%
With retirement income (2021)	20.5%	24.3%	26.0%
With Supplemental Security Income (2021)	12.6%	8.7%	5.9%
With cash public assistance income (2021)	3.7%	3.3%	2.7%

Source: ACS 5-Year Estimates Data

Industry

Previously, industry in River Rouge clearly mirrored Wayne County. However, in the last 15 years, there has been some divergence that may help explain the lower median household income, and a low labor participation rate in River Rouge.

Both locations have experienced a slight increase in manufacturing work between 2010 and 2021 (2.2% in River Rouge, and 1.2% in Wayne County). In River Rouge a subsequent uptick of about 2.9% in retail trade. This very small increase in manufacturing and a gain in retail likely results in lower wages, fewer than full-time hours, and a loss of benefits. Wayne County has not shared that fate as the rate of retail trade worked has fallen by 0.8% within the same time period. River Rouge is slowly moving towards the County's push towards "new economy" jobs which are largely jobs in service-based industries such as health care, education, and professional services. For example, when it comes to jobs in the "finance, insurance, and real estate" sector, River Rouge has grown by 2.6% and Wayne County has stagnated at approximately 6%. River Rouge has seen a decline in the "professional, scientific, and management" sector by 3.9 percentage points. Nationally, the economy is moving in this direction, and will likely be where employment opportunities expand.

Table 3. Percent Workers by Industry

	River Rouge		Wayne County	
	River Rouge 2010	River Rouge 2021	Wayne County 2010	Wayne County 2021
Agriculture	0.0%	0.3%	0.3%	0.3%
Construction	4.6%	6.3%	4.0%	4.3%
Manufacturing	18.2%	20.4%	16.7%	17.9%
Wholesale Trade	2.8%	0.6%	2.7%	2.3%
Retail Trade	7.4%	10.3%	11.1%	10.3%
Transportation and warehousing, and utilities	11.5%	9.8%	5.9%	6.7%
Information	1.3%	0.0%	2.1%	1.3%
Finance, insurance, real estate, and rental and leasing	2.6%	4.9%	6.0%	6.1%
Professional, scientific, management	10.0%	6.1%	9.8%	10.6%
Educational, health, and social services	19.1%	18.6%	22.4%	23.0%
Arts, entertainment, recreation, accommodation, food service	15.2%	9.5%	10.3%	9.6%
Other services	3.4%	7.6%	4.6%	4.3%
Public administration	3.8%	5.6%	4.0%	3.3%

Source: ACS 5-Year Estimates Data

Commuting Patterns

River Rouge residents' commute time has slightly decreased by 5 minutes since 2010 to an average of 23.7 minutes. This commute time is shorter than the County and state averages by 1 to 2 minutes, despite some evidence that River Rouge residents must look farther outside of their community for employment. A point of pride for River Rouge is that 5.2% of workers walk to work, which is 3.4% and 3.1% higher than the rate of walking to work in Wayne County and Michigan, respectively. However, fewer River Rouge residents rely on public transportation and carpooling than at the county and state level. Only 7.3% of workers carpool compared to 9.0% in Wayne County, and 8.3% in Michigan. Further, only 0.5% of workers use public transit, almost four times the state average of 1.2%.

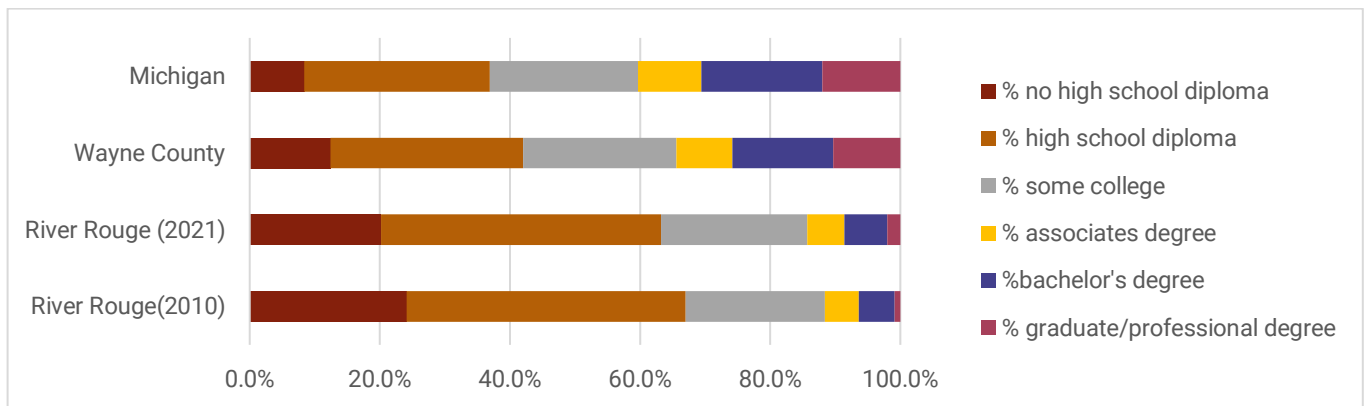
EDUCATIONAL ATTAINMENT

Educational attainment plays a huge role in a person's economic future, especially as more jobs require a bachelor's degree. More than 1 in 5 residents aged 25 or older do not have a high school diploma, compared to 1 in 8 in Wayne County. Furthermore, a considerable portion of high school graduates (22.5%) have achieved "some college" but only 6.6% have a bachelor's degree. This indicates a large portion of those starting college do not finish. This figure is quite low when compared to the County (15.5%) and the state (18.6%). Since 2000, the number of college-graduates residing in River Rouge has increased by 5.1% indicating that residents are increasing their education in line with the state of Michigan trends.

There is a clear connection between level of education and economic stability. In general, the higher the level of education obtained, the more economic security a person experiences. For instance, in River Rouge the total labor force participation rate is 51%. ESRI business analyst data indicates that labor participation rate varies by educational attainment, for example, 93.4% for bachelor's degree holders, 60% for high school graduates, and 51.6% for those with less than a high school diploma. This data also shows that a college degree significantly reduces the likelihood of being unemployed.

In River Rouge, the unemployment rate for those without a high school degree is 45.2%, 17.5% for high school graduates, 13.1% for people with an associate's degree or some college, and 5.4% for people with a bachelor's degree. This trend rings true for Wayne County and the State of Michigan too. Consequently, poverty rates are lower for residents with a college degree.

Figure 7. Education Comparison



Source: ACS 5-Year Estimates Data

Vocational Training

In Wayne County there are also training programs in a range of fields for those who prefer a career that does not require a bachelor's degree. Focus:HOPE, a civil rights organization and SEMCA, the local MiWorks office, have partnered to provide free training for qualified students in information technology and machinist courses. Their Career and Technical Education (CTE) provides an accelerated path for high school students. Starting in their junior year, students learn STEM curriculum and graduate with college credit for engineering technology and information technology. In Fall of 2016, Focus:HOPE began the American Apprenticeship Program so enrollees can gain hands-on experience.

DISABILITY STATUS

As is common in most communities, the disabled population is disproportionately represented by senior citizens (65 years or older). For example, 19.1% of residents have a disability, over one-third of whom are over 65 years old. The disabilities that have the largest impact on planning for the built environment are ambulatory and independent living difficulty. It is important for a municipality to have a grasp on these figures in order to tailor amenities and buildings towards all levels of ableness.

It is important to track types of disabilities and how they change over time because residents with mobility and living constraints require different amenities to help them access recreational and housing opportunities. The federal Americans with Disabilities Act requires that site development provide reasonable access for the disabled. Universal design is a concept that strives to make products and environments usable for all people; the emphasis is building the appropriate design into the product as opposed to adapting existing products or creating a specialized product. This can help ease the pressure of accommodating changes in ability throughout the population.

Table 4. 2021 Disability Status

	Number	Percentage
Total Civilian Noninstitutionalized Population	7257	-
With a disability	1386	19.1%
Under 18 years	1751	-
With a disability	72	4.1%
18 to 64 years	4682	-
With a disability	1040	22.2%
65 years and over	824	-
With a disability	274	33.3%

Source: ACS 5-Year Estimates Data

Health Statistics

Unfortunately, Wayne County ranks last in measures of health in the State of Michigan. Based on the Robert Wood Johnson County Health rankings compiled in 2016, Wayne County is ranked 83rd of 83 counties in Michigan for health outcomes. Health outcomes are based on length and quality of life. Wayne County is also ranked last of 83 counties for health factors, which more specifically is a score for health behaviors, clinical care, social and economic factors, and the physical environment (see Table for more detail). Since 2011, Wayne County has ranked either last or second to last in the state.

The County Health Rankings & Roadmaps program is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. Health outcomes represent how healthy a county is and are measured by how long people live and how healthy people feel while alive. Health factors influence the health of a county, and are measured by health behaviors, clinical care, social and economic, and physical environment factors.

Table 5. Wayne County Health Ranking

	Overall Ranking (of 83)	Length of Life	Quality of Life	Health Behaviors	Clinical Care	Social & Economic Factors	Physical Environment
Wayne County	83	81	82	67	79	83	82

Source: countyhealthrankings.org

5.7% of the County's residents are uninsured, which is a significant improvement from 2010 wherein 15.6% of County residents were uninsured. At the county-level, the percentage of uninsured persons peaked in 2010, and fell in the subsequent years. Using the 2021 ACS 5-Year Estimates to hone in on River Rouge shows that 10.6% of its residents are uninsured, which is about a 3% improvement since 2015. When the uninsured are examined by demographic groups, the uninsured rates are those who are unemployed (30.7%). 12.5% of employed residents of River Rouge experience are uninsured. These figures could also describe a situation in which employers may not be providing jobs with healthcare benefits to River Rouge residents.

Table 6. River Rouge health Insurance Coverage, 2021

	Number	Percentage
Civilian noninstitutionalized population	7257	-
No health insurance coverage	767	10.6%
Civilian noninstitutionalized population under 19 years	1868	-
No health insurance coverage	29	1.6%
Civilian noninstitutionalized population 19 to 64 years	4565	-
In labor force:	2647	-
Employed:	2188	-
No health insurance coverage	273	12.5%
Unemployed:	459	-
No health insurance coverage	141	30.7%
Not in labor force:	1918	-
No health insurance coverage	324	16.9%

Source: ACS 5-Year Estimates Data



04. EXISTING LAND USES

NATURAL FEATURES

Rouge River

The Rouge River originates in Oakland County and flows through Wayne County where it connects to the Detroit River next to Zug Island in the City of River Rouge. The river has always been an integral part of the success of River Rouge. According to the US Army Corps of Engineers, 6.7 million tons of material were either shipped or received in River Rouge in 2013. The large amount of material moving through Rouge River was facilitated by three feet of dredging that took place in 2012 to accommodate ships. This process should occur every 2-5 years, but the harbor was not dredged in 2016. A reduction in the harbor's capacity could have stark consequences as it supports 53,949 jobs directly and indirectly and produces \$2.58 billion per year in income for transportation and commodity-related industries.

The channel that goes around Zug Island was not originally a part of the Rouge River. It is a man-made channel dug in 1888 to connect the Rouge and Detroit Rivers. Known as the Short Canal, it was enlarged in the 1920s by Henry Ford to facilitate navigation by larger ships to the Ford River Rouge Complex.

In addition to being a major corridor with economic value, the river also offers some recreational opportunities. While most of the river is blocked by industry, Belanger Park allows residents and visitors access to the water. It's becoming a more significant destination as kayaking and other water sports grow in popularity in the region.

Detroit River

The Detroit River connects River Rouge to Lake Erie and is about 30 miles long. It is an important waterway because it is an international border between the United States and Canada. It was historically important because after 1817 when the Erie Canal was created, the Detroit River connected the region to the East Coast. The Detroit River is easy to navigate as there are no major tributaries (on the U.S. side), nor any dams or locks.

Wetlands and Floodplains

River Rouge no longer has wetlands, but there are still about 98 acres of potential wetland restoration areas. These areas, logically located along Rouge River, were likely wetlands pre-settlement. They have the potential to be restored because of their hydrology, water source and quality, substrate makeup, plant material, etc. Wetlands are important because they form where dry land and water meet, and therefore play a huge role in water management for cities. Wetlands help reduce flooding, purify contamination in surface runoff, recharge groundwater supplies, produce oxygen, and add recreational opportunities to a community.

Because of their importance to both human and animal life, the state and federal legislation, chiefly the Natural Resources and Environmental Protection Act of 1994, require the preservation of or responsible management of wetlands. Part 303 of the MDEQ Wetlands Protection Act allows MDEQ to administer wetlands permitting at the State level.

Some of the potential wetlands restoration areas in the City are bound by and/or overlap with the floodplains. There is only one 100-year floodplain in River Rouge, on the northern part of the City covering about 60 residential parcels on parts of Brownlee, Anchor, Cicotte, and Harris Streets. A 100-year flood means that there is a 1% percent chance of a flood occurring in a year. When adding the 500-year floodplain, about 90 residential parcels could be affected. A 500-year flood refers to the 0.2% chance of flooding in a given year. While these seem like infrequently occurring events, this is merely a statistical chance, and flooding could occur more often, especially given that climate change predictions estimate more intense and frequent storms.

Parks

There are eight parks of varying sizes within the City that provide important respites from urban living. Memorial Park, River Rouge's most prominent park at the heart of the City, received a \$300,000 Community Development Block Grant to build a splash pad. The splash pad will be 5,200 square feet with easy access to permanent bathrooms and pavilions. With construction beginning in the spring or summer of 2018, the area will have three different areas catered to different users: young children, teens, and families. The City is thrilled to be able to provide a safe place for children to socialize and exercise.

THE BUILT ENVIRONMENT

Industry

The history of River Rouge's industry and its impact on the City and its residents is no secret. The residents are surrounded by heavy and light industry which affects the quality of the air, soil, and water.

Many industries rely on an underground storage tank (UST) to store materials. An UST refers to any tank or underground piping connected to that tank that has at least 10% of its combined volume underground. Nearly all USTs in the U.S. contain petroleum. Until the 1980s, most USTs were made of bare steel which over time is likely to corrode, causing the contents to leak out into the soil. A leaking underground storage tank (LUST) is dangerous because petroleum and other hazardous substances can contaminate the soil and groundwater. Since 1986, more than 21,800 LUSTs have been found in Michigan. In River Rouge, there are 21 open USTs, 10 closed USTs, and 3 brownfields. An open LUST site means that a release has occurred, but no corrective action has been completed to meet the land use criteria. A closed LUST is when a release has occurred and corrective action has been completed, however, the MDEQ may not have agreed with the action described in the closure report.

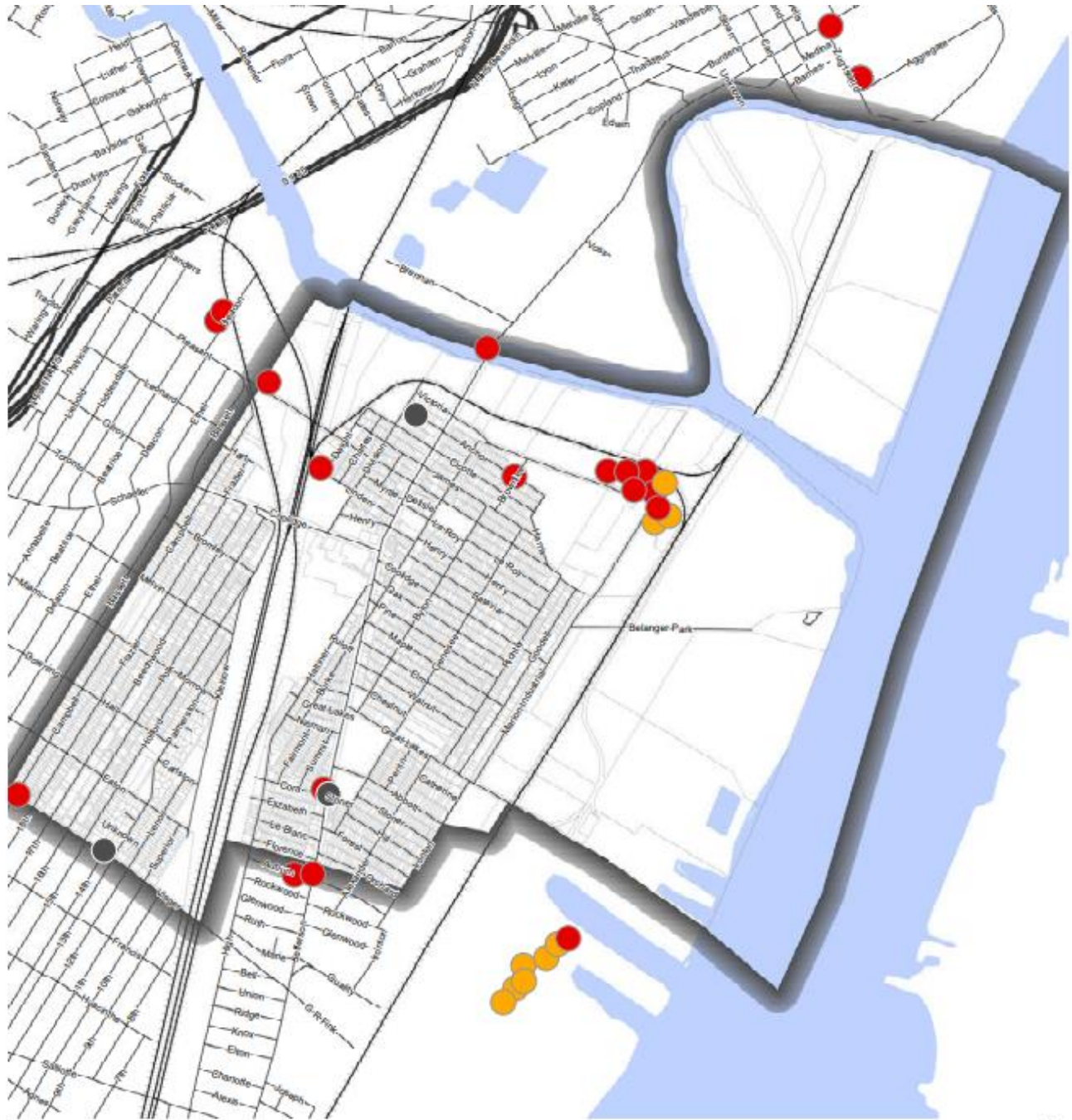
In 2016, 170 LUST Closure Reports were submitted, and 100 were approved demonstrating there is a huge backlog for cleaning up leakages. The same year, the state of Michigan reduced the deductible amount for owners and operators of LUSTs from \$50,000 to \$10,000 (for those with 8 USTs or more).

The idea was that this would increase the number of closures, but that has not proven to be the case.

The following open LUSTs are from the following companies:

- Amoco Petroleum Products
- Mercury Manufacturing
- Gary Saab
- Million and One Services, Inc.
- National Steel-Great Lakes Division
- National Steel Corporation- Great Lakes Division
- River Rouge Animal Shelter
- Texaco Lubricant Company
- Wolverine Gasket & Manufacturing

Map 4. LUST and Brownfield Sites



RIVER ROUGE MASTER PLAN
LUST and Brownfield Sites

Data Sources: State of Michigan Geographic Data Library, ESRI BaseMaps, Wayne County GIS

- | | |
|------------------|--|
| City Boundary | Parcels |
| State Roads | Brownfield Sites |
| All Roads | Open Leaking Underground Storage Tank (LUST) Sites |
| Railroads | Closed Leaking Underground Storage Tank (LUST) Sites |
| Rivers / Streams | |
| Lakes / Ponds | |



Brownfield Sites

Brownfields are the result of abandoned or dilapidated structures and environmental contamination that makes it difficult to redevelop. When this happens, the consequences are wide-reaching; these properties or land often contribute to public health and safety hazards as well as economic stress. There are three brownfields in River Rouge, only one of which is located near an open LUST.

The City of River Rouge received funds from the Downriver Community Conference to complete a Phase 1 and Phase 2 clean up on a brownfield site located on Pleasant Road. As commonly happens in demolition, basements are left underground and whoever purchases the property is then liable for removing the concrete. This can cause a delay in the redevelopment process.

River Rouge worked with the Department of Environmental Quality to fill the basement with clean soil as a way to remediate the site and return it to productive use. River Rouge followed through with this process as a part of an economic development strategy to bring new business to the City. The site is now legally remediated and ready for new development.

Air Quality

The industrial land use has a negative effect on air quality as well. While emission standards have become more stringent over the last decade, the area still suffers from heightened exposure to particulate matter. The graph "Average Density of Fine Particulate Matter" shows that the average density of fine particulate matter has decreased substantially since 2002, but also that Wayne County started with much higher averages than the state and the nation. Exposure to particulate matter has many negative impacts on humans, nature, and infrastructure. The following are some of the effects:

- Exacerbates / causes respiratory and cardiovascular ailments
- Reduced visibility, haze
- Damages paint, building materials, and surfaces
- Increases corrosion of metals
- Impacts vegetation ecosystems

Energy Management

Beginning in 2016, the City of River Rouge and Ecoworks, through funding provided by the Michigan Energy Office, collaborated to assess the City's energy management system. Together, they worked to benchmark existing municipal building performance, implement energy management policies, and find funding sources for project implementation.

This collaboration has also led to two projects that have improved the energy efficiency of the library and City Hall. It is estimated that the new insulation and windows in the library will save the City \$3,000 per year in energy expenditures. City Hall will replace its air handler and windows to reduce energy consumption. Prior to this most recent energy-conscious effort, the City of River Rouge had installed rooftop solar photovoltaic cells on City Hall and replaced all of the streetlights with light-emitting diodes (LEDs) which has saved the City thousands of dollars annually.

The City will continue its commitment to responsible energy management in several ways. The City has already established an energy usage baseline year for 13 municipal buildings (September 2014-August 2015) and will work towards adopting a revolving energy fund. The goal for the revolving energy fund is to use 80% of energy savings to pay for future clean energy

investments. The revolving energy fund can also serve as a way to educate municipal staff and residents about energy efficiency. The Community Development Director will serve as an energy leader liaison between the City and the energy management consultant. In 2017, along with 25 other Michigan communities, River Rouge won an award from the statewide Michigan Green Communities Challenge for its commitment to sustainability projects. River Rouge received a bronze medal for establishing a revolving energy fund to improve the library's energy efficiency.

Demolition

According to the River Rouge's Building Department, about 273 commercial and residential structures have been demolished since 2005. Since 2010 some of the residential demolitions have taken place as a result of the Hardest Hit Funds established by the federal government to help restore the neighborhoods. The state of Michigan has received approximately \$381 million for blight elimination, most of which is concentrated in Wayne County.

Side Lot Program

The City of River Rouge has instituted a side lot program where adjacent property owners can buy a vacant lot for \$100. The hope is that under ownership the parcel's appearance will be improved and benefit the entire neighborhood.

EXISTING LAND USE

The following section provides a brief description of how land is used in River Rouge, described by the larger districts.

- **Residential:** The largest number of parcels belongs to the residential improved category with 2,539 parcels. It is typically true that the majority of land use is dedicated to residential structures. To have the vast majority of vacant properties improved is a good sign because it generally means that properties have remained occupied since last assessed.
- **Commercial:** Commercial properties have a relatively small presence in River Rouge. Despite a combined 216 parcels, they account for just about 2% of the total acreage which means they are likely smaller buildings for retail and restaurants. The commercial parcels are clustered along West Jefferson Road, Coolidge Highway, and along the border with Ecorse.
- **Industrial:** The improved industrial land use category has by far the greatest amount of acreage in the City. Taking up just over 818 acres, industry constitutes close to 60% of River Rouge's land. In addition, there are nearly another 100 acres of vacant industrial land. Together, they account for 65.6% of the land.
- **Exempt Land Uses:** This category includes federal, state, and city land in addition to public schools, religious institutions, and land bank-owned property. Together, these properties account for 13% of the land in River Rouge, on which the City cannot collect property taxes. However, none of them are categorized as vacant, so while they do not enhance the City's revenue, they play a pivotal role in the civic life of its residents. A perfect example of properties that contribute to civic life in the community is the schools within the River Rouge School District:
 - Ann Visger Preparatory Academy
 - River Rouge STEM Academy

- River Rouge High School
- Sabbath Middle School
- **Vacant Parcels:** When all of the vacant land use categories are combined, they account for 9.59% of the City’s parcels. This is a considerable amount. Depending on how it’s used, vacant land can have a positive or negative effect on a neighborhood. A parcel without a structure can be converted into a public amenity such as a pocket park, but if left unmaintained it can add to the perception of blight. Equally important to the raw number of vacant parcels is how they are clustered. If vacant parcels are distributed evenly throughout the City, it may seem less visible to residents and/or investors. Residential vacancies are fairly evenly distributed throughout the City. The most noticeable vacant land are the large swaths of industrial land located on:
 - Marion Street bounded by Belanger Park Road on the north
 - North of Marion Street adjacent to the Rouge River
 - The northwest corner, north of Pleasant Street, bound by railroad track to the east.

While it is hard to say to what extent this vacancy affects the residents and the City, the land itself will need to be tested for contaminants and remediated accordingly before future development can take place.

Since commercial properties are generally limited to West Jefferson Avenue, it is easier to detect a concentration of 25 vacant commercial parcels on this street. While the vacancies are spaced out, the need for more business to fill the commercial corridor is still apparent.

There are also 387 vacant residential parcels, meaning that the structures have been abandoned. Vacant properties have a negative impact on the neighboring property values, and if they cannot be rehabilitated, it is best for the community to demolish them before they attract unwanted activity such as vandalism and illegal squatting.

Table 7. Existing Land Use Breakdown

LAND USE CATEGORY	NUMBER OF PARCELS	ACREAGE	% ACREAGE
Unknown	4	35.381	2.46%
Commercial - Improved	151	21.693	1.51%
Commercial - Vacant	55	7.538	0.52%
Exempt-Public and Religious	657	187.12	13.0%
Industrial - Improved	62	818.378	58.86%
Industrial - Vacant	37	96.949	6.74%
Residential - Improved	2539	241.901	16.81%
Residential - Vacant	387	29.948	2.08%
Residential Land Bank PA 260	5	0.475	0.03%
TOTAL	3,897	1,439.38	100.0%

Source: River Rouge Assessment Data

Map 5. Existing Land Use



RIVER ROUGE MASTER PLAN
Existing Land Use

Data Sources: State of Michigan Geographic Data Library, ESRI BaseMaps, Wayne County GIS, City of River Rouge

- | | | |
|------------------|------------------------|---|
| City Boundary | Residential - Improved | Industrial - Improved |
| State Roads | Residential - Vacant | Industrial - Vacant |
| All Roads | Commercial - Improved | Land Bank Properties |
| Railroads | Commercial - Vacant | Government (City, County, State, Federal) |
| Rivers / Streams | Schools / Colleges | Unknown |
| Lakes / Ponds | Religious / Churches | |



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Map 6. Vacant Properties



RIVER ROUGE MASTER PLAN
Vacant Properties

Data Sources: State of Michigan Geographic Data Library, ESRI Basemap, Wayne County GIS, City of River Rouge

- | | |
|------------------|-------------------------------|
| City Boundary | Vacant Residential Properties |
| State Roads | Vacant Commercial Properties |
| All Roads | Vacant Industrial Properties |
| Railroads | Land Bank Properties |
| Rivers / Streams | |
| Lakes / Ponds | |

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05. DOWNTOWN DISTRICTS

DISTRICTS

Downtown

Downtown is the governmental and cultural center of a city. Likewise, it is typically a large employment hub and a place that attracts visitors to events and entertainment options. Downtowns are also the location where multi-modal forms of transit converge, and where pedestrians are given higher priority than in other districts. Here, pedestrians become potential clients. In River Rouge, the downtown takes on a linear shape as its core is one street: West Jefferson Avenue. River Rouge's downtown is managed in partnership between the City and the Downtown Development Authority (DDA).

River Rouge currently has two bus lines running through its downtown, but not a multi-modal network to draw people from outside the City to the downtown. On the other hand, 275 residential parcels are within a quarter-mile walking distance of where West Jefferson Avenue and Coolidge Highway intersect, the heart of downtown. To have this many residents living so close is a boon for downtown. Building up housing density within this quarter-mile buffer could be even more advantageous as retail tends to follow rooftops.

Shopping Hubs

A shopping hub should differ from a downtown in a couple of ways. While the downtown is meant to provide a multi-faceted experience of dining, shopping, and entertainment, a shopping hub is typically designed for convenience. In River Rouge, however, the shopping hub and the downtown are one and the same. The shopping

hub is primarily located on West Jefferson Avenue which is a car-oriented commercial corridor that accommodates commuters or those who do not wish to make shopping an experience; it's designed for those looking to make big-purchase items, comparing prices, or running errands by car. The layout is usually characterized by larger building footprints surrounded by parking lots and are not within close proximity to residential neighborhoods.

West Jefferson serves this purpose to River Rouge residents and those passing through. For example, some of the businesses on this street are Dairy Queen, McDonald's, Bi-Rite Supermarket, Michigan Screen Print, BP gas station, a party store, etc. These businesses accommodate speedy or convenient shopping and eating over a leisurely retail experience.

Industrial

The industrial districts in River Rouge surround the City. Aside from industrial activity, these uses can also spur the development of complementary businesses representative of the New Economy. Manufacturing has the potential to contribute to jobs in other areas such as logistics, marketing, and administrative functions. This is the hope of industry-dominated cities.

While spin-off jobs would benefit the local economy, there is no guarantee that the offices are located in the same community. Headquarters for service-sector jobs could be located anywhere in the US, unlike industry, they are relatively footloose. Moreover, heavy industry emits toxins into the air and potentially the soil and waterways and is usually accompanied by frequent semis transporting parts and products. Their vast footprint can be unsightly, if not buffered appropriately. An industrial landscape makes it difficult to attract other businesses, younger individuals, and households to the area.

PLACEMAKING

Placemaking is an approach to creating desirable places where people want to live, not just tolerate living. There are many tangible features that help create a sense of place (discussed below), and when they are fully employed communities can emerge as thriving places with amenities, opportunities, and a mix of different lifestyles.

A part of placemaking is pride in civic spaces and understanding that the design of these spaces influences how the public accesses and interacts with them. Cities should strive for a public realm that distinguishes them from others and gives their built environment a recognizable identity. The spaces we experience often—roads, sidewalks, parks, plazas—must not only be highly regarded and well implemented, but they should also be well coordinated with private development for a high-quality experience for all users.

Placemaking Elements

Build-To Lines: Build-to lines are a tool for creating a uniform building facade line on the street, sometimes known as a "street wall." Build-to lines usually have a setback of zero feet. If buildings frame a street, then the build-to-line explains how a building interfaces with the public realm. The building should relate to the streetscape in a way that is agreeable to pedestrians. For instance, a building that is too tall disrupts the human scale and can feel

intimidating to newcomers. River Rouge's buildings downtown do form a street wall, as evidenced by a walk audit that showed an equal distance between building fronts and the road.

Open Store Fronts: Open storefronts are another design feature that makes downtown more inviting. A successful open storefront creates “transparency,” or an adequate amount of window space for pedestrians to see into stores. Transparency has a couple of benefits: it allows pedestrians to window shop, and to feel safer on the street. A transparent store front allows for more “eyes on the street” that make even a solo pedestrian feel less alone or vulnerable.

River Rouge suffers from a high commercial vacancy rate downtown, making it difficult to feel safe. Some of the vacant storefronts have been boarded up, eliminating transparency altogether and suggesting blight instead. The buildings that are occupied have large windows but few displays. This is a signal of weak retail enterprise.

Ground Floor Signage Standards: Signage has an impactful influence on shoppers. Guidelines are necessary for a cohesive “look” for downtown while still permitting variety. Signs are meant to advertise for a company, but also be compatible with the architectural style and scale of the building. Sign standards may address legibility, placement, colors, materials, and illumination.

From one entrance into downtown, driving in from Coolidge Highway, a visitor is greeted by two billboards with a height that is meant to be seen from a distance. In general, billboards do not belong in downtown but rather on the side of a highway. Billboards detract from a downtown setting because their scales are not compatible with the quaintness of a Main Street.

Aside from the placement of the billboards on top of a building, most signs seemed to be placed in a similar location: between the window and the roof line, with slight variation. They are either flat against the building, on an awning, or jut out perpendicular to the facade. No signs are located in the windows. Having signs placed at an equal height creates a visual coherence that is also more legible for drivers passing by and pedestrians.

NEIGHBORHOOD TYPOLOGIES

River Rouge's neighborhoods are largely transected by three corridors: West Jefferson Avenue, Coolidge Highway, and the Canadian National rail line. These roads and rail lines serve as unofficial neighborhood boundaries. Typologies are a way to categorize the various attributes of a complicated subject into a coherent grouping. Neighborhood typologies are important because not only do they evaluate density, housing type, road type, proximity to amenities, and setbacks, but also the residents' experience of living there. The combination of all of these attributes impacts the residents' quality of life. As such, these typologies are the building blocks of a people-centered approach to planning. In addition, the “Neighborhood Typologies” map includes the centers, edges, and corridors that bound neighborhoods. With changing demographics and development needs, these typologies should be periodically reviewed and updated to reflect changing preferences.

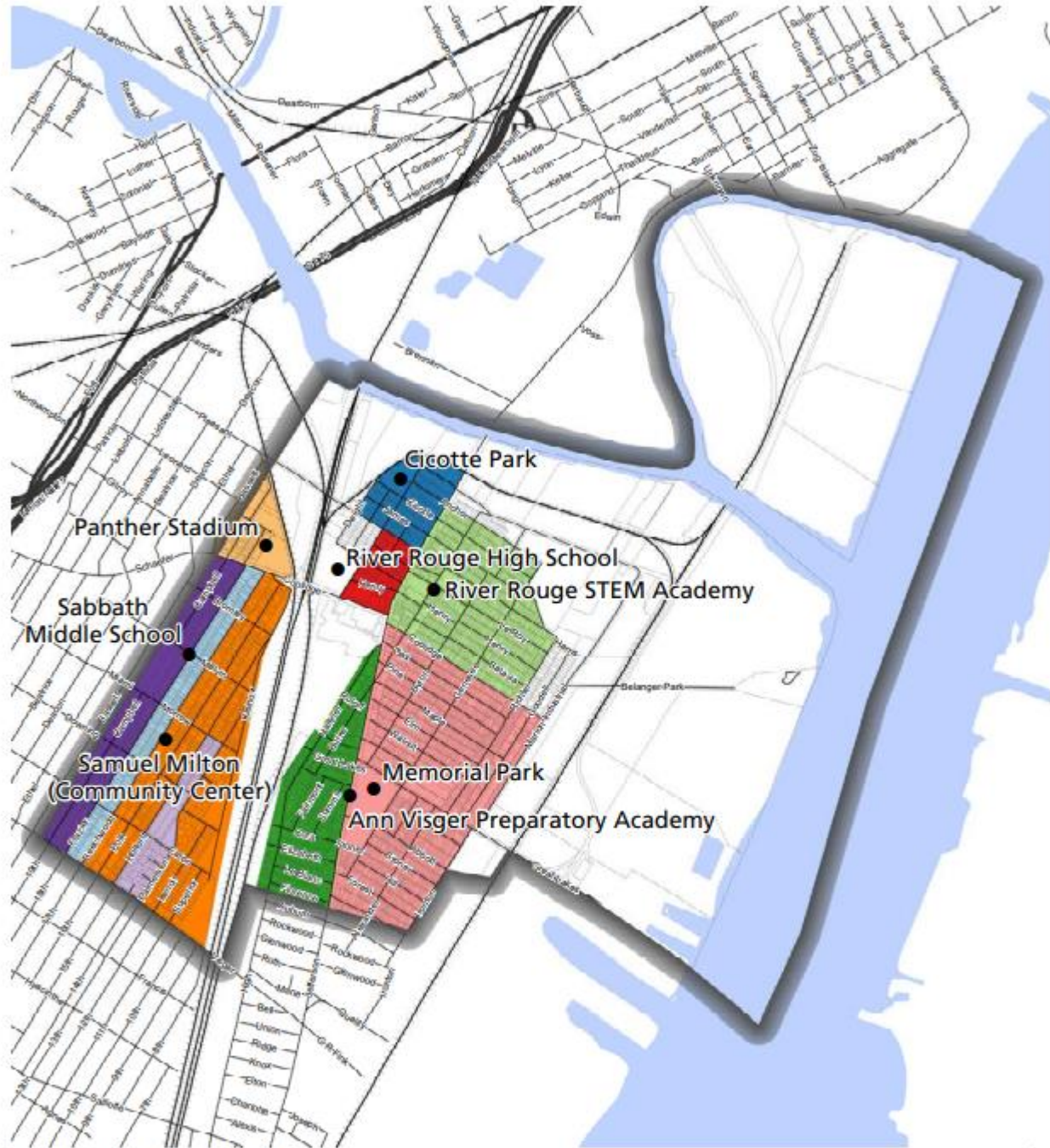
Neighborhood Centers

A neighborhood center is based on sense of place rather than geography. It can be an anchor institution, a landmark, or a frequently visited and adored location that serves its members in some way—a place to congregate socially or to conduct community matters, or both. Where possible, the “Neighborhood Typologies” map identifies a center for most of the neighborhoods.

Traditional Urban

All of River Rouge's neighborhoods fall into this category. Traditional urban residential development refers to higher density, single-family, usually detached homes. These areas can be a transition between downtown living and spacious residential areas; however, because River Rouge is bounded by another city on all sides, there are no spacious lots on the periphery. Multi-family units consist of duplexes or quadruplexes, but still not higher than three stories. Homes in this typology typically have setbacks of 2 to 12 feet from the right-of-way and sit on a street grid. Typically, these homes are within walking distance to more amenities such as neighborhood schools, parks, community centers, and places of worship than in a suburban neighborhood.

Map 7. Neighborhood Typologies



RIVER ROUGE MASTER PLAN

Neighborhood Typologies

Data Sources: State of Michigan Geographic Data Library, SRR BaseMap, Wayne County GIS, City of River Rouge

City Boundary

State Roads

All Roads

Railroads

Rivers / Streams

Neighborhood Centers

Neighborhoods:

Beechwood Center Area

Cicotte Park Area

Dunn Park Area

Haltiner Triangle

Memorial Park Area

Pleasant Area

Stadium Area

The Backstreet

The Circle

The Front Street



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06. COMMUNITY ENGAGEMENT

Community engagement has been codified as part of the master planning process. Soliciting public feedback is an acknowledgment that in many ways the residents are the experts of their communities, and that their daily experiences and suggestions should serve as the foundation of the Master Plan.

METHODS

As a part of the community engagement, the Planning Commission drafted and approved a 29-question survey asking the residents how they would prioritize issues pertaining to housing, commercial, industrial, recreation, and transportation. The survey was then delivered door-to-door by the mayor to reach out to the entire community. Of the approximate 2,700 surveys delivered, 27 were returned for about a 1% response rate. The survey link was also distributed for residents to take the survey online; however, all of the surveys were completed by hand. It is important to note that the results are therefore not totally representative of the population, and the findings of this survey should be viewed as providing direction for the residents, but not as definitive results.

Project Rising Tide also developed a website where every community was represented with a promotional video, background documents, and the City's Action Strategy. Also, posted to this website is a bi-weekly update that recorded how the communities are progressing through the project's goals.

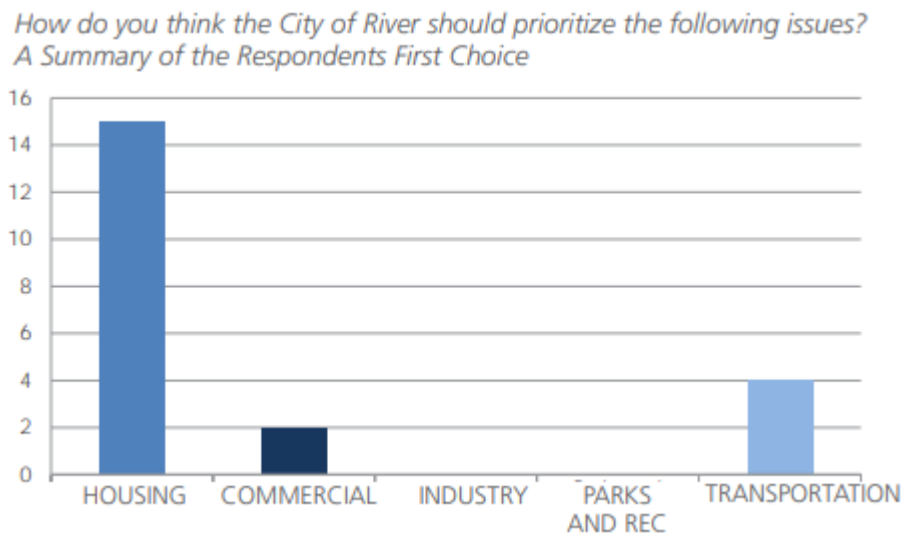
Survey Responses

Over half of the survey respondents have lived in River Rouge for over 20 years, with the highest proportion going to those who lived in the City for 40 years or more. As such, the results skewed towards residents who are aged 44 or older. No person under the age of 24 took the survey.

In terms of racial demographics, whites were over-represented in this survey accounting for about 52% of the respondents when they make up about 40% of the population. The next highest racial group to take the survey were African Americans at about 35%, who were under-represented by about 18 percentage points. Only 4.4% of survey-takers were of Hispanic origin, and they comprise nearly 12% of River Rouge residents. There were no Asians or Native Americans who took the survey.

The income of the residents also fell slightly out of line with that of the community at large with about 70% earning less than \$25,000 per year, compared to 60% earning that much in reality.

Figure 8. Community Feedback Results



Description of River Rouge

Interestingly, when asked to use one word to describe River Rouge as it is now, and one word you would like to use to describe River Rouge in the future, the most popular answer was the same. To describe the City currently, 14.3% said family, and 10% wished to describe the City the same way in the future. This is an indication of what keeps people in River Rouge is the people, and a strong tie to family. Some other positive descriptors were “fun,” “resilient,” and “community.” Others reported less kind words such as “boring,” “stagnant.” For the future, residents hope to see a city that is “modern,” “unique,” “growing,” and “safe.”

Overall Priorities

With limited resources, it is a worthwhile exercise to see how the community would prioritize different components to improve the City. Overwhelmingly, respondents chose housing.

as a priority over commercial, industry, parks and recreation, or transportation. Parks and Recreation received equal votes for second and fourth priority. Commercial was consistently selected as a middling priority as third or fourth priority.

Transportation also did not receive a clear response as it was selected equally between first, third, fourth, and fifth position. Industry was clearly ranked most often as a last priority.

Housing

When asked to select what actions more specifically should be prioritized in terms of housing, there was a general consensus on “removing blighted structures” first. Half of the participants chose this as the number one priority.

The following responses are listed by the percentage of votes for the number one priority:

1. Remove blighted structures (50%)
2. Convert 2nd floor space into apartments on West Jefferson Avenue (25%)
3. Code enforcement (15%)
4. New construction of alternatives to single-family housing (10%)

The community’s biggest concern is housing appearance. This makes sense because it has a big impact on the neighborhood, and the adjacent property owner’s ability to sell their homes. Secondly, blighted structures can attract unsavory activities that make neighborhoods appear dangerous and disorganized. There was also a preference for using underutilized building stock over new construction.

Later in the survey, residents were asked what type of housing development they would support. The most common answer (76.2%) was detached single-family homes. Single-family homes already comprise the majority of housing stock and a strong response in favor of more of this housing type indicates that residents want to see River Rouge return to its suburban past. There is considerable request for other formats, the most popular being lofts and flats (38.1%), then duplexes (28.6%), and townhomes (23.8%). This is an interesting finding given that another study, the Target Market Analysis (found in the Housing Section), recommends development of housing alternatives to single-family homes. Given the difference between public opinion and the TMA, there may need to be further discussion about the advantages and disadvantages for a City with only one dominant housing type.

Commercial

This question asked residents how they would prioritize commercial issues. The following responses are listed by the percentage of votes received for the number one priority:

1. Business recruitment (35%)
2. Business retention and physical improvements to the commercial corridor (2-way tie at 25%)
3. Business training programs (10%)
4. Collective marketing (5%)

The priority for residents is to bring new business to River Rouge. A slight preference for business recruitment over business retention could imply that residents are not satisfied with the type, quantity, or quality of existing businesses. A low vote for business training could be because the majority of the participants were senior citizens and are uninterested in training, but also that residents would rather draw in business than start their own.

Residents also had the opportunity in this survey to report what type of retail they would like to see come to River Rouge. General merchandise and department stores received equal votes at 56%, followed by clothing stores at 44% of the votes. These retail options illustrate that residents cannot find basic goods within their community. Convenience shopping must be done elsewhere.

Survey-takers also reported that when they cannot find the retail options they are looking for, 69.6% of them will go to Lincoln Park, the neighboring City. A little less than half of the respondents (47.8%) said they go to Allen Park to meet their retail needs.

As for meeting their entertainment needs, residents noted a desire for a movie theatre (80%), and a full-service restaurant (60%). ESRI Business Analyst supports these responses; in the last 6 months, over 53% of residents attended A movie, and 35% went out to dine. The option for adding a bar received zero votes. To find these entertainment options, residents' responses are varied. The most common response was "other" which reported primarily Southgate and Taylor. The next most common response was Detroit with 39% of the vote. These findings show that residents have to travel quite far for entertainment and would prefer to have options within the City

Map 8. Map of River Rouge used in the Survey



Industrial

This question asked residents how they would prioritize industrial issues. The following responses are listed by the percentage of votes received for the number one priority:

1. Air quality (70%)
2. Water quality and redevelopment of DTE site (2- way tie at 10%)
3. Encroachment on residential neighborhoods and tax abatement (2-way tie at 5%)
4. Soil quality (0%)

Survey participants are most concerned with air quality, possibly because it has a more noticeable effect than water and soil quality which received considerably fewer votes. Despite the DTE plant leaving a huge gap in the City's economic profile, few of the respondents were concerned about the economic consequences, again perhaps due to the age of the respondents who do not rely on DTE for employment.

Recreation

This question asked residents how they would prioritize recreational issues. The following responses are listed by the percentage of votes received for the number one priority:

1. Maintain existing facilities (52.6%)
2. Upgrade existing facilities (36.8%)
3. Develop new facilities (10.5%)

4. Acquire new land for parks and recreation (0%)

The order of these responses is logical as a city would likely improve maintenance of existing facilities if given the resources, rather than upgrade them first. Also, no votes for acquiring new land would suggest that the residents are happy with the current amount of land dedicated to recreation, or do not believe there is any land available for purchase.

This section also asked residents if they support the vacant post office to be converted into a community boxing center. Over 72% of respondents either “support” or “strongly support” this conversion. No one opposed the idea, but 11.5% of respondents strongly oppose this development, although it is unknown why. Further community engagement should be considered before initiating re- development of the site.

Transportation

This question asked residents how they would prioritize transportation issues. The following responses are listed by the percentage of votes received for the number one priority:

1. Increase bus frequency (47.3%)
2. Improve quality of roads (36.8%)
3. Add bicycle lanes (15.8%)
4. Improve walkability (0%)

Given that many residents leave River Rouge for employment, increased bus frequency would make job opportunities more accessible or the daily commute more flexible. The next most common response is to improve road quality. This would likely have to happen before a city could add more bicycle lanes or improve walkability. “Improve walkability” received no votes; although this could be because it is not a priority or because respondents feel that the City is already walkable.

Neighborhoods

The purpose of this question was to put residents in the role of a City official. The question refers participants to a map of River Rouge with five neighborhoods delineated, seen on page 41, and asks them to imagine they were given \$100. How would they divide these funds amongst the five neighborhoods for housing demolition? The majority of survey- takers, 19 of the 27 respondents, skipped this question. For the eight people that responded, the average amount spent were roughly equal between the neighborhoods with about \$24 given to each. The favored approach is to spread the funds evenly throughout the City as opposed to focusing on one area. Given that the “Vacant Properties” map (shown in the Economics Section) shows that there is not a major clustering of vacant homes, an even spread of demolition funds may be best.

Respondents were then asked to select the top criterion for deciding where to demolish homes. Almost 43% replied that the “condition of the home” was the top criterion, followed by the “concentration of blighted homes” (33.3%). Tied at 9.5% were the options “high visibility in the community” and “amount of unwanted activity taking place in the home.” Surprisingly, receiving the fewest votes was “severity of unwanted activity taking place in the home” with 4.8% of the votes. Residents are more concerned with the visible impact of blighted housing.

Events

The question “what is an event in River Rouge that you consider fun” is meant to gauge what residents consider to be an asset to the community. This question helps to understand where to draw momentum for events that generate civic pride. Sixty percent of the survey participants filled in “Rouge Days” as a fun event. Secondly, respondents wrote “music in the park.” This is valuable information because it demonstrates that efforts to build community ties through events is appreciated. River Rouge residents enjoy coming together for communal events.

In the same vein, the survey wanted to discover some of the residents’ favorite places in the City. When asked, the parks received the highest praise, naming Belanger and Memorial Park primarily. Another favorite is the Senior Center. Again, this is uplifting news as residents consistently state that publicly run, community-based amenities are among their favorite places.

SWOT Analysis

As a part of the Rising Tide planning process, River Rouge received a specialized Economic Development Strategy that provides a series of steps to improve River Rouge’s downtown prospects. During this analysis, a SWOT was conducted with the community to determine the City’s Strengths, Weaknesses, Opportunities, and Threats.

Conducted on May 18th, 2017, the session began with the participants listing all of their SWOT examples before prioritizing them. Each participant was given twelve stickers of which they placed three for each SWOT category. The stickers were weighted so that each participant could rank his/her top three priorities for each category.

Top Strengths:

- Downtown Development Authority (DDA)/Economic Development Corporation (EDC)
- New plans
- Stable homeownership

The residents were pleased with how the City is managed as both the DDA and the EDC were called out as strengths. The community at large also sees the influx of new plans from the Rising Tide Initiative along with the Corridor Plan for West Jefferson as beneficial for planning the City’s future. Residents listed “stable homeownership” which seems counterintuitive at first considering the high vacancy number. However, this weakness suggests that the blighted properties are largely in the hands of landlords, as noted in the “threats” category, instead of owner-occupied units.

Top Weaknesses:

- Drug problem
- Race relations
- No grocery store

A drug problem can also spiral out into many other negative effects such creating a reputation that River Rouge is dangerous. Also, drug dealers can disincentivize others from legitimate work if they can offer more money than a local business.

The weakness “race relations” was not expanded upon in much detail. It is not clear where exactly the tension lies. Upon hearing this the Planning Commission decided to continue to promote River Rouge as a place of diversity of inclusiveness.

One of the top weaknesses, not having a grocery store, has already being proactively addressed. The City is already looking to recruit grocery stores to River Rouge in a larger building to help drive the cost of food down.

Top Opportunities:

- Gordie Howie International Bridge (GHIB)
- Available Grants
- More collaboration

The opportunities' top scores were clustered close together. The GHIB is expected to bring a lot of business to River Rouge which is welcomed after the Bascule Bridge closure. Residents also see grant- writing efforts and both intra- and inter- City collaboration as an opportunity for economic growth.

Top Threats:

- DTE Closure/ tax base loss
- Absentee Landlords
- Aging population

The threats identified could have a large impact on the City's future. The DTE closure was noted as the largest threat receiving twice as many votes as the others. The loss of the DTE plant will reduce the City's revenue substantially, which could mean that the City has to reduce its staff or services. Fortunately, the county is dedicated to transitioning the site to another use that could benefit the City.

Another major threat is absentee landlords who are not invested in the community and contribute to the number of blighted properties in the City. As property values rise and demolition persists, the instances of absenteeism will likely diminish as it will become more expensive for them to hold empty or unkempt property.

The participants were also worried about an aging population. The census shows quite a young median age of about 34 years old. However, as was pointed out, it is possible that the younger residents are transient and do not stay long. In general, the elderly are the residents who have lived in River Rouge the longest. It is likely that, despite census data, River Rouge is aging in step with the state and the rest of the country.



07. HOUSING

The data presented in this section is from the 2011-2015 ACS 5-Year Estimates and is used to supplement observations made from fieldwork. From 2015 to present, very few changes have occurred in the local housing market, with the exception of a handful of residential demolitions.

In 2023, the Wayne County Metro Action Agency opened an overnight shelter in River Rouge with 22 overnight beds, resulting in a marginal increase in the group housing population. However, occupancy at this facility fluctuates.

River Rouge has 3,826 housing units, with an overall vacancy rate of 27.6%, leaving about 1,057 housing units vacant. Of all the occupied housing units, 57.1% are owner-occupied, and 42.9% are renter-occupied. Homeownership rates in River Rouge are lower than the county (63.0%) and the state (71.0%).

The majority of homes in River Rouge are single-family detached (68.3%). The City has a very small proportion of 1-unit attached housing (0.7%). Most of the multi-family units are of relatively small scale: 11.3% are 2 units, and 10.7% are 3 or 4 units. Such a small proportion of attached and multi-family units may affect what types of demographics are attracted to moving into the City. Younger professionals and students prefer smaller, more affordable units, and currently River Rouge lacks this type of housing.

Household Size and Type

The average household size is 2.71 for owner-occupied households and 2.85 for renter-occupied households, not a considerable difference by tenure. The average household size has not changed since 2000. Nationally, the average household size continues to decline; however, in areas with high unemployment and low median household incomes, household size may

increase. Residents struggling financially may form nontraditional households to share the housing cost burden. This is not yet reflected in the housing data in River Rouge because the vast majority of nonfamily households (84.9%) live alone.

More than two-thirds of households are headed by a family unit (68.8%) which include the following:

- Married couple
- Male householder, no wife present
- Female householder, no man present

31.9% of occupied housing units are nonfamily households and include:

- Living alone
- Not living alone (non-relative, roommates, or with unmarried spouse)

Home Values

The median housing value in River Rouge is estimated at \$34,100. Three-quarters of homes are valued under \$50,000 (75.8%). Likely due to the Great Recession when home values collapsed nationwide, the median housing value has fallen by about \$10,000 since 2000. The values have not rebounded.

The median monthly mortgage payment is \$989. Homeowners who dedicate more than 30% of their gross monthly income towards their mortgage are considered “cost-burdened.” One-third of homeowners are considered cost-burdened. Moreover, in addition to being cost-burdened, many homeowners have lost significant value in their homes. In 2009, the median home value was \$65,200 and in 2015 the estimated median home value was \$34,100. Homeownership in River Rouge does not prevent households from financially precarious situations, although overall they are in a better spot than renters. A higher portion of renters suffer from being cost-burdened.

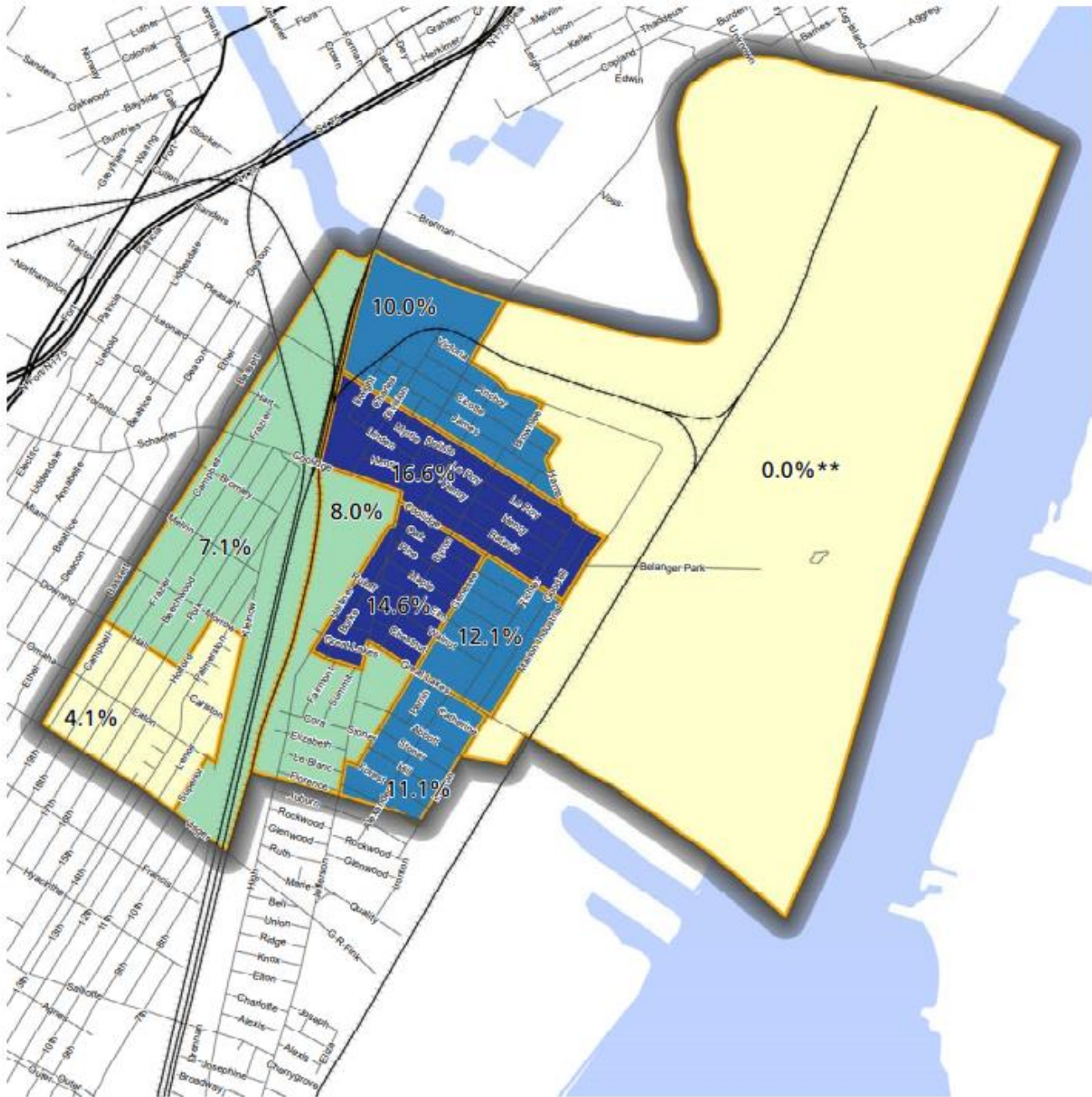
Gross Rent

The median gross rent is \$681. Tenants who pay more than 30% of their gross monthly income towards rent are considered “cost burdened.” Over two-thirds (67.7%) of renters are cost-burdened by their rent revealing that renters are in a severely more financially precarious situation than homeowners. And, perhaps explains the increase of single-family homes being converted into units with multiple tenants. Since the year 2000, the median gross rent has almost doubled from \$358 to \$681. Despite a decreasing population and decreasing wages, the demand for rental housing, and therefore the prices, has increased because people cannot afford to buy homes.

Age of Housing Stock

Since 2014, no new housing units have been built. Just over 50 units have been built since 2000. River Rouge’s housing stock continues to age; over half of the housing units were built before 1939 (56.4%). The map titled “Housing Units Built Before 1940” shows the largest concentration occurs in the center of the City. The next largest concentration of housing built prior to 1940 is located next to industrial uses along Marion Industrial Road and north of Pleasant Avenue. Interestingly, the area in the farthest southwestern corner, where both poverty and African-Americans are clustered, is also where the smallest proportion of the oldest housing stock (the area with 0.0% is all industrial land uses).

Map 9. Housing Unit Age



RIVER ROUGE MASTER PLAN
Housing Units Built Before 1940

Data Sources: State of Michigan Geographic Data Library, ESRI BaseMap, Wayne County GIS, U.S. Census Bureau

- City Boundary
- State Roads
- All Roads
- Railroads
- Rivers / Streams
- Lakes / Ponds

Number of Households Built Before 1940:

- 20 - 158 Households
- 159 - 305 Households
- 306 - 463 Households
- 463 - 637 Households

Block Group Boundary

**Twenty housing units were built here prior to 1940 but no occupied housing remains in this block group

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HOUSING ASSESSMENT

An assessment of River Rouge’s housing stock found the majority of the housing exteriors to be in good condition. A housing unit can be a detached, single-family home, an attached home, an apartment, or condo in a multi-family building. A unit is different than a structure, because one structure could contain several housing units. This is an important distinction because only data on housing structures was collected, which precludes an assessment on individual units if located inside a structure. No interior assessment was conducted.

As a part of the housing analysis, a team visited a sample of 22.4% of the total 3,826 housing structures in River Rouge.

Table 8. Housing Assessment Scoring

SCORE	DESCRIPTION
0 (Demolition)	House is not structurally sound
1 (Poor)	Needs two or more major repairs
2 (Fair)	Needs three or more minor repairs, but no more than one major repair
3 (Good)	Needs 2 or fewer minor repairs

Table 9. Example Housing Checklist

HOUSING FEATURE	TYPE OF REPAIR NEEDED			Notes
	Major	Minor		
Building frame/structure	The building is not straight; leans or tilts	Building is not leaning; but foundation is in need of minor repairs or is missing material		
Roof/chimney/gutters	A lot of deterioration, missing material, holes in roof, or sagging roof	Minor deterioration, improper roof repair, some mortar missing from chimney, gutters in need of repair	X	Some roof shingles are loose
Windows/doors	Windows missing, doors missing or rotted	Window frames need replacing or paint is peeling		
Siding/paint	Building missing many bricks, wood siding is rotted	Some peeling or cracking paint	X	Paint is chipping
Porch	Significant deterioration; steps missing, porch sagging, supports holding up porch are rotted	Separation of the porch from the building, paint needed		
SCORE: 3			GOOD	

Assessing the housing conditions was based on the amount and severity of damage visible on the exterior of the home on major household features. The scoring system was based primarily on assessing the quality of the structure; therefore, structural damage such as missing windows or a building that leans lowers the score more so than chipped paint, for example. The types of repairs were categorized as “major,” “minor,” or “no problem,” and the final score depended on the combination of major and minor repairs recorded. Using the checklist, the team ranked homes on a scale of 0 to 3. The ArcGIS collector app used during fieldwork allows for immediate data collection and compilation. As an online mapping platform, it allows for the collection of a variety of features and saves the information directly to “the cloud” for easy accessibility and

updating. For example, during fieldwork the user can place a point and label it as a “point of interest” for a community center, and then take a photo and attach it to that location. These maps can also be shared, and the data expressed as desired with a wide range of options. This method allows for more precise data collection, and a better reference for decision- making.

Table 10. Boarded Homes by Block

BLOCK NUMBER	BOARDED HOMES
1	4
2	2
3	1
4	2
5	2
6	4
7	1
8	6
9	3
10	3
11	1
12	2
13	1
TOTAL	32

In River Rouge, the features collected included housing quality, number of boarded houses, points of interest, and photos that were spatially linked to their location. With this type of comprehensive housing data, it becomes clear if there is any clustering of poorly maintained homes, and where to target any programs or assistance. The condition of River Rouge’s housing stock is varied. Of the 858 housing units the team sampled, 669 were ranked “good” (78.0%). 113 or 13.1% were ranked “fair” and 38 were ranked “poor” (4.4%). Two were ranked zero for “demolish.” The homes that were ranked poorly are primarily located east of the CN North America rail line, with just two falling west of the railroad. Homes ranked “fair” and “good” do not have a clear-cut spatial pattern and are spread fairly evenly throughout the City.

Map 10. Housing Condition



RIVER ROUGE MASTER PLAN
Housing Condition

Data Sources: State of Michigan Geographic Data Library, CSRI Basemap, Wayne County GIS

- | | |
|------------------|------------------------|
| City Boundary | Parcels |
| State Roads | Great Quality |
| All Roads | Average Quality |
| Railroads | Poor Quality |
| Rivers / Streams | Demolition Recommended |
| Lakes / Ponds | Vacant |

Beckett & Raeder

Target Market Analysis (TMA)

Renters

A residential target market analysis is a study that attempts to gauge what type of residents are moving into a community, their lifestyle and housing preferences, and translate that into an estimate for the type and amount of housing needed to accommodate them. Many factors are at play so a TMA usually casts a regional net known as a “trade area” to investigate trends outside of a community that could influence the supply and demand for certain housing types.

In River Rouge, there are about 34 new households that move into the City annually; 90% of them are likely to be renters seeking attached units. The remaining 10% that are homeowners are likely seeking affordable detached homes. Once out-migration is considered, only about 10 renters will be seeking attached units, which suggests that River Rouge can support 10 new attached rental units annually.

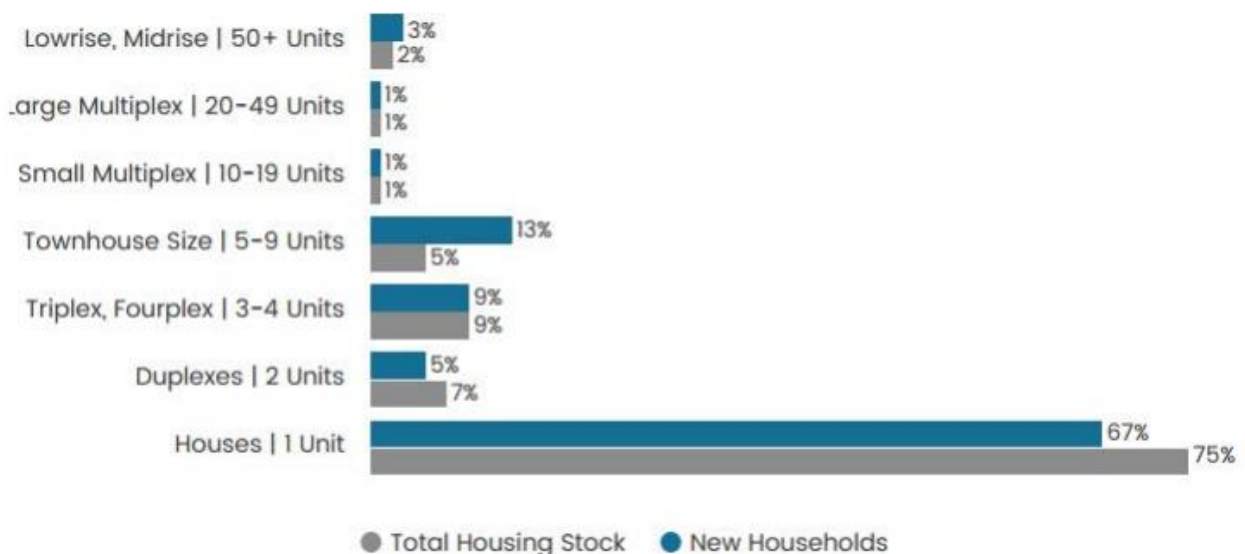
There is currently a mismatch in building size as well, as the study shows that about 13% of new renters prefer buildings with 5 to 9 units, but this format only represents 5% of the building stock. With this shortage, River Rouge could stand to gain two buildings with 5-9 units per year. New rental formats are needed, and it is recommended that at least 60% of rental cost \$700 monthly or less.

Homeowners

The TMA shows that there is a surplus of detached homes, even with an estimated 70 households per year moving into the City and looking for detached homes. With low home values and high vacancy rates, it is difficult to renovate, rehab, or remodel homes.

The research suggests that there is a need to build three new attached, owner-occupied units per year. Ideally, the homes would be row houses or townhouses valued at least \$100,000.

Figure 9. Market Potential vs. Existing Housing Stock, Share of Total by Building Size



Housing and Economic Development

There is a direct link between housing and economic development. Due to population decline, there is not so much as a housing shortage but a housing mismatch in River Rouge. The TMA finds that only when new jobs, placemaking amenities, and downtown reinvestment occur will new, owner-occupied housing be developed. Workers must live somewhere, and if the housing product does not align with their income and format preference, economic development could become stifled. Workers, at best, will commute to River Rouge for a job but will not be able to invest in the community in any other way if a neighboring city can fulfill their housing desires.



“Missing Middle” Housing

Housing units are the building blocks of neighborhoods, and neighborhoods the blocks that make up a city. The importance of not only the amount, but the type, size, tenure options, and location of housing units has been brought to the forefront in the aftermath of the housing crisis. Only recently has housing construction picked up, but River Rouge has not experienced that change. Unfortunately, River Rouge did not avoid the negative impacts of the housing crisis: no new construction and falling home values.

Again, because the population is declining, the approach is more mixed than in other communities. In River Rouge, a combined effort to build new units and to preserve and convert existing units into the types of housing stock that more appropriately serves a lower-income demographic.

The homes listed below are a part of “missing middle” housing, a reference to the range of housing stock that falls between the two extremes of single-family detached homes, and large apartment blocks. These housing types can be smaller-scale multi-unit structures such as duplexes or triplexes, and also townhouses and clustered courtyard apartments. Some of the different housing formats include:

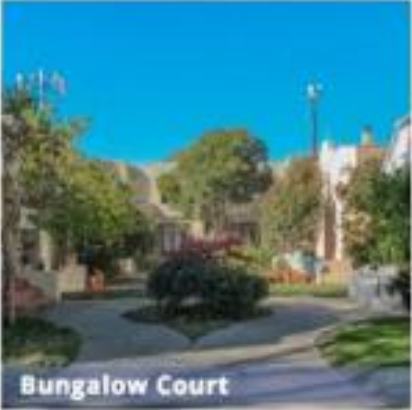
- Duplexes
- Triplexes
- Fourplexes
- Subdivided homes
- Accessory dwelling units
- Studios
- Cottage courtyards
- Lofts/condos

Having a variety of housing types can have several benefits. In particular, for River Rouge a City with a low median household income, missing middle housing provides a better range of affordable options. Secondly, small housing format options support different phases of life, for example, seniors who want to downsize or individuals who live alone. This enables

residents to age in place. Another benefit is that smaller units may help attract millennials or young families who cannot yet afford homeownership, but need somewhere to live while they save. Lastly, variation in housing types provides architectural interest to a neighborhood.

However, as shown by an overwhelming preference for detached, single-family homes in the community survey, it can be a gradual change to understanding the merits of other housing types. Still, nearly 40% of survey respondents wished to see lofts and flats. Housing preferences are changing, but development hasn't caught up!

Figure 10. Alternative Housing Types



An aerial photograph showing a large industrial complex, likely a steel mill, situated along a river. The complex features numerous buildings, smokestacks, and large open areas. A major road, possibly a highway, runs parallel to the river and through the industrial site. The surrounding area includes residential neighborhoods and other commercial buildings.

08. CORRIDORS

Networks and connectivity are the cornerstones of a modern society. Our economy, and increasingly our social lives, depends on how well cities are both physically and virtually linked to other markets. Either via physical or online networks, corridors are a building block to connectivity. Road corridors are still the most common type of connector in an auto-dominated state, but the Rouge and Detroit River come in a close second.

ROADS

River Rouge does not have a highway running through it, but in effect its principal road, West Jefferson Avenue, serves as one. Running north to south, and five lanes wide, West Jefferson links all of the downriver communities to Detroit and continues to Monroe County for a total of about 64 miles. The right-of-way segment for West Jefferson in downtown River Rouge is 120 feet wide with one 10-foot-wide center turn lane.

At the border with Detroit, there is a bridge that crosses the Rouge River. It was closed for three years, slowing down automobile throughput substantially on West Jefferson Avenue. Recently reopened, there is hope that increased transit will benefit local business. Coolidge Highway, also known as M-85, connects River Rouge through its downtown to Interstate 75.

The Transportation Asset Management Council, a state agency that rates and monitors infrastructure, reports that none of River Rouge's roads are in good condition as of 2015. About 10% are in poor condition, and the remaining 90% are in fair condition. As of 2014, River Rouge's transportation budget was \$527,373, 61% of which is used for preservation and structural improvement. The next largest portion is spent on the winter budget (19.4%), and routine maintenance accounts for a little more than 11% of the total budget.

Average Annual Daily Traffic (AADT)

Primary Corridors

Examining the National Functional Classification (NFC) ratings for roadways provides insight into local road variations and funding eligibility. This rating system was developed by the Federal Highway Administration in the 1960s and is used to classify streets by traffic counts and use. Local and unclassified roads are not eligible for federal funding, which can be found primarily in residential areas. There are three types of roads in River Rouge: principal arterials, major collectors, and local roads. The principal arterials in River Rouge are West Jefferson Avenue and Coolidge Highway. These roads are designed to carry a higher volume traffic for longer distances. The major collectors are Marion Industrial Road and Visger Avenue. These streets primarily connect local roads to arterials. Local roads primarily provide access to property and are represented on the "Road Classifications map" in the neighborhoods.

The average annual daily traffic is recorded semi-regularly by SEMCOG. The AADT data shows that as of 2010 there were 4,080 vehicles on West Jefferson Avenue but dropped drastically to 1,510 in 2016. This change is largely due to the 2013 closure of Bascule Bridge that crosses the Rouge River on West Jefferson Avenue. While not in River Rouge, I-75 carries approximately 100,000 vehicles per day, and Fort Street which runs parallel to I-75 sees 7,000 vehicles on average per day. This amount of traffic could positively influence River Rouge's ability to attract visitors downtown.

Map 11. Road Classifications



RIVER ROUGE MASTER PLAN
Road Classifications

Data Sources: State of Michigan Geographic Data Library, ESRI Basemap, Wayne County GIS, U.S. Census Bureau

- City Boundary
- State Roads
- All Roads
- Railroads
- Rivers / Streams
- Lakes / Ponds

- National Functional Classification:**
- Principal Arterial
 - Minor Arterial
 - Major Collector
 - Minor Collector
 - Local
 - Unclassified



Buses

In operation since 1967, the Suburban Mobility Authority for Regional Transportation (SMART) is the only regional public transportation service in metro Detroit. It runs seven days a week for nearly 23 hours per day. There is one fixed route that runs through River Rouge. Route 125 starts at Eureka Road near the Metro Detroit airport and ends on West Jefferson Avenue in River Rouge.

There is also a connector that provides a curb-to-curb service that requires an advanced reservation. The advanced reservation must be six days prior to a medical appointment and two days prior for any other destination. This service will take a passenger anywhere within a 10-mile radius of the service area, but the rider must live within one-third of a mile from the connector's fixed route. The hours are limited to Monday through Friday from 6:00 am to 6:00 pm.

The fixed route buses are also equipped with a tracker that notifies those waiting with real time information to a mobile or computer. Also, those without smart phones can text SMART the stop ID number and receive a text with the estimated time of arrival. The buses also feature bike racks and are wheelchair accessible.

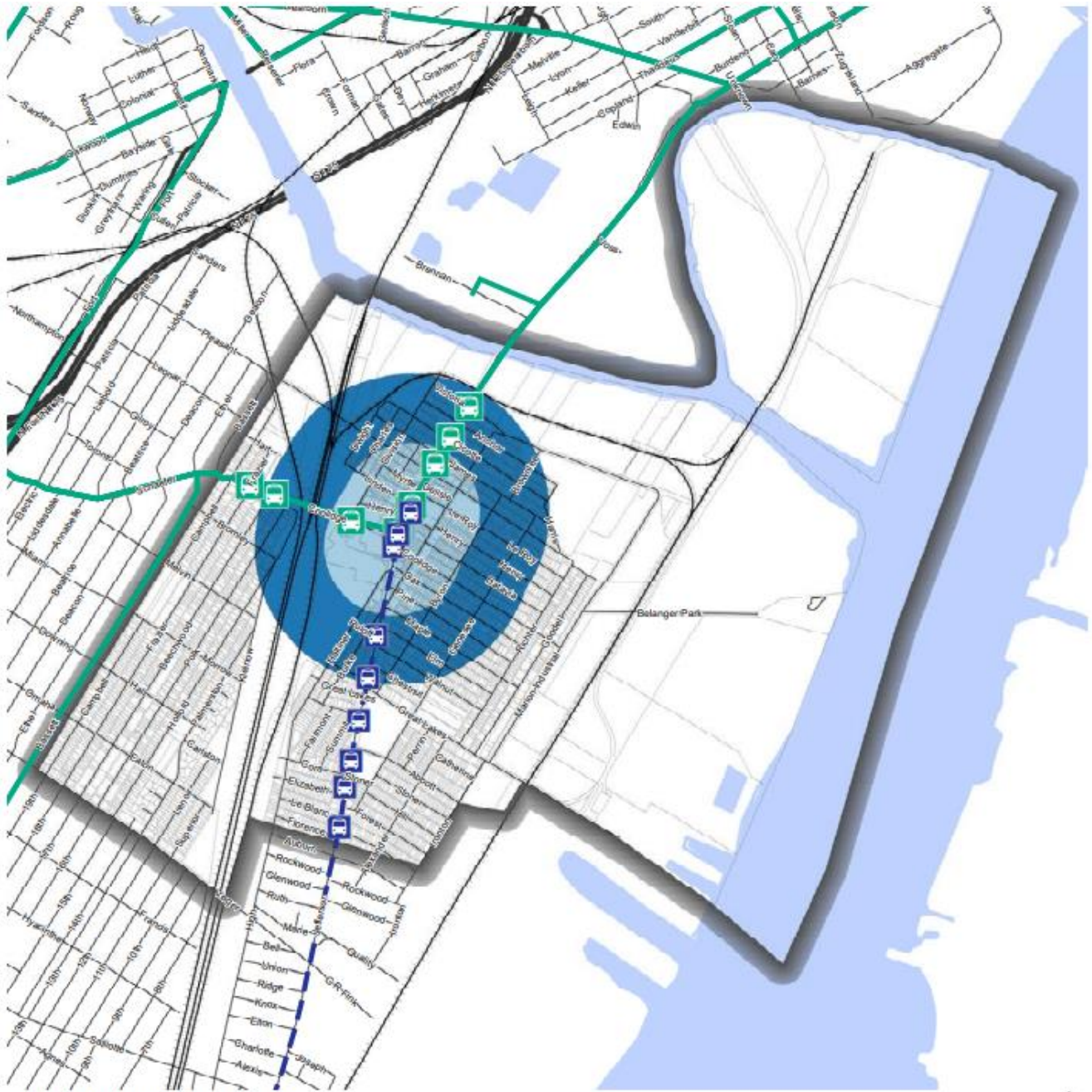
There is a similar service that complies with the American with Disabilities Act (ADA). This service is available for any person with a disability that cannot get in, ride, or get off a fixed route bus. Pick up and drop off destinations must be within three-quarters of a mile from a fixed route.

Detroit Department of Transportation's (DDOT) managed bus routes largely pass the City of River Rouge, but there is one important connection made on West Jefferson Avenue. Bus line 41 runs every hour from about 6am to 10pm Monday through Friday from the Brennan/West Jefferson stop. On Saturdays it runs every hour from 7:45 am to 8:44pm.

The bus does not run on Sundays. DDOT recently announced that it will expand six of its bus lines to 24-hour service. While this does not include line 41, it shows an understanding in the importance of serving those who do not work conventional work schedules, or do not have a car to run errands and socialize.

The "Public Transportation" map has a quarter-mile and half-mile buffer around the three bus stops in River Rouge, all of which are located downtown. Within a quarter-mile, a generally recognizable walking distance, there are 275 residential parcels, and within a half-mile, there are 869 residential parcels. That is to say that even with limited bus service, these stops have the potential to serve on average about 2,433 people, or close to 32% of residents.

Map 12. Public Transportation



RIVER ROUGE MASTER PLAN
Public Transportation

Data Sources: State of Michigan Geographic Data Library, ESRI BaseMap, Wayne County GIS, DDOT, SMART

- | | | |
|------------------|-----------------|--------------------------------|
| City Boundary | Parcels | 1/4 Mile Distance of Bus Stops |
| State Roads | SMART Bus Route | 1/2 Mile Distance of Bus Stops |
| All Roads | DDOT Bus Route | |
| Railroads | SMART Bus Stop | |
| Rivers / Streams | DDOT Bus Stop | |
| Lakes / Ponds | | |



NONMOTORIZED FEATURES

Nonmotorized features broadly refer to any piece of infrastructure that facilitate transit by foot, bicycle, or wheelchair. These features are a part of larger movement known as Complete Streets. Simply put, Complete Streets are designed for everyone, not just vehicles. Historically, the US has funneled transportation spending to highway construction and expansion for a more “efficient throughput” of vehicles. More recently, there has been push back by organizations such as Smart Growth America that streets should be designed for pedestrians, bicyclists, motorists, and public transit users of all ages and abilities. Instead of only measuring a successful road by vehicular mobility, Complete Streets look at design elements, safety, and convenience for all users. In 2010, Complete Streets legislation passed in Michigan that requires MDOT to consider multi-modal features with new road construction.

Elements of Complete Street differ by community, but common characteristics are sidewalks, bike lanes and racks, frequent and safe crossings, median islands, curb extensions, or elements that enhance the experience of using a street to encourage multi-modal transit. The idea is to reduce reliance on automobiles and shift the bias from mobility to accessibility.

Sidewalks & Streetscape Design

A complete sidewalk network has several benefits. When pedestrians have a separated path to walk, they are safer and therefore are more likely to travel by foot. If design could encourage residents to walk instead of driving, then the entire community would benefit from cleaner air, improved human health, and longer lasting road infrastructure. In addition to a complete sidewalk network, there are other features that can enhance the pedestrian experience to encourage people to walk:

- Landscaping
- Lighting
- Amenities
- Crosswalks

Existing Design Features

In the downtown, some of these streetscape design elements can be found. For example, West Jefferson features historic lampposts and benches along the sidewalk for pedestrians to rest. However, because the street is so wide and loud, a bench cannot fully serve its function as a relaxing respite. With a narrower street where cars drive at a slower speed, with a bike lane buffer, and trees or landscaping to provide shade, a bench becomes an effective and functional amenity.

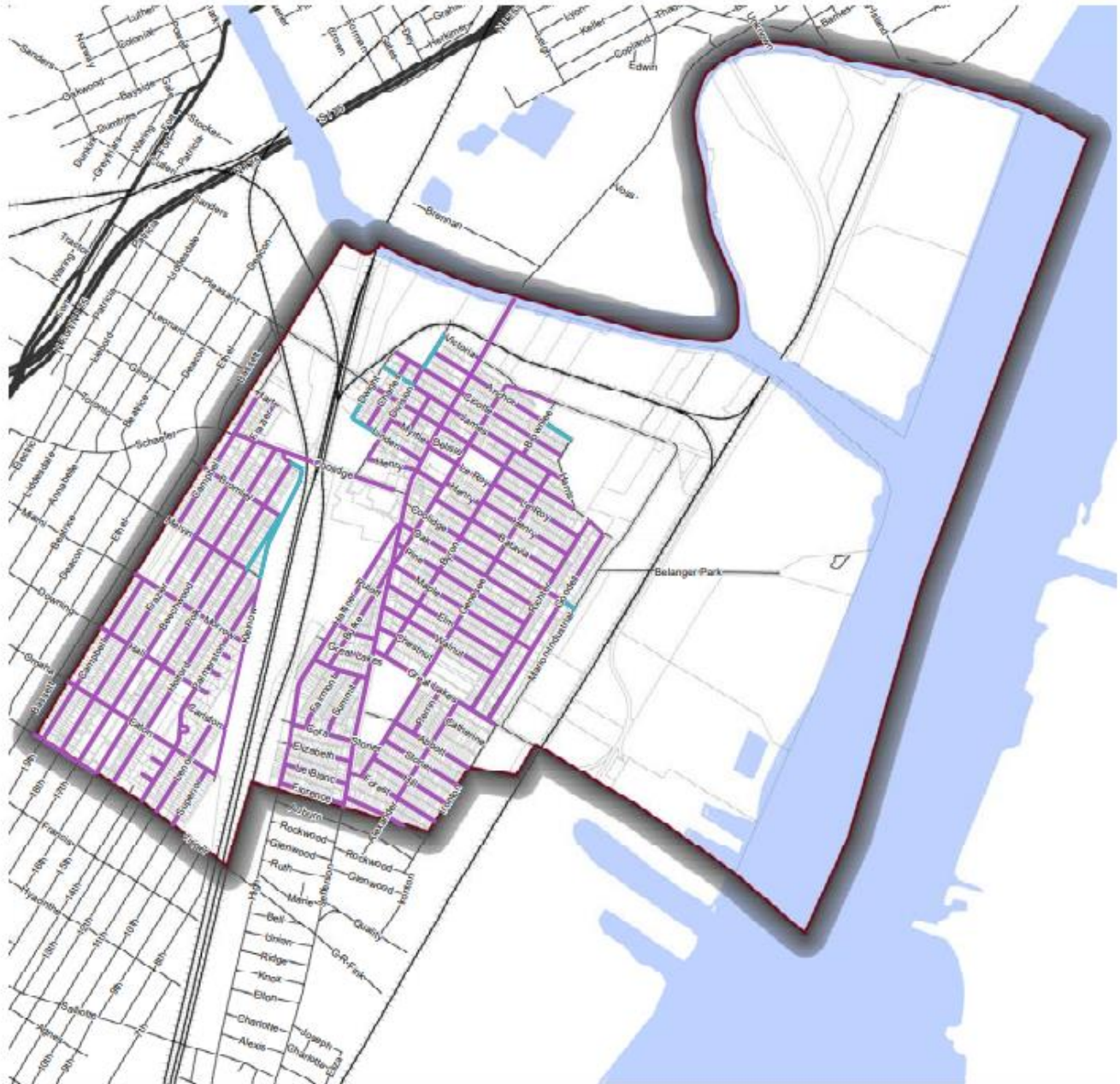
Sidewalk Network

River Rouge has an excellent sidewalk network. There are no major gaps in the sidewalks, with only a few exceptions. In front of River Rouge High School, the sidewalk jogs toward the school entrance, leaving pedestrians who wish to proceed straight without a path. Secondly, the roads that abut major industry lack sidewalks, mainly on just one side. These gaps exist on the following streets:

- Harris Street (both sides)
- Marion Avenue (both sides)
- Division Street, north of Cicotte Street (one side)
- West Pleasant, west of Dwight Street (both sides)
- Kleinow Street (one side)

A well connected and maintained sidewalk network is the first step towards a pedestrian-friendly community. In addition to a strong network, many of the residential sidewalks have a grass buffer between the street and the footpath. These grass buffers do not exist downtown, but primarily in the neighborhoods. Aside from being well connected, the sidewalk infrastructure should be well maintained.

Map 13. Sidewalk Gaps



RISING TIDE
Sidewalk Gap Analysis

Data Source: State of Michigan Geographic Data Library, ESRI BaseMap, Wayne County GIS

- | | |
|------------------|-------------------------------------|
| City Boundary | Parcels |
| State Roads | Sidewalks on Both Sides of Street |
| All Roads | Sidewalks on One Side of the Street |
| Railroads | |
| Rivers / Streams | |
| Lakes / Ponds | |



B E R T
 Beckett&Raeder

Pedestrian Routes

River Rouge is a part of the Downriver Linked Greenways Initiative (DLGI), which is a community-driven effort to improve non-motorized transportation in the Downriver area. In 2008, the DLGI updated its master plan but kept the goal of coordinating green linkages to improve the quality of life for these communities.

The North-South Connector links the Lake Erie Metropark to the City of Detroit and follows Jefferson Avenue through River Rouge to an existing link in Ecorse. For a total of 16 miles, it would continue through Wyandotte, to Elizabeth Park in Trenton, and the future Wildlife Refuge Headquarters. This would become another link in the Iron Belle Trail, the longest state-designated trail in the nation. Iron Belle Trail extends from the Upper Peninsula to the southeast Michigan. The hiking route's 1,259 miles are 72% completed, and the biking portion of the trail's 774 miles are 60% completed. In 2017, the Department of Natural Resources gave out \$350,000 in its third round of grants to communities to continue connecting missing links in the trail. DLGI was awarded \$21,000 to install signage along the trail through 10 downriver communities.

Another pedestrian route called the Rouge River Gateway Corridor would span the final eight miles of the Rouge River but runs for a total of 27 miles. The goal of this trail is to maximize recreational opportunities and show visitors the area's historical legacy. It would be a paved pathway that connected the Hines Drive trail system through Henry Ford Community College and U-M Dearborn to Ford Road and the Rouge River. Along the river there are several proposed "interpretive points" and visitor destinations such as a community organic garden, the Henry Ford estate, wildlife and fish habitat construction, etc. The river will become an example of how to convert an urban river, once heavily polluted, to a natural area that the community values.

However, in order to complete this vision, DLGI would need to obtain easements through private property to reach the riverfront.

Iron Belle Trail

The Iron Belle Trail crosses the entire state, and the portion that enters River Rouge would run along Jefferson Avenue and then west along Coolidge Highway. From there it would connect to Fort Street and through to Detroit. The trail is important to River Rouge because it places the City in a larger network of both hiking and biking trails, and provides an excellent connection to recreational space.

Bicycle Amenities

There are currently no bike lanes within the City's downtown. The few bike amenities such as bike racks are located in front of City Hall, and at both Memorial and Belanger Parks.

Possible Improvements

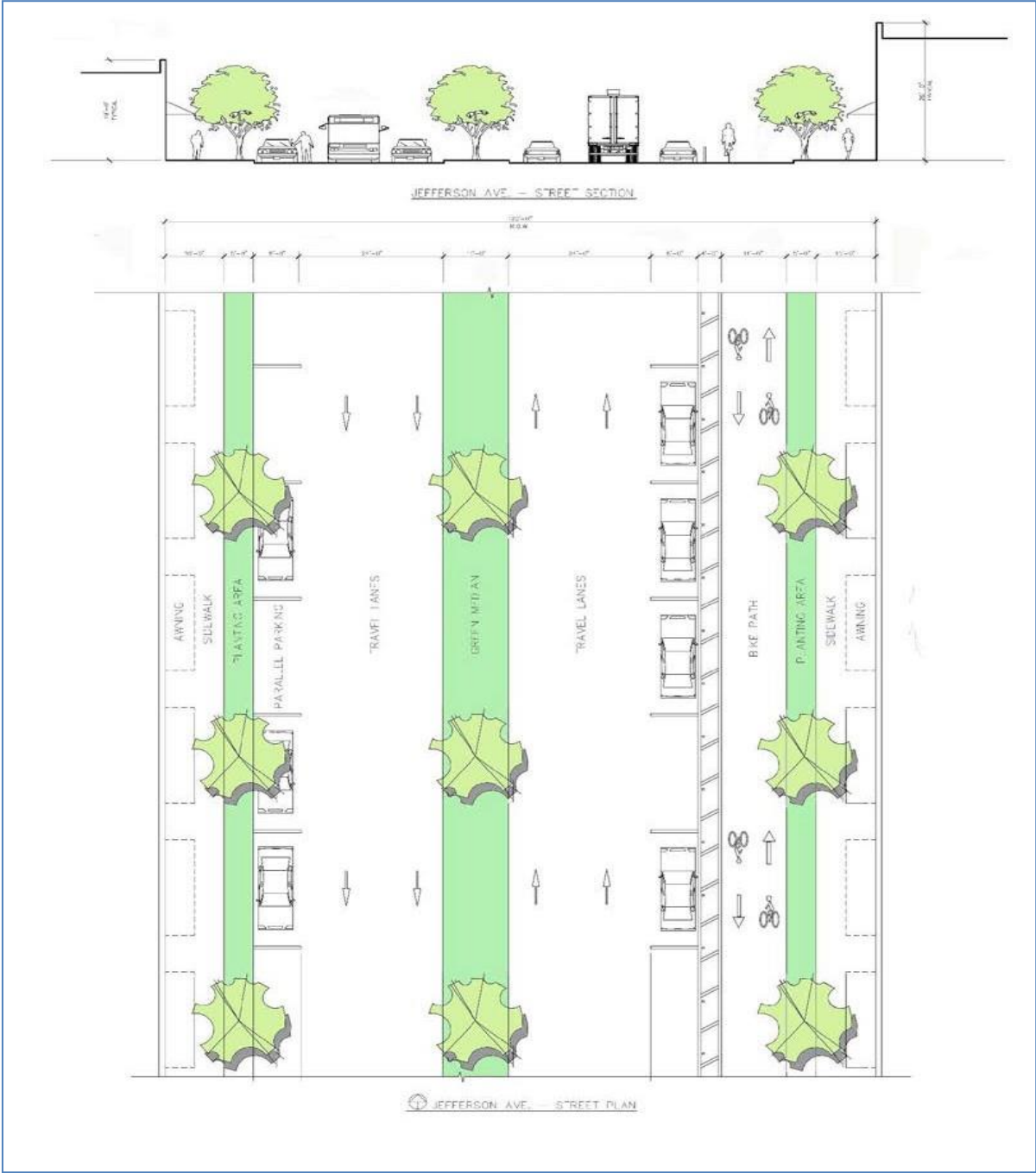
River Rouge could work to improve its landscaping as there is little to none built into the street. Along West Jefferson, there are some tree planter boxes but no examples of landscaping that improve pedestrian safety such as bulb-outs decorated with native vegetation or medians, both of which shorten the distance to cross the road and slow down vehicular traffic.

Throughout almost the entire City, there are no crosswalks, even across the five-lane corridor West Jefferson! A crosswalk provides a clear signal for where cars should stop, and a clear path for pedestrians to cross. Without a crosswalk, pedestrians are at increased risk of a dangerous interaction with a vehicle.

MOBILITY: MOVING PEOPLE AND GOODS EFFICIENTLY FROM PLACE TO PLACE.

ACCESSIBILITY: THE EASE WITH WHICH SOMETHING CAN BE REACHED OR OBTAINED

Preferred Roadway Configuration, West Jefferson Corridor



Source: River Rouge West Jefferson Corridor Plan 2016, McKenna Associates

BLUEWAYS: DETROIT AND ROUGE RIVERS

The Detroit River is about 30 miles long and connects Lake St. Clair to Lake Erie and forms the border between the US and Canada. It was once one of the busiest waterways in the world, and as a result of its proximity to heavy industry, has become an “area of concern” as determined by the US Environmental Protection Agency. An area of concern designation was due to high levels of bacteria, PCBs, metals, and oil found in the river. However, much work has been completed to protect the habitat in the last 20 years.

Due to its position as an international border, an American and Canadian collaboration have jointly funded major pollution prevention and conservation efforts, and environmental clean ups. Now it is known as the Detroit River International Wildlife Refuge, the first status of this kind in North America.

As a result of these efforts, smallmouth bass, yellow perch, and muskellunge have returned. The river now offers several species of fish and has blossomed into a well-known fish spot. Moreover, the river has also become a destination for kayakers. The 2015 Detroit River Paddling Guide describes where to stop, details about the sites along with recommended paddling routes. One route takes kayakers to River Rouge’s Belanger Park. Belanger Park is highlighted for having park amenities and a lighthouse.

In 2006, a vision for how municipalities could capitalize on this movement with paddling amenities and improved infrastructure was created, and since then, interest in paddling in southeast Michigan has grown. River Rouge is a part of water trail with over 30 destinations. This network’s increasing popularity could bring more people to the City.

Once highly polluted, the Rouge River is making a comeback. Because Melvindale has a boat launch, another suggested trip from the Detroit River Paddling Guide is to depart from Melvindale, passing River Rouge to see the heart of the steel production. Paddling up the Rouge River toward the Detroit River, one can see Fordson Island, Ford Rouge Complex, and Zug Island. This experience offers both recreation and tourism opportunities.

RAIL

There is no passenger rail that runs through River Rouge, but there are two freight lines. One is operated by Canadian National Railway (CN). CN is a Class 1 railroad, meaning that it has an annual operating revenue greater than \$256 million. This freight runs closer to the Detroit River serving the Great Lakes Steel Boat Club. The other railroad passing through the City is a privately owned freight operation run by Consolidated Rail Corporation, called Conrail for short. This train runs through the City, parallel to West Jefferson, likely to service the Shelby Steel Processing plant.

TRANSPORTATION TYPOLOGIES

Transportation typologies are categories with loose definitions that describe a driver's, cyclist's, or pedestrian's transit options and experience. Transportation typologies are based on the following criteria:

- Its physical conditions
- How it accommodates its users
- The surrounding land uses
- The development intensity

These typologies differ from the National Functional Classifications because they assess how a road is viewed by users other than drivers. These typologies are not exact but show various options for how roads can suit different user's needs. Understanding the criteria for each transportation typology assists cities in pairing them with the corresponding neighborhood and/or district to maximize all user's experience.

Main Street

West Jefferson Ave is the principal street that runs through the downtown. A main street should serve as many users as possible, in addition to drivers, and offer an attractive ambiance. Speed limits are slower to make pedestrians more comfortable, and amenities are available to enhance their experience such as benches, trees, bike racks, etc. However, in River Rouge, the main street resembles many of the characteristics of a commercial arterial. The street is so wide, it is not ideal for users other than cars.

Urban Center Streets

Urban Center Streets are also a part of the downtown and are designed to support intense development.

They also usually accommodate multi-modal transit, provide access to mixed-use development, and serve most of the parking and trucking needs of downtown.

Example

- Burke Street

Commercial Arterials

Commercial Arterials prioritize vehicular mobility between residential neighborhoods.

Vehicular mobility is usually measured by flow of traffic and speed limits, and these streets are therefore less pedestrian or bicycle oriented. This type of corridor contains retail stores with a large footprint or retail closer to the right-of-way. Because throughput is relatively high, commercial arterials are not suitable for on-street parking. They should be compatible with the character of the neighborhood, although these streets host very little residential development.

Example

- Coolidge Highway

Industrial

Mobility is highly valued on industrial streets. Speed limits are often higher than on similarly sized streets, and there is no on-street parking. Development differs on industrial streets because buildings have larger setbacks and larger footprints than commercial or residential streets. There is also ample parking to accommodate employees and larger vehicles such as trucks and semis.

Example

- Marion Avenue

Neighborhood Connector

Neighborhood connectors provide access to neighborhood commercial properties and multi-family housing. They may also serve as residential collectors, but mobility is still second to access. Some of their other purposes are to connect neighborhoods to arterials and to connect pedestrians and bicyclists to neighborhood commercial uses. There is sometimes street parking, only as a supplement to off-street parking. Overall, the neighborhood connector should balance neighborhood character with mobility. In River Rouge, these streets that primarily run east to west, and connect the neighborhoods to West Jefferson Avenue.

Example

- Batavia Street
- East Henry Street
- Linden Street

Residential

A residential street provides access to individual residential properties for motorized vehicles, bicycles, and pedestrians. They carry traffic that has a destination or an origin in a residential neighborhood. They may also offer on-street parking.

This typology helps to define the neighborhood character.

Example

- Charles Street
- Genessee Street

Alleys

Alleys are designed to provide alternative access to residential or commercial properties. Alleys may either be for vehicular access for delivery trucks, a link to rear parking, or for pedestrian use only. Their purpose is to enable service and maintenance functions in less visible locations, to accommodate one-way traffic for vehicles, and reduce the amount of access points on a street. They are not suitable spaces for parking. While alleys are perceived as dangerous places, with little effort alleys can be re-programmed into more inviting spaces.

Nonmotorized

Nonmotorized paths are separate from the vehicular right-of-way. While separate, they are usually located adjacent to high-volume traffic roads. Some may be completely separate such as a trail in a park.

Example

- Belanger Park

Emergency Routes

As shown in the “Road Classification” map, West Jefferson Avenue is the most heavily transited road in the City. Due to its width and higher velocities permitted, West Jefferson Avenue’s accessibility would make it a likely candidate for residents to use when needed to flee a city in crisis. Fires, floods, natural or man-made disasters can occur at any moment, and the City must have a plan in place that expedites an evacuation should people’s lives be in danger. While a comprehensive Emergency Preparedness Plan is warranted to hash out the details, some Planning Commissioners believe that Haltiner Street could serve as a valuable conduit to alleviate excess traffic on West Jefferson Street in the event that residents are compelled to leave River Rouge for safety reasons.

Haltiner Street intersects West Jefferson Avenue near City Hall but branches off and becomes a parallel street that can carry vehicles out of the City to West Outer Drive that connects to I-75 in Ecorse, or to Schaefer Highway north towards I-75. A portion of Haltiner Street also runs parallel to the rail line. More research is necessary to understand the tradeoffs involved in planning an effective evacuation, and educating the public on what steps to take in case of an emergency is key to saving lives.



09. ECONOMIC PROFILE

ECONOMIC TRENDS

River Rouge's economy, like the rest of the nation's, has changed dramatically over the last few decades. A shift from producing goods to producing knowledge through a college-educated workforce has several implications for economic development strategies. Because growing industries are less land-intensive, providing cheap land in the form of tax abatements is no longer the carrot it once was to attract business. Jobs are following talent now, and strategies to draw in industry are based on creating a place that fosters and retains talent, so that business will follow. The following section discusses what types of businesses are already in River Rouge and how they fare, and which types of businesses are missing.

Downtown Development Authority (DDA)

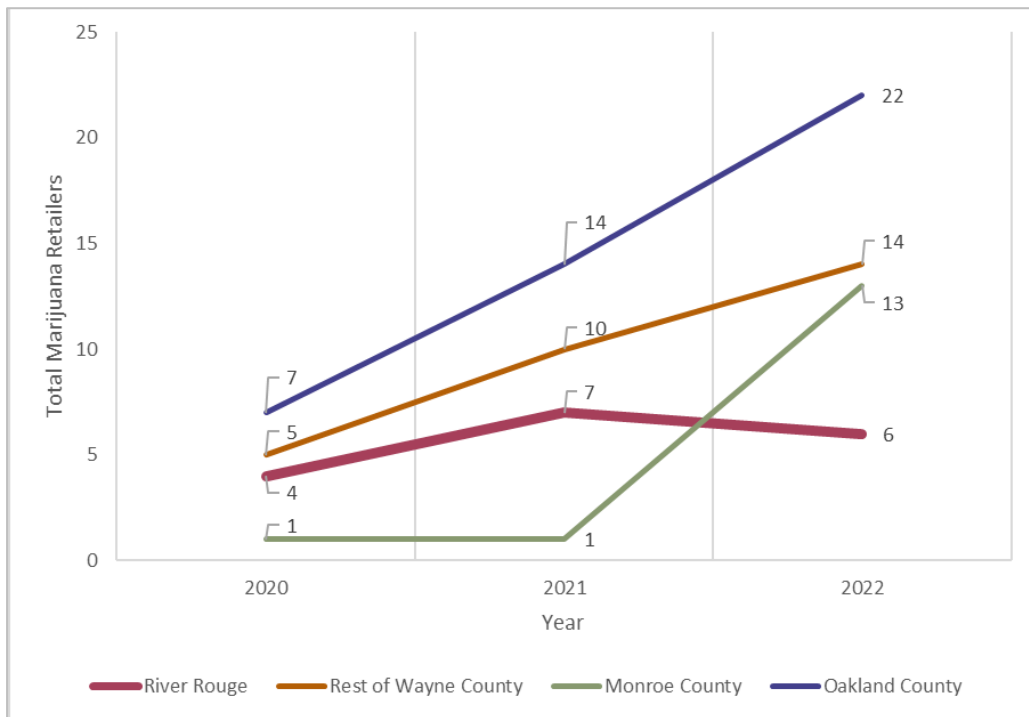
DDAs were created through the Downtown Development Authority Act, State of Michigan Public Act 197 of 1975, which was designed primarily to help spur economic growth and to encourage commercial revitalization and historic preservation. DDAs work in collaboration with the City but are in charge of programming and boosting the downtown.

There are 59 establishments within the DDAs boundaries, and as of March 2017 they had a taxable value of almost \$3.7 million. Twenty-three of those properties have a \$0 state equalization value. Of those, 17 are either City, county, state properties, and only six are privately run businesses. It will be difficult for the DDA to fund and implement significant projects under these current financial restraints.

Marijuana Industry

In January 2020, the City of River Rouge became the first city in the tri-county area (Wayne, Oakland, and Macomb) to permit recreational marijuana processing and retail.¹ The community agreed to a limited number of permits, acknowledging the community support for legalizing marijuana. Revenue from marijuana permits and accompanying property taxes now play an important role in supporting the city's finances. In 2022, the City earned \$311,000 from marijuana-related revenue. The marijuana businesses have also contributed to the development of seven (7) "tot-lot" parks in the city as a part of their Corporate Social Responsibility commitments to the community.

Figure 11. Marijuana Business Trends in River Rouge and Immediate Area



Source: State of Michigan, Treasury Department. "Adult-Use Marijuana Payments Based on Marijuana Revenues Collected in Fiscal Year" 2020, 2021 & 2022. February 2023

There are six (6) licensed corporations that own eight (8) marijuana retail businesses in the city. There are an additional 13 grow and processing businesses in River Rouge. All eight (8) retail businesses, as well as six (6) growing/processing establishments, occupy space in Downtown River Rouge, along the West Jefferson Corridor. Marijuana grow and processing businesses today occupy historically important storefronts Downtown including the Girrbach-Krwasun Funeral Home. Even though marijuana businesses improved the condition of many of River Rouge's Downtown buildings, the grow and processing businesses are private for security reasons and sealed off from public access. As such, they do not activate downtown for residents and patrons as a traditional clothing shop, restaurant, or retail shop would.

River Rouge's early and proactive stance to marijuana placed it among the first 20 municipalities in the State that embraced this new economic asset. The City attracted a significant flow of visitors from the tri-counties and across the border in Ohio. However, in recent years the economic landscape has shifted, and marijuana business has cooled down in River Rouge. In

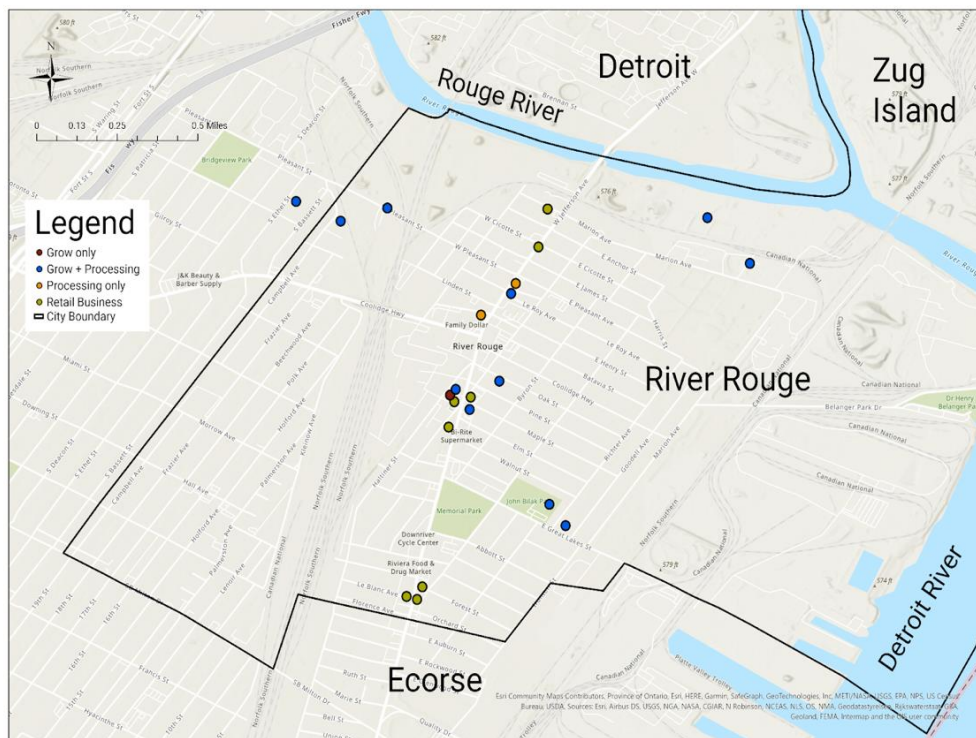
2022, one retailer ceased operations in the city, while municipalities in the area have seen a rapid growth in applications for similar operations. In 2022 alone, Monroe Township permitted 11 new marijuana retailers.

This trend represents a concern for the long-term stability of the marijuana retail tax-base of the city. Unlike established industries, recreational marijuana retail is a relatively new industry, and the supply and demand dynamics are hard to predict. The lack of historical data gives no indicators of how similar scenarios have unfolded in the past; looking at other locations may provide some indication of River Rouge's future. For example, both Colorado and Canada saw surpluses in marijuana retail in the last five (5) years, leading to several closures. Additionally, marijuana growers in Michigan already expressed uncertainty over the proliferation of retail in Southeast Michigan, worried that the market may be over-saturating itself. The added pressure of competition from neighboring cities could potentially lead to more retailers shutting in the future. In contrast to the uncertainty surrounding marijuana retail, growing/processing businesses have demonstrated a higher level of consistency in River Rouge's economic landscape.

River Rouge's venture into recreational marijuana provided essential financial support to the city in difficult times. Additionally, marijuana businesses have provided much-needed building renovations in the downtown area, which will remain as improvements even in the event the business closes.

However, marijuana's concentration downtown has ignited the community's desire for more diversified and varied retail environments along the West Jefferson Corridor, offering other goods besides marijuana. As the new marijuana industry matures, the City acknowledges the variable nature of retail operations and the need for an adaptable economic strategy that anticipates the unpredictable trajectory of this emerging market. River Rouge's resilient community is poised to launch from dependence on this industry towards a sustainable and vibrant economic landscape that resonates with the city's evolving aspirations.

Map 14. Marijuana Businesses in River Rouge



ECONOMIC GAP ANALYSIS

The Corridor Study conducted as a part of the Rising Tide project includes a gap analysis within the trade area which covers River Rouge, and a portion of Ecorse and Melvindale. This trade area overlaps with the DDA boundaries but does not entirely encompass it. It is assumed that visitors would not come to River Rouge's downtown from outside of that boundary. A gap analysis compares the demand of a good or service, based on estimated dollars spent, to its corresponding supply for goods and services. When demand exceeds supply, then a new business may be warranted to meet unmet demands. If supply exceeds demand, then there is an oversupply of a good or service which could have a few different effects on a local business. Generally, inventory that cannot be sold due to low demand is not a positive situation for a business owner.

The analysis shows that River Rouge is saturated with gas stations, fast food restaurants, bars, and liquor stores. This is a common occurrence in communities with a low median household income and high poverty rates. There is also a surplus in motor vehicle dealers. The analysis also shows that there is not sufficient demand to support new retail businesses, likely not because the residents do not wish to have retail options, but because they do not have the disposable income to support them. The demand for new establishments would be for the following:

- Automobile dealers
- Auto parts
- Electronics and appliances
- Grocery/specialty food stores
- Clothing
- General Merchandise/ Department stores
- Full-Service restaurant

These findings are validated by the community engagement survey where respondents reported that they would like to see clothing stores, department stores, and general merchandise in River Rouge.

Financial Stability

According to ESRI Business Analyst, the average River Rouge adult resident is not financially secure. Only 24% have a checking account, and only 10% have a retirement savings plan. This indicates that residents do not have a steady income, nor do they have the privilege to plan for the future. While almost 62% used a credit card in the last twelve months, most are quite responsible with using it, as the highest proportion of residents (9.9%) carry a monthly balance of less than about \$111. Still, this is not the type of economic environment that attracts retail or the commercial enterprises the community wishes to see. The priority must be on raising wages and teaching financial literacy to empower residents, and then to close the supply and demand gap.

However, there are certain essentials that residents cannot go without. Despite a low median household income, people must continue to eat and to buy clothes. In the last 12 months, 44% of residents bought men's clothing, and 42% purchased women's clothing within a 0- to 5- mile radius. 47% shopped at a convenience store in the last 6 months within a 0- to 5- mile radius. Knowing that there are no grocery stores in River Rouge explains why there is such a high percentage of convenience store purchases and goes hand in hand with demand for an adequately sized and priced

grocery store. When it comes to necessity, people don't want to have to travel far, and it becomes a quality-of-life issue if forced to do so.

Employment Hub

As of 2014, River Rouge was not an employment hub. Despite large industry, the Longitudinal Employment-Household Dynamic (LEHD) produced by the census shows that 2,579 people commute out of River Rouge for work, and 795 enter for work. Only 83 people live and work in the City. That translates to 96.9% of workers being employed outside of River Rouge. One-third of the jobs are in manufacturing, 16.9% are in utilities, and 10.1% are in transportation and warehousing. Together, those three industries comprise 57% of the jobs in River Rouge. Another 10.4% of jobs are in public administration, and 8% for retail trade. Within the City, the two largest concentrations of jobs are Shell Oil Products and Great Lakes Steel Boat Club.

The LEHD tool also tracks where people travel for work. In 2014, those who worked outside of River Rouge likely traveled southwest. Just about half of workers (49.7%) travel less than 10 miles away, and another one-third (33.9%) travel 10 to 24 miles away. The largest recipients of River Rouge workers are Lincoln Park and Wyandotte.

The next biggest employment locations are Melvindale, Allen Park, Southgate, and Romulus. This helps to explain some of the survey respondents' answers for shopping and seeking entertainment in these cities; they are already familiar with them from working there.

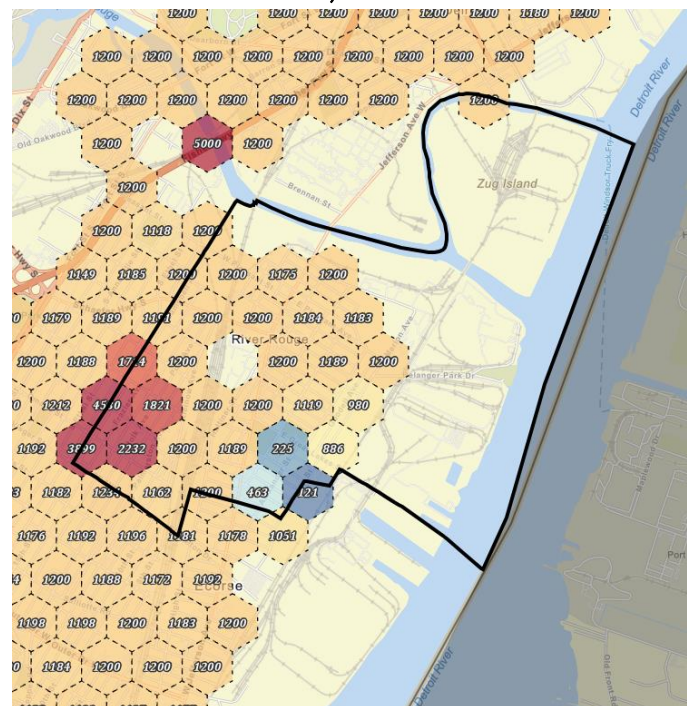
Computer and Internet Access

The term "broadband" refers to high-speed internet. Internet access is no longer an optional amenity in the modern day – it is a necessity. When people lack internet access or the ability to use a computer, they lack the ability to look for jobs, services, and information. Children now use the internet to submit homework, while seniors use it to locate aging support agencies and home contractors; this internet is no longer just for a subset of society, but for everyone. Because the internet connects us socially and economically, providing broadband in River Rouge is extremely important. Today, 66.8% of River Rouge households have internet subscriptions and broadband access of any type (cellular data plans count as a form of internet subscription).

For those who have it already, River Rouge has decently fast internet, as shown right. Most people have download speeds of 1,200 Mbps or higher, which allows you to do most basic tasks on a computer without delay. However, 2,500 Mbps is the minimum to be considered "high speed internet" and most of the city does not meet this speed.

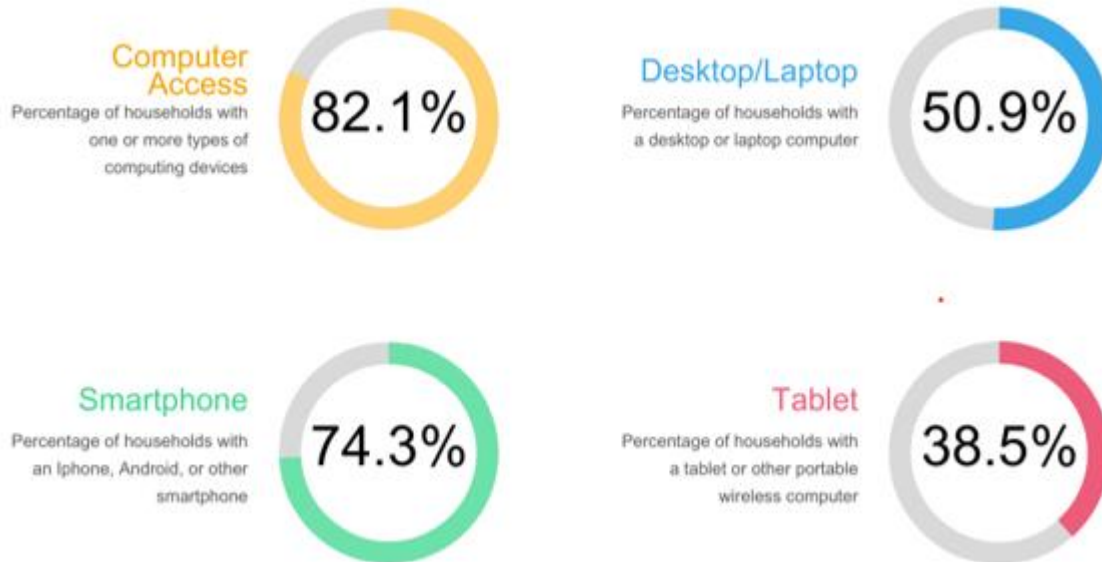
Additionally, the neighborhood to the east of Memorial Park has almost no internet access at all – this neighborhood is the highest concern going forward as the city works to improve access.

Map 15. Download Speeds in River Rouge (Mbps)
red=fast, blue=slow



There are several different technologies which provide broadband internet: satellite, fiber optic cables, radio (wireless internet), and coaxial cable. Achieving full broadband coverage in the city will likely use a combination of these different types. Today, 46.3% of households have broadband access through fiber optic or coaxial cable, while 4.6% have a satellite internet service.

Figure 12. Percentage of RR Households with Access to Computing Devices, 2021



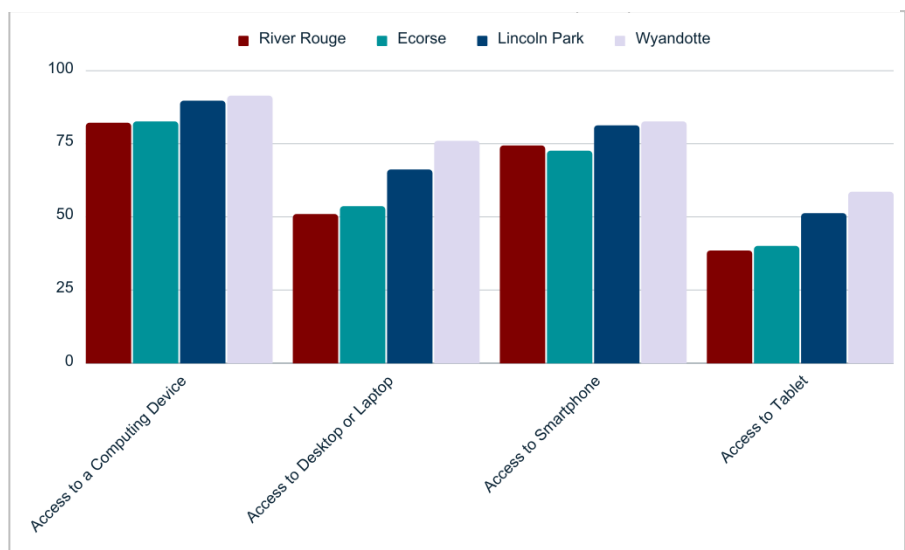
Source: ACS 5-Year Estimates Data

Computer Access & Types in River Rouge and Surrounding Communities

Having the internet is not the only piece to the puzzle of being connected – a computer, tablet, smartphone, or other device is also needed to be online. Approximately 82.1% of River Rouge households have access to one or more computing devices. 50.9% of households have access to a desktop or laptop computer, and 6.4% of households have access to a desktop or computer with no other type of computing device (i.e. a Smartphone). Those with only a computer tend to be senior residents who have a landline for their phone service. However, the most popular form of computing in River Rouge is the Smartphone - almost three quarters (74.3%) of households have access to a Smartphone, like an iPhone or Android, and 24% of households have access to a Smartphone with no other type of device.

Importantly, approximately 17.9% of River Rouge households have no computer access at all. A portion of these people have no device by choice, but the majority simply cannot afford a device. People in this group typically rely on computers at the library, schools, or their place of work.

Figure 13. Computing Device Access Across River Rouge, Ecorse, Lincoln Park, and Wyandotte, MI



Comparatively, River Rouge has the lowest percentage of computer access across households (82.1%) in relation to Ecorse (82.5%), Lincoln Park (89.6%), and Wyandotte (91.3%). This difference is most significant when comparing access to desktops or laptops; in River Rouge, 50.9% of households have access to a desktop or laptop computer, which lags behind Ecorse (53.6%), Lincoln Park (66.1%), and Wyandotte (75.9%). Additional comparisons are provided in *Table 1* and *Figure 2* below.

Table 11. Comparison of Computer Access and Type Among River Rouge, Ecorse, Lincoln Park, and Wyandotte, MI

	River Rouge	Ecorse	Lincoln Park	Wyandotte
Total Households	2887 +/- 286	3428 +/- 306	15,284 +/- 543	10,922 +/- 355
Computer Access (in percent of total households)				
Has one or more types of computing devices	82.1 +/- 5.2	82.5 +/- 6.5	89.6 +/- 1.5	91.3 +/- 1.6
No Computer	17.9 +/- 5.2	17.5 +/- 6.5	10.4 +/- 1.5	8.7 +/- 1.6

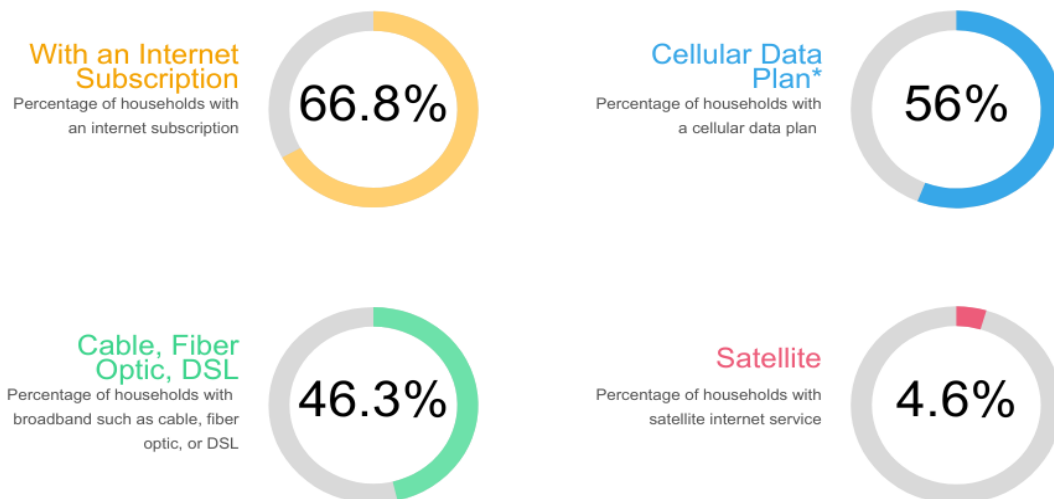
Source: Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

Internet Subscriptions & Types in River Rouge and Surrounding Communities

Approximately 66.8% of River Rouge households have internet subscriptions and broadband access of any type. 56% of households have a cellular data plan, and about 16.1% of households have a cellular data plan as their only form of internet subscription. Importantly, 33.2% of River Rouge households are without any internet subscription at all. Additional information can be found in *Table 2* below.

Comparatively, River Rouge has a slightly higher percentage of internet subscriptions (66.8%) than Ecorse (66.3%), but lags behind the internet subscriptions in Lincoln Park (76.5%) and Wyandotte (82.8%). Similarly, River Rouge has the lowest percentages of households with access to a cellular data plan (56%), compared with Ecorse (56.4%), Lincoln Park (62.1%), and Wyandotte (71.7%). Additional comparisons can be found in *Table 2* and *Figure 4* below.

Figure 14. Percentage of Households with Internet Subscriptions and Types Across River Rouge, Ecorse, Lincoln Park, and Wyandotte, MI



**16% of River Rouge community members have a cellular data plan with NO other internet subscription

Figure 15. Percentage of Households with Internet Subscriptions

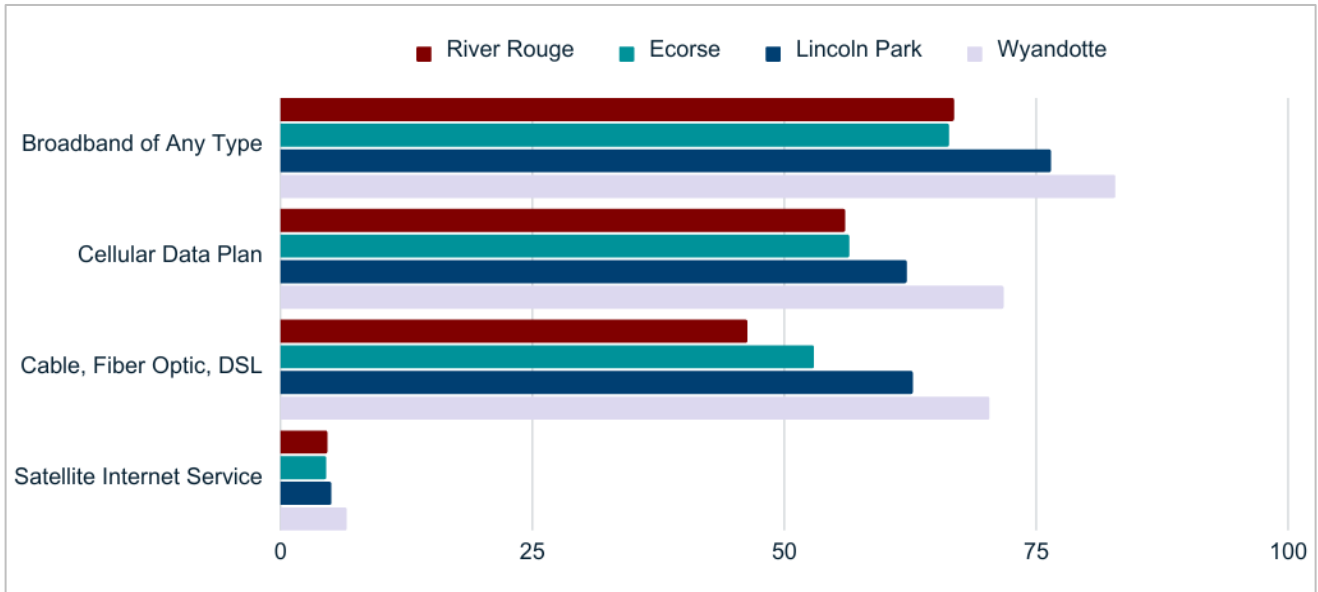


Table 12. Comparison of Internet Subscriptions & Type Among River Rouge, Ecorse, Lincoln Park, and Wyandotte, MI

	River Rouge	Ecorse	Lincoln Park	Wyandotte
Total Households	2887 +/- 286	3428 +/- 306	15,284 +/- 543	10,922 +/- 355
Types of Internet Subscriptions (in percent of total households)				
With an internet subscription	66.8 +/- 6.7	66.3 +/- 7.0	76.5 +/- 2.3	82.8 +/- 2.6
Without an internet subscription	33.2 +/- 6.7	33.7 +/- 7.0	23.5 +/- 2.3	17.2 +/- 2.6

Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

Local Barriers

Statewide, a common and seemingly contradictory issue has been identified regarding the economic plight of PRT communities. From the worker's perspective there are no jobs, and from employers expanding their operations, there are not enough qualified workers to fill new positions. This problem, of not being able to match workers to job opportunities within a given geography, is called labor mismatch, and the consequences are steep. When workers and employers cannot connect, unemployment and underemployment rise, labor force participation shrinks, and poverty becomes more prevalent. The factors that contribute to this mismatch are complicated and intertwined but there is a role for both the public and private sector in alleviating the heartache many families in Michigan face.

Combined, there are 92 vacant industrial and commercial parcels that amount to 104.5 acres in River Rouge. That makes up 2.7% of the City's total acreage. Depending on the owner's willingness to sell, the site's existing infrastructure, and the community's input, these can be evaluated as redevelopment sites.

BARRIERS TO ECONOMIC GROWTH IN MICHIGAN

Job Growth

With a historically accurate track record, the University of Michigan Research Seminar in Quantitative Economics estimates there will be almost 42,000 jobs created in 2017 and another 50,000 jobs in 2018. However, this job growth rate projection falls short of reaching residents who often remain chronically unemployed. In 2016, according to the Current Population Survey, there were 237,600 unemployed workers in Michigan— a figure that does not include discouraged workers, or those who have stopped actively looking for work because they believe there are no jobs available. In 2016, the Bureau of Labor of Statistics estimated the discouraged workers to be around 18,300 in Michigan. This leaves a gap of over 163,000 jobless Michiganders. That is to say, that job growth in itself is not a comprehensive enough indicator to describe a person's economic opportunity. Regardless of the type of occupation, there is some truth to the statement that "there are no jobs." In fact, the poverty status of families in River Rouge has increased between 2010 to 2015, from 34.5% to 38.5%, respectively, despite 5 years of job growth. Job growth has either not reached vulnerable populations yet, or worse, even as workers they continue to live in poverty. In either case, job growth alone has not improve the quality of life of a considerable amount of families in River Rouge.

Talent Pipeline

According to the 2013 Governor's Economic Summit, 85% of projected jobs will likely require a bachelor's degree between 2012-2021. Yet, Michigan has the highest rate of educated youth leaving the state; at about 4% per year that's more than double other Midwestern states. Michigan ranks in the bottom five states for the percentage of 25-34-year-olds. River Rouge sees the largest drop off of residents between the ages of 20-39.

Transportation

Transportation plays a major role in job accessibility. In 2015, the Michigan Works! for Region 9 interviewed 400 of its clients, former job-seekers. Almost half (48%) of the interviewees reported that transportation is a problem for finding and keeping a job; those with reliable access to a vehicle are more likely to be employed. Transportation by automobile is most households' second largest expense (up to \$15,000 per year), leaving those in poverty without a reliable way to connect to employment. Furthermore, in Region 9, 56% of workers with cars cannot necessarily afford repairs. The need for improved transportation networks is affirmed by the high demand.

for transportation services requested through other MiWorks! agencies, 76-92% of all requests are for transportation assistance. If this happens where there is arguably some of the best transportation networks in Michigan, imagine the impact on rural areas! *While River Rouge has two separate bus lines, the lines do not follow routes to major employment hubs such as Lincoln Park, Allen Park, Southgate, etc.*

Housing

Many communities are dealing with the complicated relationship surrounding housing values, vacancy rates, and changing tenure, and how this affects a city's prospects for attracting and retaining talent. Some MiWorks representatives working on the ground with employers also report that when companies find qualified candidates, there may not be homes available for him/her to live within the community. This is due in large part not only to a shortage post-recession, but also to a lack of housing options. Housing formats that lie along the spectrum of single-family detached homes, and large apartment complexes, are missing. For those who wish to live in a condo, townhome, loft, or midrise apartment complex downtown, they are out of luck.

As median housing values fell in River Rouge over \$30,000 between 2010 and 2015, residents who could no longer afford their homes or turned to the rental market. *With increased demand for rental units, rents nearly doubled from 2000-2015. As of 2015, two-thirds of renters were cost-burdened, spending more than 30% of their income on housing costs.* The rental market has become unaffordable to its current residents, and unattractive to newcomers. By tracking the demographic changes in the city, there is evidence that there is a gap between what new households prefer and what exists. That is to say, even if River Rouge could expand its job opportunities, it still may not be able to house new and current residents.

Education and Training

The largest labor mismatch comes from middle-skilled jobs. Over the past few decades, manufacturing decline has had devastating effects to Michigan's economy. With a rebounding economy, manufacturing and construction have seen an uptick in activity, but are hindered by an untrained workforce. Middle-skilled jobs refer to jobs that require more than a high school degree but not necessarily a bachelor's degree, typically an associates degree or some technical training. In 2015, 54% of jobs were middle-skilled, but only 48% of workers were trained for these jobs. *A 6% difference equates thousands of workers out of work.* Below, are some shortcomings in both the public and private sector that have contributed to this gap.

PUBLIC

- Federal cuts to career, technical and adults education in 2012 that are only recently filled
- Michigan state funding tied to ratio of college-bound students
- Little effort to teach soft skills

PRIVATE

- Drop in the amount of apprenticeship programs through employers eroding a pathway to middle-skilled jobs
- Less money spent employee on training and education
- Stagnating wages

Well-intentioned parents are often at the forefront of steering children away from working in factories with claims that the work is dangerous, unstable, and low-paying. Some of their trepidation stems from images of polluting factories, jobs being shipped offshore, and stagnating wages. According to a survey conducted by the non profit organization, SME, 20% of parents surveyed think manufacturing is outdated and nearly 25% think it is not well-paying, half of all respondents do not think it is exciting or challenging.

PUBLIC FACILITIES AND SERVICES

Public facilities are an important part of assessing a city's potential to grow, both in terms of population and economics. A city's economic prosperity can be limited if it does not have the infrastructure or services necessary to develop suitable housing or grow commercial capacity.

Water Supply and Capacity

The City of River Rouge's water is purchased from the City of Detroit and comes from Detroit Department of Water and Sewer's Southwest Plant located in the City of Gibraltar. The water at this plant comes from the Detroit River. No water is stored in River Rouge. As of 2015, Detroit's water quality ranked among the top ten in the country.

Wayne County has agreed to sell the state's second-largest wastewater treatment facility for \$57.5 to 13 downriver communities. The transfer from Wayne County to the Downriver Utility Wastewater Authority may have a financial benefit to the communities, who will no longer have to pay surging prices to the county. With under 80 employees, sewage from River Rouge is treated in this plant located in Wyandotte and transported through the Riverdrive Interceptor along with Ecorse, Lincoln Park, and about 90% of wastewater from Allen Park.

The sewage system's current capacity can treat 225 million gallons per day of raw sewage. The average annual flow is 65 million gallons per day which indicates that there is sufficient capacity should the communities grow, especially as the population shrinks. The treatment facility has undergone about \$300 million of investment. A state-of-the-art ultra-violet disinfection treatment process occurs before discharging it back into the Trenton Channel. No water can bypass the disinfection process prior to discharge.

Stormwater Management

Large portions of the stormwater and sewer systems are combined. This type of system can have seriously negative consequences in the event of a large storm. For example, in August 2014, when southeast Michigan received around 5 to 6 inches of rain in one day, exceeding the system's capacity to treat water. Ten billion gallons of untreated water were consequently discharged into Lake St. Claire and its tributaries.

According to Michigan Department of Environmental Quality, 44 million gallons of raw sewage from sanitary sewers, and 3 billion from combined systems, were discharged. Contaminating the water supply with sewage spreads bacteria such as E. coli, becoming a major public health issue and a threat to the quality of the region's drinking water.

Green Infrastructure

Aside from trees, as shown in the "Tree Cover" map below, there are few examples of green infrastructure within the city limits. SEMCOG produced a Green Infrastructure Vision that inventories the region for tree canopy, parks, agricultural land, wetland, riparian corridors, and access to greenery. One critical area for improvement is tree canopy coverage. Within the region, Wayne County has the lowest tree canopy coverage, and River Rouge mirrors the lowest percentage range from 0.01-20% of coverage. American Forest, a non-profit conservation organization recommends tree coverage of 40%, and this has become the standard the region strives to meet. This vision serves a framework for considering the benefits of greenery as a network.

Given that residents ranked air quality as their number one priority in regard to industrial uses, improving tree canopy cover is a logical next step. Depending on the tree type and density, trees can make residents healthier. According to a study conducted by U.S. Forest Service (in conjunction with the Davey Institute) there is a link between the reduction of particulate matter through tree canopy coverage to saving people's lives! It also finds that trees can remove up to 64.5 metric tons of particulate matter from the air.

Flooding

During a typical sized storm, the streets pond but there is not much flooding. Currently the strategy for handling a storm is for the Water and Sewer Department to inspect all of the catch basins and repair any that have been damaged. However, the department has also reported that like all of the communities in the region, River Rouge is not equipped to handle a larger storm, meaning 2 to 3 inches of rain in a short period of time.

Flooding is likely to become a larger problem for the Midwest because storms are predicted to become more severe due to climate change.

Fire Protection Upgrades

River Rouge received a \$400,000 grant from the State's Treasurer Department met with a \$150,000 local match to purchase a new fire truck. The City received the new truck in December 2017. The River Rouge Fire Department is actively involved in the Downriver Mutual Aid Association; members of this group are the participating downriver communities and make up a hazardous materials response team. Also, River Rouge is a part of the Automatic Aid agreement with the neighboring City of Ecorse Fire Department who provide mutual assistance to each other in time of need.

Map 16. Tree Canopy Cover

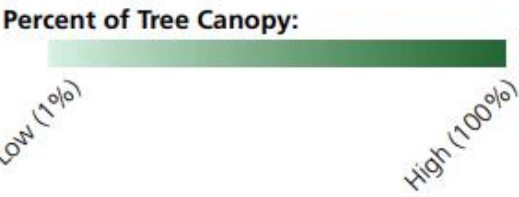


RIVER ROUGE MASTER PLAN
Tree Canopy Cover

Data Sources: State of Michigan Geographic Data Library, Wayne County GIS, National Land Cover Dataset 2011



- City Boundary
- State Roads
- All Roads
- Railroads
- Rivers / Streams
- Lakes / Ponds



B R R
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DEVELOPMENT OPPORTUNITIES

From a land-use planning perspective as well as an economic development perspective, it is important to take stock of the areas in the community that are ripe for redevelopment. This section provides an overview of the redevelopment ready sites in River Rouge as well as some of the strategies the City is using and plans to use to attract redevelopment. River Rouge fosters a supportive redevelopment culture and offers ample space for such ventures.

The Michigan Economic Development Corporation (MEDC) encourages communities to take a proactive approach to identifying and preparing properties to be redeveloped. A key element of the MEDC's Redevelopment Ready Communities Program is to identify redevelopment ready sites and strategies associated with each site. River Rouge has several sites that could be redeveloped. These sites include vacant buildings for sale, vacant land, site with space available for rent, or publicly owned land.

The "Redevelopment Ready Sites" map shows vacant residential, commercial, and industrial sites, in addition to two properties owned by the City of River Rouge. The yellow areas represent residentially zoned parcels where two or more vacant sites lay adjacent. Because River Rouge has a side lot program, that encourages residents to purchase an adjacent vacant lot for a low fee, those parcels were removed from this map.

By identifying larger or adjoining parcels, the City can package and market these areas for denser residential development.

For any potential redevelopment opportunities, it is important to collect basic data on the sites such as square footage, lot size, years vacant, available infrastructure, nearby amenities, and building characteristics. With this data, the City can approach developers and work to guide development that aligns with the city's vision.

Priority Sites

First, it is up to the community to determine what type of development it would like to see, and from there determine its development priorities. Those priorities should be the guiding framework for pursuing and/or approving new development. However, it is best to start with what is under the City's control. Property that is already owned by the city can reduce the timeline for converting land into a productive use, and help to spur private investment where development is lagging. Despite the community's financial situation, a publicly

held building provides greater impetus than an absentee property owner. Next, a city should develop relationships with private property owners who are interested in disposing their property and willing to work in alignment with the city's redevelopment goals.

Second, upon reaching out to property owners, there are several questions to consider in addition to the community's priorities. Below is a list of some data points a city should explore if it wants to remain proactive in the development process.

- Does the owner want to sell?
- Does the property have financial restrictions (back taxes, liens) that prevent the site's redevelopment?
- Are there governmental incentives available to assist the property owner, or to bring a new owner to the table?

- Is there data on the environmental conditions of the site?
- Have market studies been conducted that inform how this property could successfully be developed?

Public Properties

Daniel D. Riney Hall, located at 141 E. Great Lakes Street. It is a former ice arena that is owned by the City. There is a parking lot in front, and the building sits at the rear of the parcel. To the west of the property is John Bilak Park. The estimated size of the building is 50,200 square feet and crosses three parcel boundaries. The site is currently zoned R-1, which permits primarily single-family homes.

Post Office

The site is located at 235 Burke Street, on the corner of Burke and Oak. It was formerly a US Post Office and is owned by the City. The site features a ramp up to the front door and a rear parking lot. The estimated size of building is about 5,065 square feet, on an approximately 16,944 square foot parcel. It is zoned B-1, Central Business District.

The City has proposed that the building be re-used as a boxing gym. During the Great Recession, the city of River Rouge had to sell some of its properties that were geared towards youth activities. The goal is to bring some of those spaces back. This idea was tested through the community survey and was highly supported by residents.

Vacant Sites

In the meantime, while vacant parcels remain without structures and awaiting redevelopment, there are several temporary ways to use the site to enrich the neighborhood. Depending on the amount of space, zoning, and input from residents this space could be converted into the following uses:

- Dog park
- Community garden
- An outdoor art gallery
- Outdoor movie theatre
- Small obstacle course
- Food truck circle
- Pop-up events

All of these uses require minimal set up and take-down and are good ways to occupy a space so that it becomes an asset as opposed to an eyesore.

Map 17. Redevelopment Opportunities



RIVER ROUGE MASTER PLAN
Redevelopment Opportunities

Data Sources: State of Michigan Geographic Data Library, ESRI Basemap, Wayne County GIS, City of River Rouge

- | | |
|------------------|---|
| City Boundary | Large, Vacant Residential Properties, many with Multiple Adjacent Vacant Lots |
| State Roads | Redevelopment Sites as Identified by the City |
| All Roads | Vacant Commercial Properties |
| Railroads | Vacant Industrial Properties |
| Rivers / Streams | |
| Lakes / Ponds | |



Placemaking Efforts

River Rouge has recently made some placemaking efforts to beautify the downtown. The DDA has ordered and hung banners with River Rouge's new logo, installed planter boxes by storefronts, and hung lights to create not only ambiance but a layer of safety. Combined, these downtown additions enliven the area and signal to potential businesses that River Rouge supports the business community.

Other recommended placemaking efforts are to reduce the width of Jefferson Avenue so that it's more accessible to other modes of transit. For example, adding bike paths and a landscaped median to give pedestrians a brief respite when crossing the street offers a more pleasant experience downtown. Slowing down cars and boosting foot traffic benefits storefronts.

Artist Tours

The City of River Rouge has taken a proactive approach to finding artists to move into downtown. On a semi-regular basis, the City organizes bus tours of River Rouge, shuttling displaced artists through the downtown and to sites that can become artist lofts and/or workspace. Attracting people to the city is another important step towards spurring development projects, as retail and entertainment tend to follow people.



10. FUTURE LAND USE & ZONING

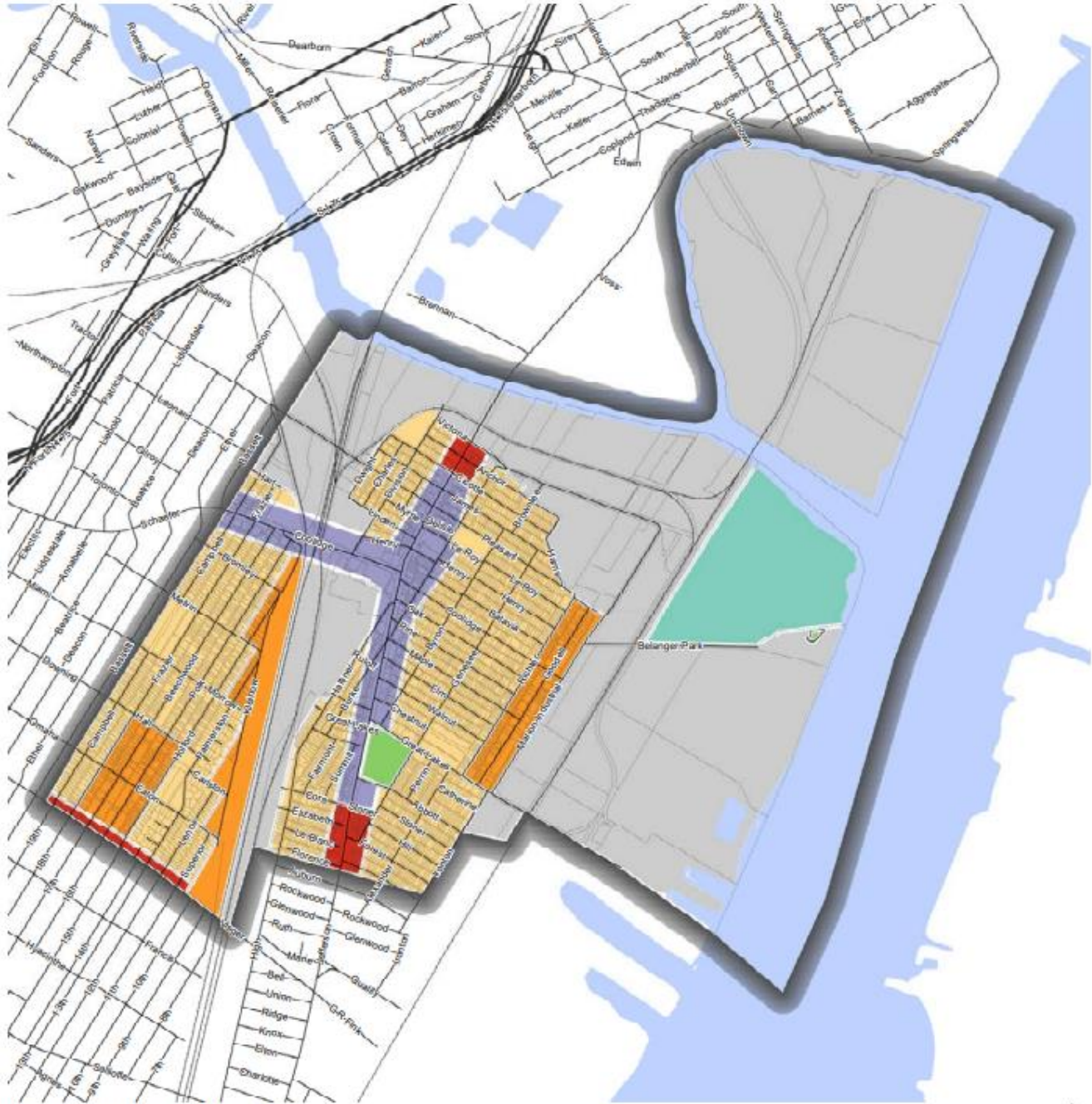
FUTURE LAND USE

This section details potential future land use and a plan for zoning changes for River Rouge to undertake in order to implement the City's vision for the future.

The Michigan Planning Enabling Act of 2008 requires the inclusion of a future land use map and zoning plan in the master plan. The future land use map and districts identify a generalized, preferred organization of future land uses in the City of River Rouge. It is a general framework intended to guide land use and policy decisions within the City over the next 15 to 20 years. It guides the development of a Zoning Plan and ultimately influences changes that may be made to the zoning ordinance. A table summarizing the future land use districts may be seen on the adjacent page.

The "Future Land Use Map" is not intended to be used to identify future land use on a parcel-by- parcel basis, but rather to identify districts that may evolve within the City. The Future Land Use Map shows the preferred locations for future development in River Rouge.

Map 18. Future Land Use



RIVER ROUGE MASTER PLAN
Future Land Use Map

Data Sources: State of Michigan Geographic Data Library, ESRI BaseMap, Wayne County GIS, City of River Rouge

- | | | |
|------------------|--------------------------|------------------|
| City Boundary | Low Density Residential | General Business |
| State Roads | High Density Residential | Industrial |
| All Roads | Mixed Use | |
| Railroads | Redevelopment Area | |
| Rivers / Streams | Recreation Conservation | |
| Lakes / Ponds | | |



Table 13. Future Land Use Districts

<i>DISTRICT</i>	<i>INTENT</i>	<i>USES</i>
Low Density	The intent of the Low-Density Future Land Use District is to provide for single-family and two-family homes in residential neighborhoods.	The primary uses are single-family and two-family residential. Other complementary uses such as cemeteries, churches, and schools would be permitted.
High Density	The intent of the High-Density Future Land Use District is to provide for denser housing options in residential neighborhoods.	The primary uses are multiple-family dwelling units such as town homes, apartments, condominiums, lofts, flats, etc.
Mixed Use Neighborhood	This new district would be to provide an opportunity for neighborhood services located within walking and biking distance to residences, while retaining the primary land use as residential.	Developments may include a mix of housing types, including multiple-family units, and complementary, essential neighborhood services
DDA Overlay	The downtown is encompassed by the mixed-use neighborhood but the overlay district can be applied to the downtown to maintain different design standards	This district should include an appropriate mixture of commercial, office, residential, entertainment, institutional, and public uses.
General Commercial	The intent of the General Commercial District is to provide for general retail and commercial uses with pedestrian- oriented nodes compatible with surrounding residential areas, but also require more parking.	This district can accommodate a mix of businesses, such as restaurants and grocery stores.
Recreation Conservation	The intent of the Recreation Conservation District is to identify and protect parkland, open space, conservation areas, and environmentally sensitive areas. This includes land not currently owned by the City identified for land acquisition or future recreation easements.	Appropriate uses include City, County, and State parkland, privately-owned forested areas, passive recreational areas, and open space.
Industrial	The intent of the Industrial District is to provide an exclusive area for light industrial uses dependent on transportation to and from the site.	Appropriate uses include small and medium plants that involve manufacturing, stamping, and machine operations.

ZONING PLAN

According to Section 2(d) of the Michigan Planning Enabling Act (PA 33 of 2008), the Master Plan shall include a Zoning Plan depicting the various zoning districts and their use, as well as standards for height, bulk, location, and use of buildings and premises. The Zoning Plan serves as the basis for the Zoning Ordinance.

Relationship to the Master Plan

As a key component of the Master Plan, the Zoning Plan is based on the recommendations of the Master Plan and is intended to identify areas where existing zoning is inconsistent with the objectives and strategies of the Master Plan, and to guide the development of the Zoning Ordinance. The Zoning Ordinance is the primary implementation tool for the future development of River Rouge. The following sections detail existing zoning regulations in the City.

Zoning Districts

In 2021, the Zoning Map was updated to exactly match the Future Land Use map as a part of the comprehensive Zoning Ordinance overhaul. At this time, a new Ordinance was adopted and all property in the city was rezoned simultaneously.

Table 9: Corresponding Future Land Uses

<i>MASTER PLAN FUTURE LAND USE DISTRICTS</i>	<i>CURRENT ZONES</i>
<i>Low Density Residential</i>	NR – Neighborhood Residential
<i>High Density Residential</i>	MFR – Multiple Family Residential
<i>Mixed Use</i>	NMU – Neighborhood Mixed Use DMU – Downtown Mixed Use
<i>Redevelopment Areas (PUD)</i>	NMU – Neighborhood Mixed Use DMU – Downtown Mixed Use RC – Recreation/Conservation
<i>General Business</i>	C – Commercial
<i>Industrial</i>	LI – Light Industrial GI – General Industrial (where appropriate)
<i>Recreation and Conservation</i>	RC – Recreation/Conservation

Green Infrastructure

Another type of standard for new developments that can be added are for green infrastructure requirements. Currently, there are few instances of greenery in the City. The City should consider incentives or requirements of developers to include added green infrastructure like rain gardens and trees as a part of the site plan review process, especially in flood-prone areas. Green infrastructure provides needed greenery in urban settings and helps to control stormwater on-site.

DDA Overlay District

River Rouge, like many communities, has different design and dimension standards for the Central Business District. Because the downtown is now encompassed by the mixed-use district, a DDA overlay district is recommended to preserve downtown's unique design.

An overlay district is a set of land development requirements that are required in the zoning district for the area in question. Overlay districts have a defined physical boundary and may add or decrease regulations, depending on the desired outcome. In this case, it would align with the DDA boundaries. The DDA overlay is superimposed on the mixed-use district in order to maintain the downtown's established characteristics. For now, the Downtown Mixed Use (DMU) district is serving this purpose, but further enhancements should be made.



11. IMPLEMENTATION PLAN

Under the direction of the Planning Commission and City Council, with citizen and stakeholder input, River Rouge has identified six overarching goals, each with a series of action steps to take in order to achieve these goals.

Because this master plan takes a 15 to 20 year approach to planning, it is anticipated that these goals and corresponding actions could take up to that amount of time to be realized. The tables on the following pages outline a planned implementation schedule for each action and includes a general time-frame for implementation, the party responsible for implementing, and priority level.

COMMUNITY VISION

RIVER ROUGE RESIDENTS ENVISION A GROWING CITY THAT MAINTAINS ITS SMALL-TOWN FEEL, WITH STATE-OF-THE-ART FACILITIES, BUSTLING SIDEWALKS, AND A FAMILY-FRIENDLY ATMOSPHERE. RIVER ROUGE WILL HAVE HOUSING FORMATS THAT SUPPORT ALL STAGES OF LIFE, CLEAN, HIGH-PAYING JOBS, AND A RELIABLE AND EFFICIENT TRANSPORTATION SYSTEM

GOALS & GENERAL APPROACH

Housing

With a central goal of providing housing that meets a variety of income and life stage needs, all of the actions listed are designed to increase housing supply. In addition to housing supply, the hope is to increasing the types of housing format to alternatives to single-family, detached homes. For example, loosening the single-family zoning restrictions to allow duplexes, restoring second-story units downtown, and allowing accessory dwelling units for residents will help to expand the variety of housing formats and therefore options for incoming and incumbent residents.

Redevelopment

The redevelopment actions are tied to the Redevelopment Ready Certification program. The goal is for River Rouge to become its own champion for redevelopment through a city-led process, as opposed to waiting for developers to approach the City. In order to get in front of development, the city must take steps towards identifying sites, documenting their current characteristics, and providing this data online as a way to market to a wider audience. The City can also look for state and county incentives that assist in expediting redevelopment.

Redevelopment also encompasses the revitalization and improvement of the City's infrastructure. Broadband access is a key part to redevelopment, as it enables the City and residents to actively participate in the City's revitalization.

Health, Environment, and Energy

Due to River Rouge's location amongst industrial uses, there is concern about the health of its residents. With the goals of improving the residents physical health, and the city's natural assets, action items are geared towards increasing opportunities for exercise, and opportunities to improve the city's air and water quality. In collaboration with Ecoworks, River Rouge has created extensive goals for improving energy efficiency among municipal buildings. The goal is to continue to build off the momentum created by this partnership and to use its successes as a way to teach future generations about the importance of responsible energy consumption.

Communication

As demographics and technology change, it is essential that a city re-evaluates its outreach methods. There are two goals under this theme that address how River Rouge can improve communication to non residents, such as potential business owners, and to its residents. Improving communication to outsiders is a matter of changing marketing tactics to spread the City's new branding, using varied media sources, and expanding tours to a wider audience.

To improve communication with its residents, the City should consider attending more events and group meetings that take place in the community. Being present in already established events outside of City Hall shows the community the City's dedication and provides additional outlets for information exchange.

Transportation

A lack of reliable modes of transportation can be a huge barrier to economic opportunity. This is a difficult area to improve because the bus lines running through the city are managed by outside entities: DDOT and SMART. With the goal of providing safe, accessible, and reliable transportation to its residents, River Rouge can focus on non motorized transit options. In addition to voicing its concerns for improved frequency of bus routes to the respective agencies, River Rouge can work to provide a bicycle network, cross walks for pedestrians, and a safe route for those who do not have a car.

Economic Development

The goals in this section are three- fold. This holistic approach to economic development focuses on improving the vibrancy of downtown, cultivating local business, and training the next generation to be successful professionals in a variety of fields.

There are several steps to take to improve the appearance and enthusiasm towards downtown. First, to enact real change, the City of River Rouge should consider hiring a part-time Community Development staff person who can dedicate time to improving downtown's prospects. Without additional attention, it will remain difficult to build momentum and advance these goals.

The recently completed 2020 West Jefferson Corridor Plan holds many design ideas for making downtown more walkable, transit-oriented, and beautiful. In addition, the physical structures can be updated and made uniform to strengthen River Rouge's image to its residents and visitors.

Increasing the number of local business owners will take time. If the City and the DDA are at the forefront of supporting and encouraging hesitant business owners, River Rouge will begin to cultivate and retain its talented residents.

HOUSING ACTIONS

GOAL	ACTION	PRIORITY LEVEL	RESPONSIBLE PARTNERS	TIME FRAME
Provide high quality housing options throughout the City that meet the housing needs of all ages, income levels, and levels of disability.	Use the TMA as a guideline for the type of tenure, number, and housing format to build (2).	Low	City, developers, DDA	1 year
	Apply for MEDC funds to rehabilitate 2nd story housing units. Target West Jefferson Avenue (9).	High	City, DDA, MEDC	1-5 years
	Change the definition for Accessory Use to include residential uses (4).	Medium	City	1 year
	Reduce the minimum floor area for studios and one-bedroom units (2).	Low	City	1-5 years
	Incorporate zoning changes that allow for disability-friendly features on residential homes	Low	City	1-5 years
	Reexamine the City's neighborhood enterprise zone program	Medium	City, Assessor	1-2 years
Reduce the presence of blighted structures within the community to improve the overall attractiveness of neighborhoods.	Continue to inventory the condition of homes every year to target funds towards any concentration of blight (15).	High	City, Building Department	Ongoing
	Institute a year-round rental inspection program to help reduce the number of blighted structures (8).	High	City, Building Department	Ongoing
	Increase both natural and built buffering standards to reduce the negative effects of industry on residential zones (4).	Medium	City, Building Department, Parks and Recreation	1-2 years

REDEVELOPMENT ACTIONS

GOAL	ACTION	PRIORITY LEVEL	RESPONSIBLE PARTNERS	TIME FRAME
Take a proactive, city-led approach to redevelopment.	Inventory potential redevelopment sites according to the Redevelopment Ready criteria (8).	High	City, DDA, EDC	Ongoing
	Prioritize sites that serve the immediate needs of residents, (i.e. grocery store, credit union). (6)	High	City, DDA, EDC	Tied to development
	Create an online directory with the redevelopment site's basic information to market to developers (2).	Medium	City, DDA, EDC	1-2 years
	Apply for brownfield redevelopment funds to make more sites available for redevelopment (0).	Low	Downriver Community Conference	1-3 years
	Consider a community benefits agreement for incoming businesses (3).	Medium	City, DDA, Employers	Contingent upon incoming business
	Consider an Obsolete Property Rehabilitation District for vacant industrial properties (0).	Low	City, EDC, MEDC	2-5 years
	Contact small-scale developers using MSHDA's approved list and invite them to tour sites identified for housing and mixed-use development (0).	Low	City, DDA, MSHDA, MEDC	2-5 years
	Develop an ordinance that regulates the expansion of fast food and liquor stores (0).	Low	City	1-3 years
	Continue to follow RRC best practices (4).	Medium	City, DDA	Ongoing
	Update the Capital Improvement Plan (3).	Medium	All City departments	1 year

	Maintain relationship with Wayne County to promote redevelopment sites (3).	Medium	City, DDA, Wayne County	Ongoing
	Continue to follow up with MI-Hi and advocate for River Rouge in future public and private broadband grants	Low	City, SEMCOG	Ongoing
	Digitize the complete City Code, and make it available for public and staff use	Low	City	1 year

HEALTH, ENVIRONMENT, AND ENERGY ACTIONS

GOAL	ACTION	PRIORITY LEVEL	RESPONSIBLE PARTNERS	TIME FRAME
Improve the physical health of River Rouge's residents.	Build a partnership with the local hospital to increase awareness about health insurance options and programs that support healthy lifestyles (6).	High	City, Southwest Service Center	Ongoing
	Create non motorized transit options to encourage residents to walk or use their bicycles (4).	Medium	City, MDOT, SEMCOG	1-3 years
	Bring exercise classes to neighborhood parks and community centers in the summer (3).	Medium	Parks and Recreation Department	Ongoing
	Install kayak launch in Belanger Park to encourage residents to participate in water sports (6).	High	Parks and Recreation Department	1-3 years
Improve and expand the city's natural assets.	Test ground water regularly surrounding industrial land uses for contamination (1).	Low	DEQ, Wayne County Health Department	1 year
	Apply for grants to expand tree canopy coverage to improve air quality and reduce instances of flooding (6).	High	Parks and Recreation Department, DNR, USDA	3-5 years
	Continue to work with Ecoworks to meet energy management goals (9).	High	EcoWorks, Michigan Energy Office	Ongoing

	Promote successes of energy savings to teach municipal staff and residents about energy efficiency (4).	Medium	City, EcoWorks, Energy Commission	3-5 years
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TRANSPORTATION ACTIONS

GOAL	ACTION	PRIORITY LEVEL	RESPONSIBLE PARTNERS	TIME FRAME
Provide a variety of safe, accessible, and affordable transportation options.	Work with SMART and DDOT to expand the time schedule and frequency of the bus service (17).	High	City, SMART, DDOT	Ongoing
	Continue working with SEMCAs transportation assistance to workers (5).	Low	City, SEMCA	3-5 years
	Plan a meeting with SMART, SEMCA, and residents to discuss how to spend annual budget (8).	Medium	SMART, SEMCA	Ongoing
	Complete sidewalk network. Prioritize sidewalks in front of schools (13).	High	City, MDOT	3-5 years
	Consider a volunteer-based ride service to assist residents in getting to appointments (9).	Medium	City	1-2 years
	Maintain painting and striping of crosswalks and bike lanes on West Jefferson Avenue	High	City, MDOT	1-2 years
	Continue expanding the non-motorized transportation connections throughout the City between key destinations (parks, groceries, etc.)	Low	City	Ongoing

COMMUNICATION ACTIONS

GOAL	ACTION	PRIORITY LEVEL	RESPONSIBLE PARTNERS	TIME FRAME
Increase awareness of River Rouge as a place of economic opportunity.	Use new branding to communicate with businesses that River Rouge is a supportive business environment (4).	Medium	Southern Wayne County Regional Chamber	Ongoing
	Expand the media outlets used to include radio, travel magazines, regional newspapers, and social media (3).	Low	Southern Wayne County Regional Chamber	<1 year
	Expand tours of River Rouge to prospective residents and/ or entrepreneurs (2).	Low	City, DDA	Ongoing
Improve communication with residents about their vision for the city.	Use social media consistently to share information with the residents (7).	High	City	1 year
	Set up booths at city events to disseminate current information and listen to resident's feedback (5).	Medium	City	Ongoing
	Plan an annual meeting with High School students for community engagement (4).	Medium	School Board	1 year
	Promote River Rouge as a place of unity, diversity, and inclusiveness (8).	High	Planning Commission, City Council	1 year
	Work with School Board to incentivize students to volunteer for the City (10).	High	School Board, City	1-2 years

ECONOMIC DEVELOPMENT ACTIONS

GOAL	ACTION	PRIORITY LEVEL	RESPONSIBLE PARTNERS	TIME FRAME
Foster a healthy and vibrant downtown.	Use the data from the 2020 West Jefferson Plan to engage entrepreneurs who manage the type of retail needed in River Rouge (4).	Medium	DDA	1-2 years
	Update zoning to reflect desired aesthetic standards for buildings related to marijuana (3).	Low	City	1-2 years
	Update zoning to limit the number of non-retail marijuana businesses in the downtown district	High	City	1-2 years
	Follow Complete Street guidelines that improve the safety, accessibility, and beauty of the downtown (2).	Low	DDA	1-3 years
	Create a Facade Improvement Program for downtown buildings (8).	High	DDA, EDC	1-3 years
	Create a vacant storefront program with local artists (8).	High	DDA, artists	1 year
	Hire a part-time Community Developer with a relevant degree (9).	High	City, DDA	2-3 years
	Consider MMLs PlacePop as a way to temporarily gauge the impact of design interventions on underutilized space. Monitor impacts (2).	Low	DDA, MML	1-2 years
Increase the number of local business owners.	Host classes that teach residents how to develop a business plan (4).	Medium	DDA, DCC	1-3 years
	Introduce the idea of worker co-operatives and provide resources for residents to learn more.	Low	U.S. Federation of Worker Co-operatives	3-5 years
	Identify and create a worker co- rental space.	Medium	DDA, EDC	3-5 years
	Promote the city as supportive to small scale retail-related businesses.	Low	DDA	1-3 years
	Provide incentives or incentive assistance for the redevelopment of downtown buildings	Medium	City, DDA	3-5 years

	Create a clear guide for people to become new business owners in River Rouge	High	City	1 year
Create a workforce that is trained for a variety of occupations.	Continue to host job fairs with varying locations within River Rouge.	High	SEMCA	Ongoing
	Teach soft jobs skills as a part of the school curriculum (0).	Low	School Board, SEMCA, United Way	Ongoing
	Promote SEMCAs Skilled Trades Training Fund and Business Services (5).	Medium	SEMCA, Regional Chamber of Commerce, Community Colleges	1-3 years
	Continue to build a relationship with the Windsor-Detroit Bridge Authority (WDBA) (4).	Medium	City, WDBA, SEMCA	Ongoing

PLAN UPDATES

This Plan will be reviewed by the Planning Commission yearly to assess overall progress and make necessary updates. Per state law, a major update will be undertaken every 5 years, and a major overhaul every 10-15 years. The Planning Department and Community Development Department staff will be responsible for progress tracking on the Actions and coordinating between partner agencies. In some cases, partnership duties will be assigned to other staff and officials if appropriate.

APPENDIX

42: River Rouge Master Plan Survey Results

River Rouge Master Plan Survey

Q1 What is ONE WORD you would use to describe the City of River Rouge?

Answered: 21 Skipped: 6

#	Responses	Date
1	Inexpensive	4/19/2017 5:16 AM
2	Fun	4/19/2017 5:10 AM
3	Industrial	4/19/2017 5:06 AM
4	Family	4/19/2017 4:26 AM
5	Resilient	4/19/2017 4:22 AM
6	Precious	4/19/2017 4:18 AM
7	Avrage	4/19/2017 4:05 AM
8	Community	4/19/2017 3:59 AM
9	Boring	4/19/2017 3:53 AM
10	The Geto	4/19/2017 3:49 AM
11	Family	4/19/2017 3:43 AM
12	Empty or stagnant	4/19/2017 3:37 AM
13	Close friends	4/19/2017 3:33 AM
14	Fluster cluck	4/19/2017 3:27 AM
15	Family	4/19/2017 3:23 AM
16	Progressive	4/19/2017 3:22 AM
17	Home	4/19/2017 3:17 AM
18	Strong	4/19/2017 2:40 AM
19	Ok	4/19/2017 2:35 AM
20	Quiet	4/19/2017 2:31 AM
21	Like	4/19/2017 2:27 AM

River Rouge Master Plan Survey

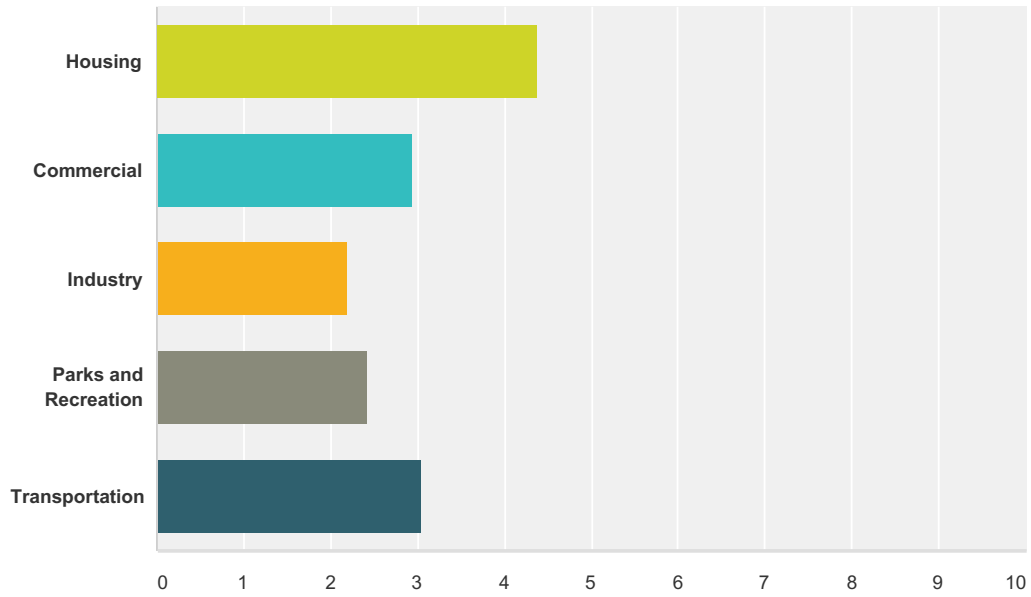
Q2 What is ONE WORD you WOULD LIKE to use to describe the City of River Rouge?

Answered: 20 Skipped: 7

#	Responses	Date
1	Bustling	4/19/2017 5:16 AM
2	Artis	4/19/2017 5:06 AM
3	Unity	4/19/2017 4:26 AM
4	Fantastic	4/19/2017 4:22 AM
5	Concerned	4/19/2017 4:18 AM
6	Depressed	4/19/2017 4:07 AM
7	Avrage	4/19/2017 4:05 AM
8	Safe	4/19/2017 3:59 AM
9	Lively	4/19/2017 3:53 AM
10	State of the Art	4/19/2017 3:49 AM
11	Family	4/19/2017 3:43 AM
12	Modern	4/19/2017 3:37 AM
13	Unique	4/19/2017 3:33 AM
14	Livable	4/19/2017 3:27 AM
15	Family	4/19/2017 3:23 AM
16	Successful	4/19/2017 3:22 AM
17	Growing	4/19/2017 2:40 AM
18	Ok	4/19/2017 2:35 AM
19	Recreational	4/19/2017 2:31 AM
20	Good	4/19/2017 2:27 AM

Q3 How do you think the City of River Rouge should prioritize the following issues? (1-top priority, 5- lowest priority)

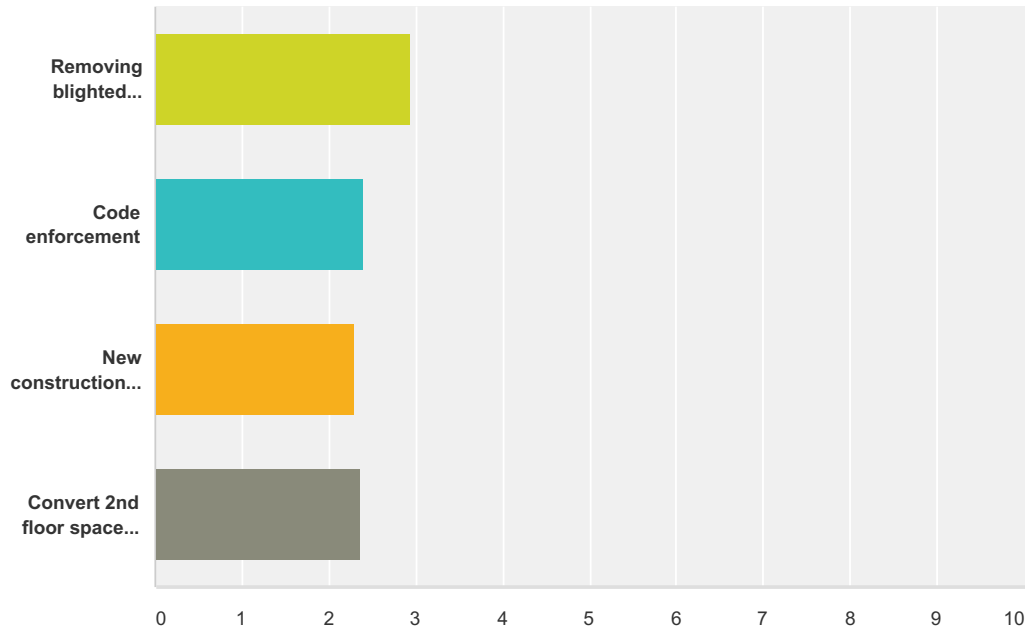
Answered: 21 Skipped: 6



	1	2	3	4	5	Total	Score
Housing	71.43% 15	14.29% 3	4.76% 1	0.00% 0	9.52% 2	21	4.38
Commercial	9.52% 2	23.81% 5	28.57% 6	28.57% 6	9.52% 2	21	2.95
Industry	0.00% 0	4.76% 1	42.86% 9	19.05% 4	33.33% 7	21	2.19
Parks and Recreation	0.00% 0	33.33% 7	4.76% 1	33.33% 7	28.57% 6	21	2.43
Transportation	19.05% 4	23.81% 5	19.05% 4	19.05% 4	19.05% 4	21	3.05

Q4 How should the City of River Rouge prioritize the following HOUSING issues? (1-top priority, 4-lowest priority)

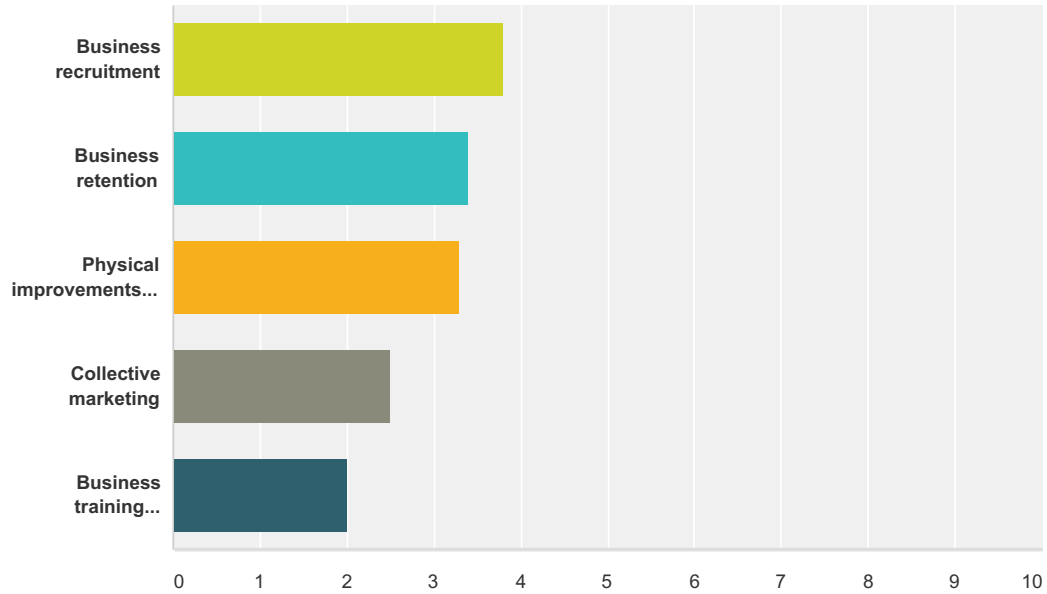
Answered: 20 Skipped: 7



	1	2	3	4	Total	Score
Removing blighted structures	50.00% 10	10.00% 2	25.00% 5	15.00% 3	20	2.95
Code enforcement	15.00% 3	35.00% 7	25.00% 5	25.00% 5	20	2.40
New construction of alternatives to single-family housing	10.00% 2	40.00% 8	20.00% 4	30.00% 6	20	2.30
Convert 2nd floor space into apartments on Jefferson Avenue	25.00% 5	15.00% 3	30.00% 6	30.00% 6	20	2.35

Q5 How should the City of River Rouge prioritize the following **COMMERCIAL** issues? (1-top priority, 5-lowest priority)

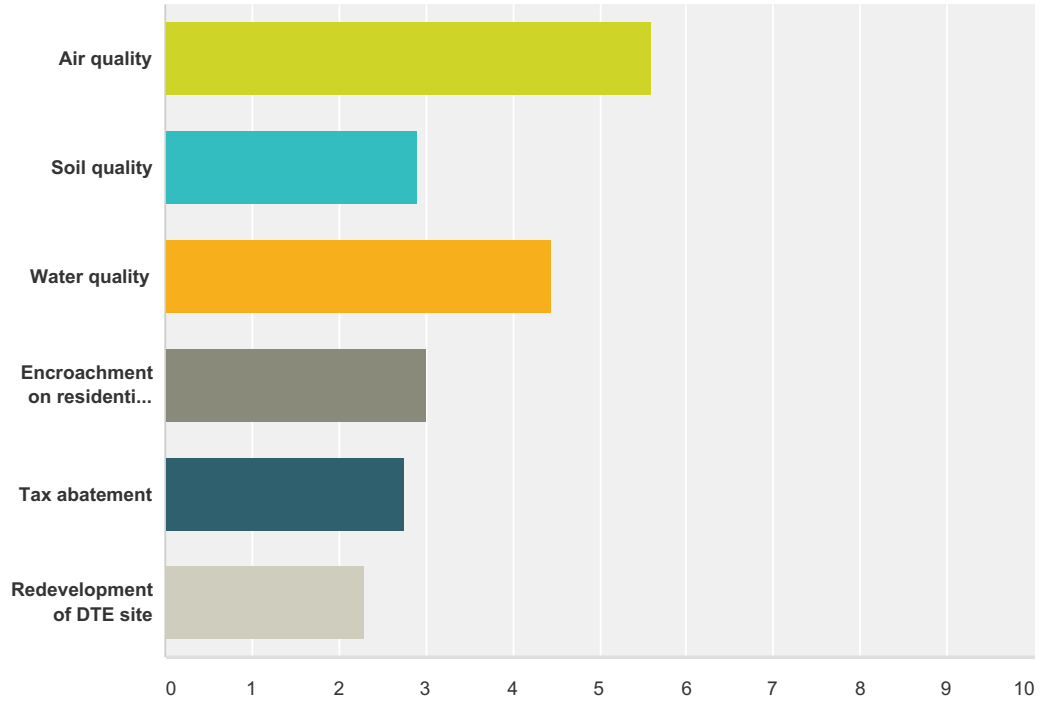
Answered: 20 Skipped: 7



	1	2	3	4	5	Total	Score
Business recruitment	35.00% 7	30.00% 6	15.00% 3	20.00% 4	0.00% 0	20	3.80
Business retention	25.00% 5	25.00% 5	25.00% 5	15.00% 3	10.00% 2	20	3.40
Physical improvements to commercial corridor	25.00% 5	20.00% 4	30.00% 6	10.00% 2	15.00% 3	20	3.30
Collective marketing	5.00% 1	20.00% 4	15.00% 3	40.00% 8	20.00% 4	20	2.50
Business training programs	10.00% 2	5.00% 1	15.00% 3	15.00% 3	55.00% 11	20	2.00

Q6 How should the City of River Rouge prioritize the following INDUSTRIAL issues? (1-top priority, 6-lowest priority)

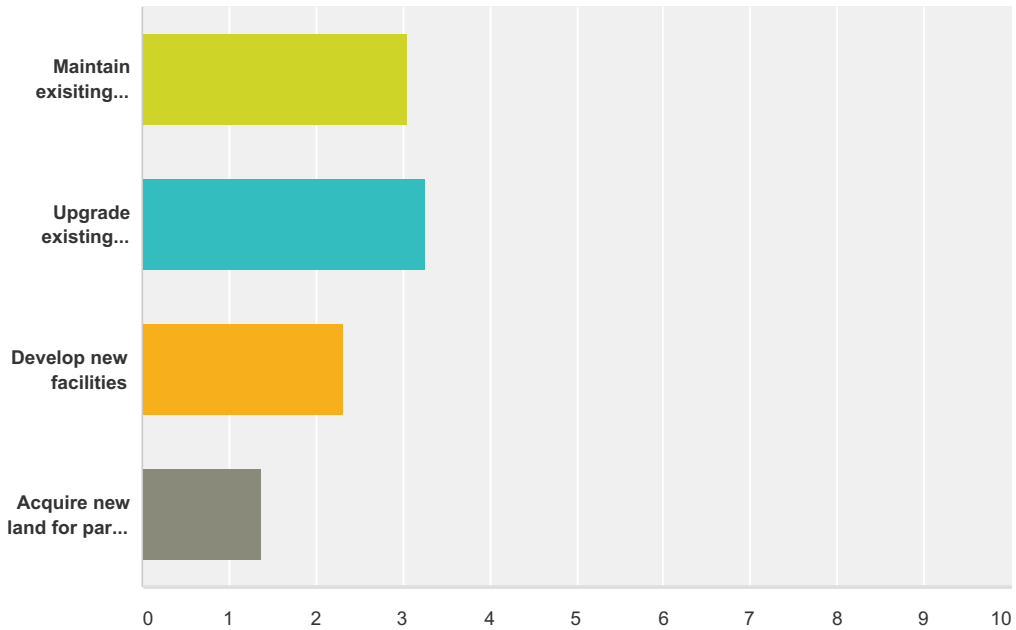
Answered: 20 Skipped: 7



	1	2	3	4	5	6	Total	Score
Air quality	70.00% 14	20.00% 4	10.00% 2	0.00% 0	0.00% 0	0.00% 0	20	5.60
Soil quality	0.00% 0	20.00% 4	20.00% 4	20.00% 4	10.00% 2	30.00% 6	20	2.90
Water quality	10.00% 2	40.00% 8	40.00% 8	5.00% 1	5.00% 1	0.00% 0	20	4.45
Encroachment on residential neighborhoods	5.00% 1	15.00% 3	10.00% 2	25.00% 5	35.00% 7	10.00% 2	20	3.00
Tax abatement	5.00% 1	5.00% 1	15.00% 3	25.00% 5	35.00% 7	15.00% 3	20	2.75
Redevelopment of DTE site	10.00% 2	0.00% 0	5.00% 1	25.00% 5	15.00% 3	45.00% 9	20	2.30

Q7 How should the City of River Rouge prioritize the following RECREATION issues? (1-top priority, 4-lowest priority)

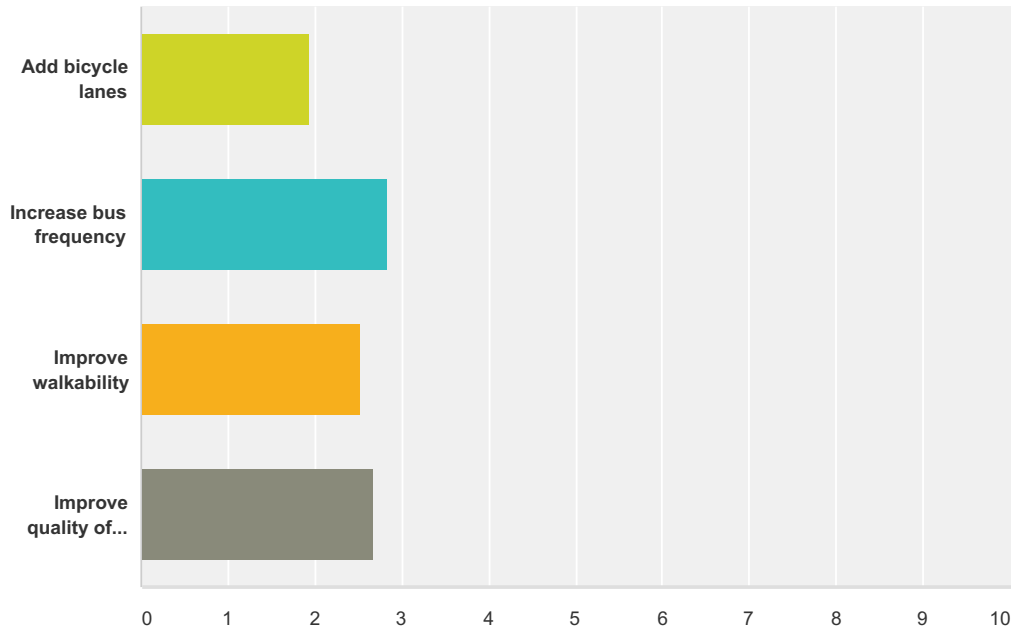
Answered: 19 Skipped: 8



	1	2	3	4	Total	Score
Maintain existing facilities	52.63% 10	10.53% 2	26.32% 5	10.53% 2	19	3.05
Upgrade existing facilities	36.84% 7	52.63% 10	10.53% 2	0.00% 0	19	3.26
Develop new facilities	10.53% 2	31.58% 6	36.84% 7	21.05% 4	19	2.32
Acquire new land for parks and recreation	0.00% 0	5.26% 1	26.32% 5	68.42% 13	19	1.37

Q8 How should the City of River Rouge prioritize the following transportation issues? (1-top priority, 4-lowest priority)

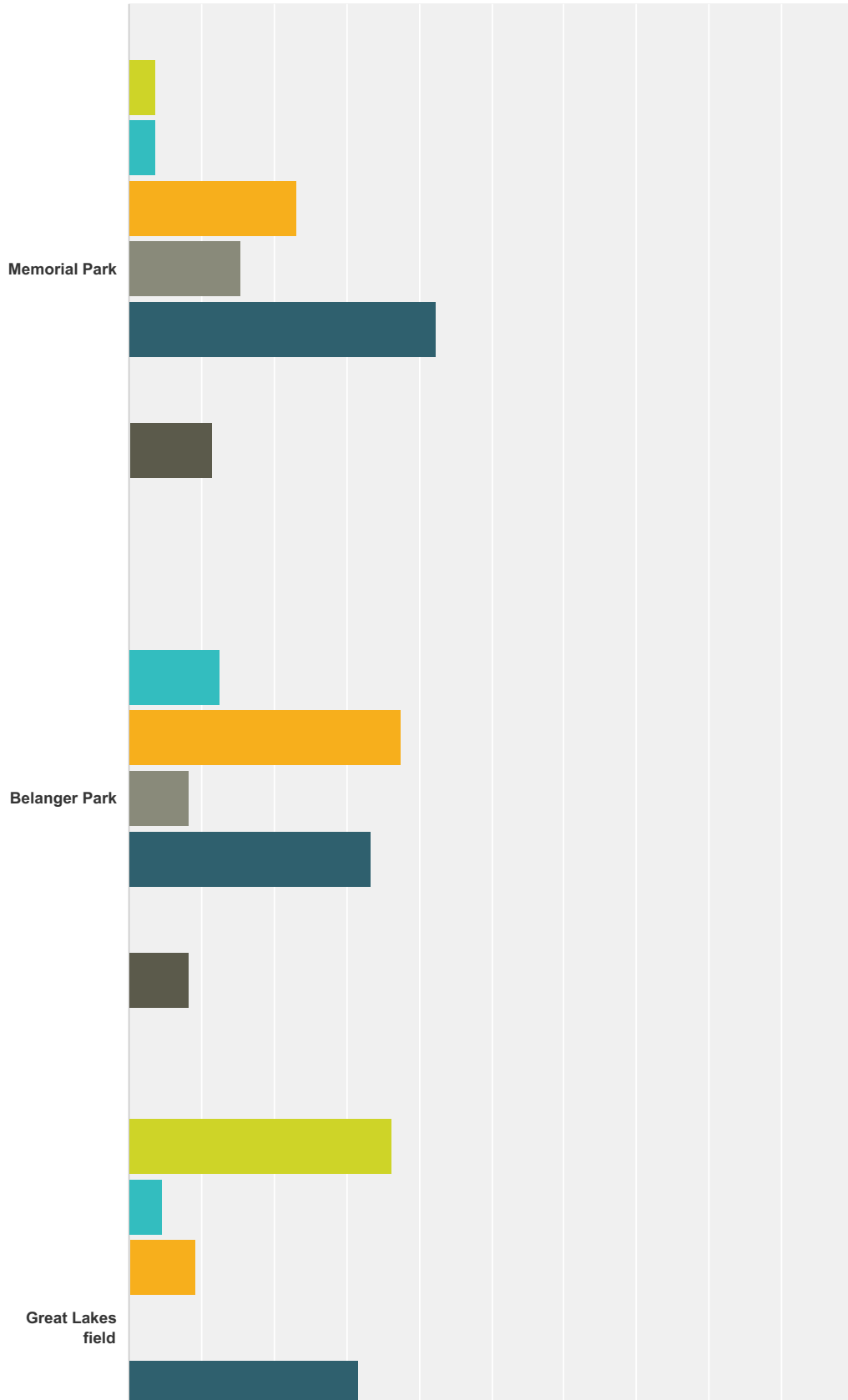
Answered: 19 Skipped: 8



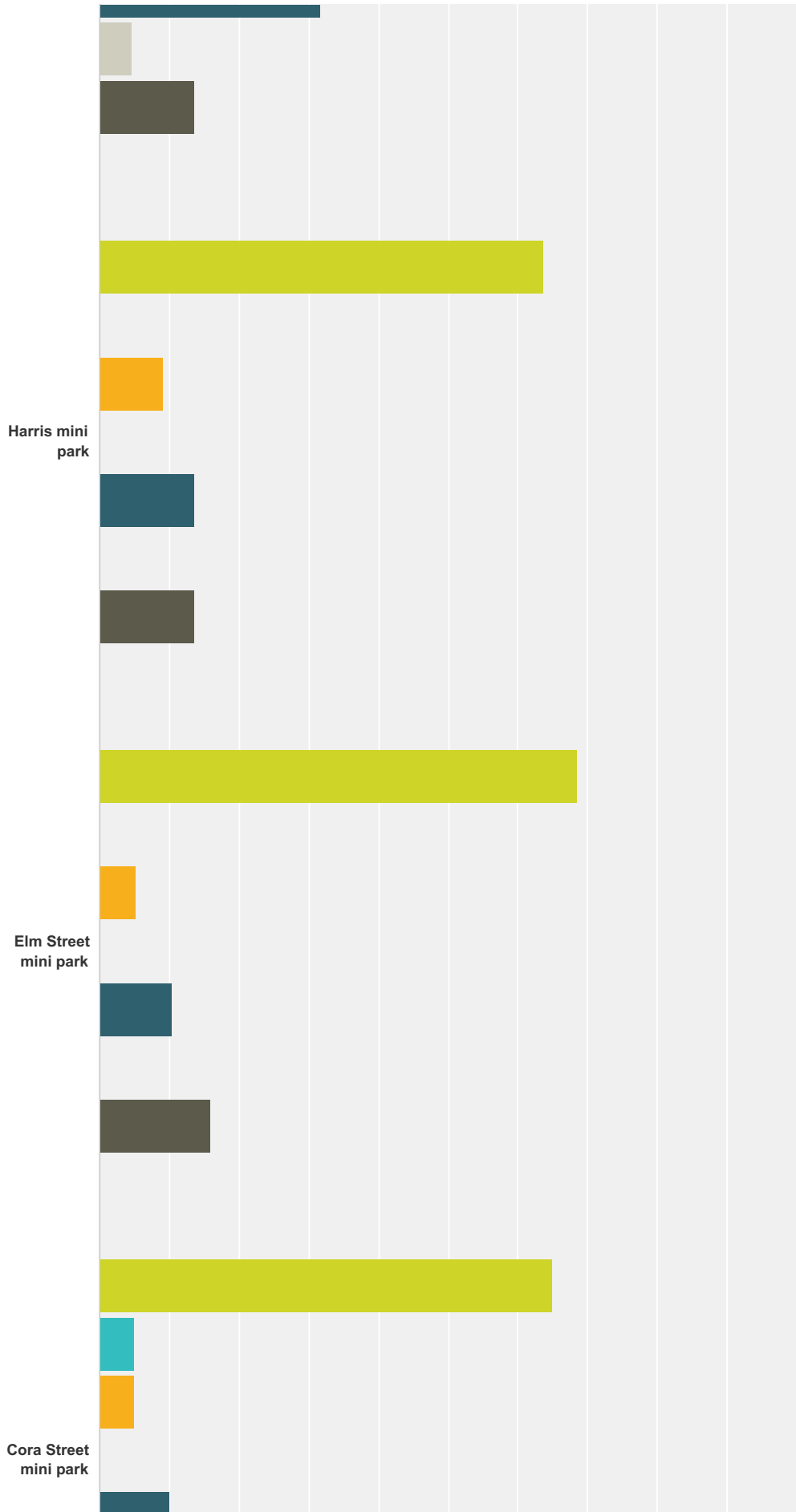
	1	2	3	4	Total	Score
Add bicycle lanes	15.79% 3	10.53% 2	26.32% 5	47.37% 9	19	1.95
Increase bus frequency	47.37% 9	15.79% 3	10.53% 2	26.32% 5	19	2.84
Improve walkability	0.00% 0	52.63% 10	47.37% 9	0.00% 0	19	2.53
Improve quality of roads	36.84% 7	21.05% 4	15.79% 3	26.32% 5	19	2.68

Q9 How often do you use the recreation facilities in River Rouge?

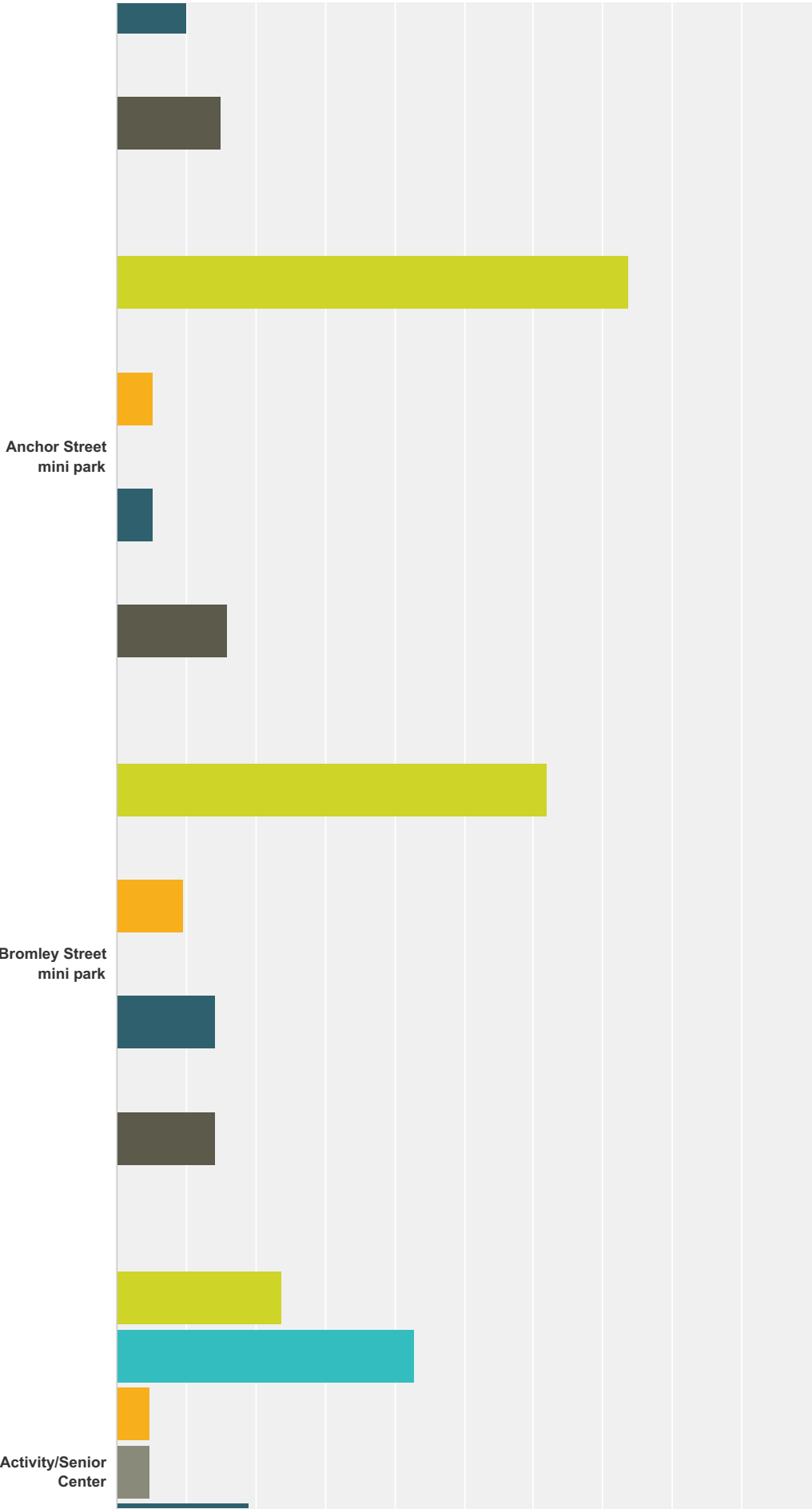
Answered: 26 Skipped: 1



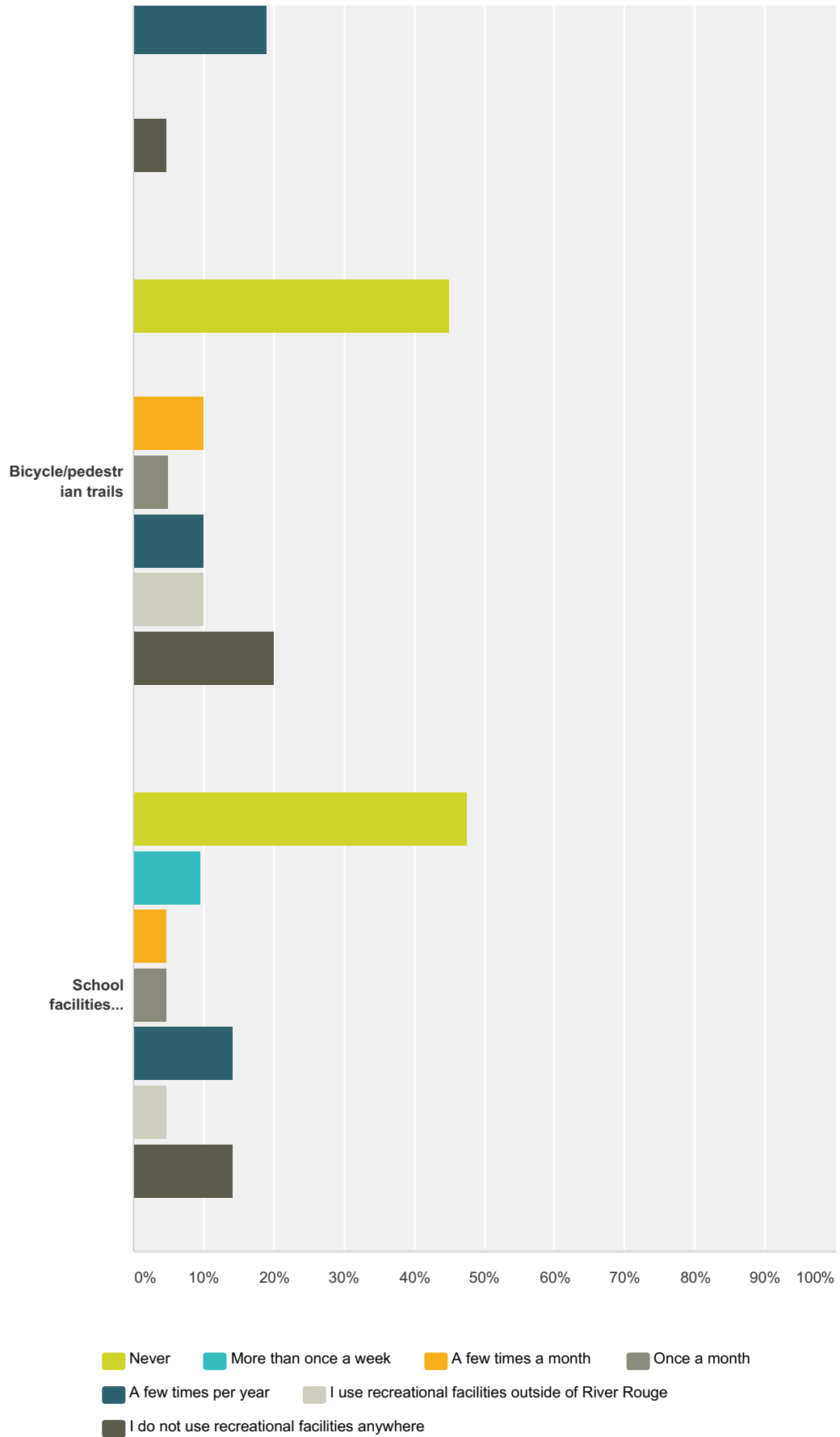
River Rouge Master Plan Survey



River Rouge Master Plan Survey



River Rouge Master Plan Survey

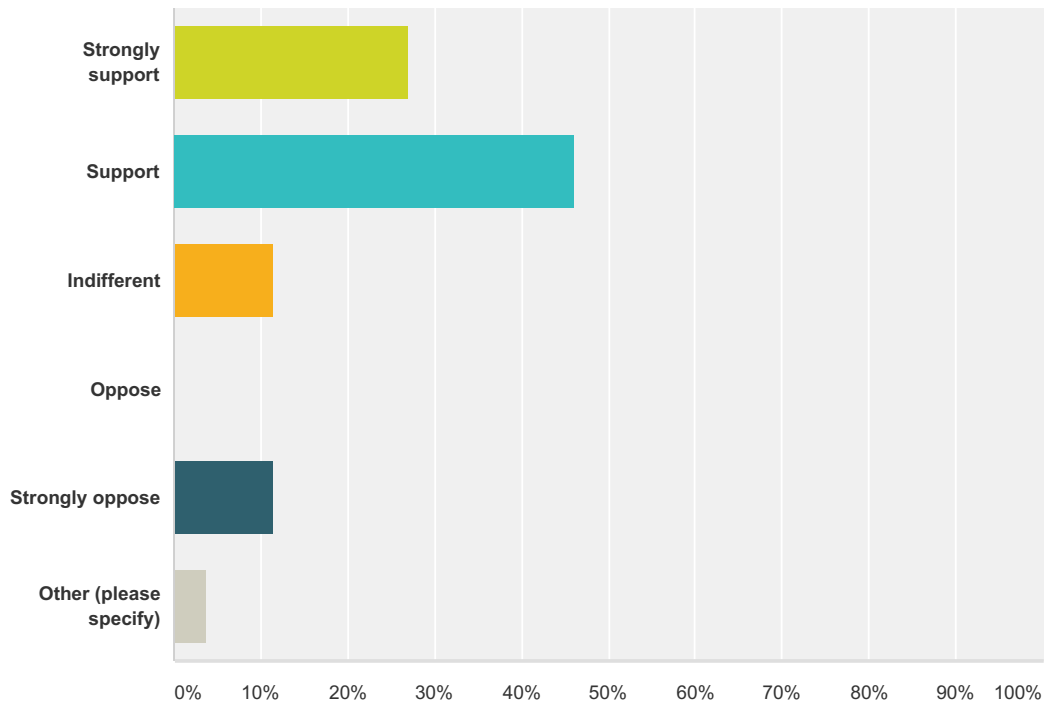


River Rouge Master Plan Survey

	Never	More than once a week	A few times a month	Once a month	A few times per year	I use recreational facilities outside of River Rouge	I do not use recreational facilities anywhere	Total
Memorial Park	3.85% 1	3.85% 1	23.08% 6	15.38% 4	42.31% 11	0.00% 0	11.54% 3	26
Belanger Park	0.00% 0	12.50% 3	37.50% 9	8.33% 2	33.33% 8	0.00% 0	8.33% 2	24
Great Lakes field	36.36% 8	4.55% 1	9.09% 2	0.00% 0	31.82% 7	4.55% 1	13.64% 3	22
Harris mini park	63.64% 14	0.00% 0	9.09% 2	0.00% 0	13.64% 3	0.00% 0	13.64% 3	22
Elm Street mini park	68.42% 13	0.00% 0	5.26% 1	0.00% 0	10.53% 2	0.00% 0	15.79% 3	19
Cora Street mini park	65.00% 13	5.00% 1	5.00% 1	0.00% 0	10.00% 2	0.00% 0	15.00% 3	20
Anchor Street mini park	73.68% 14	0.00% 0	5.26% 1	0.00% 0	5.26% 1	0.00% 0	15.79% 3	19
Bromley Street mini park	61.90% 13	0.00% 0	9.52% 2	0.00% 0	14.29% 3	0.00% 0	14.29% 3	21
Activity/Senior Center	23.81% 5	42.86% 9	4.76% 1	4.76% 1	19.05% 4	0.00% 0	4.76% 1	21
Bicycle/pedestrian trails	45.00% 9	0.00% 0	10.00% 2	5.00% 1	10.00% 2	10.00% 2	20.00% 4	20
School facilities (outside of school hours)	47.62% 10	9.52% 2	4.76% 1	4.76% 1	14.29% 3	4.76% 1	14.29% 3	21

Q10 To what extent do you support using the vacant post office building on West Jefferson as a community boxing center?

Answered: 26 Skipped: 1

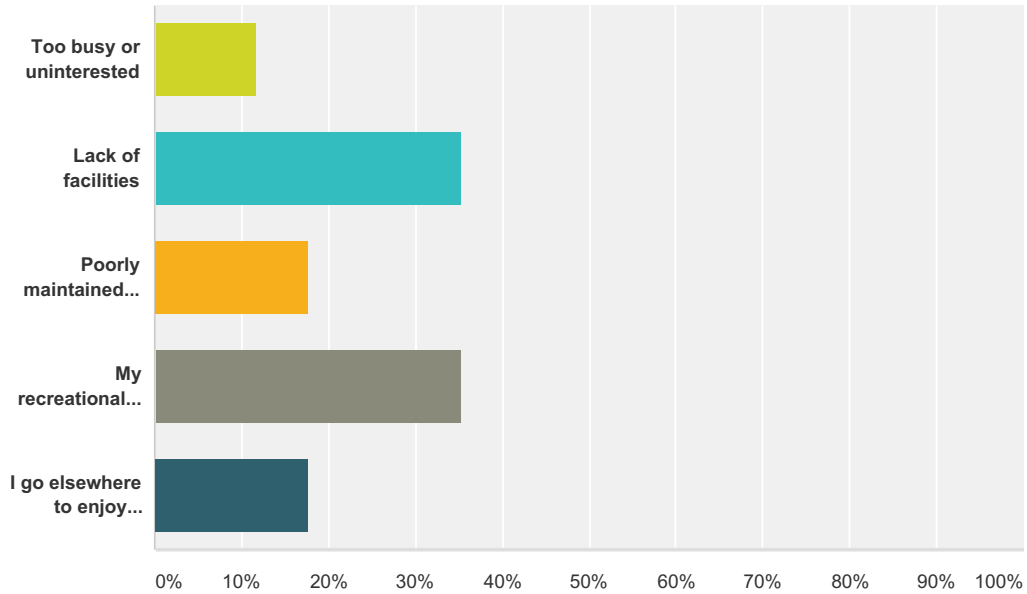


Answer Choices	Responses	
Strongly support	26.92%	7
Support	46.15%	12
Indifferent	11.54%	3
Oppose	0.00%	0
Strongly oppose	11.54%	3
Other (please specify)	3.85%	1
Total		26

#	Other (please specify)	Date
1	No extent	4/19/2017 4:07 AM

Q11 As a River Rouge resident, what prevents you from using recreation facilities more frequently? Please check all that apply.

Answered: 17 Skipped: 10

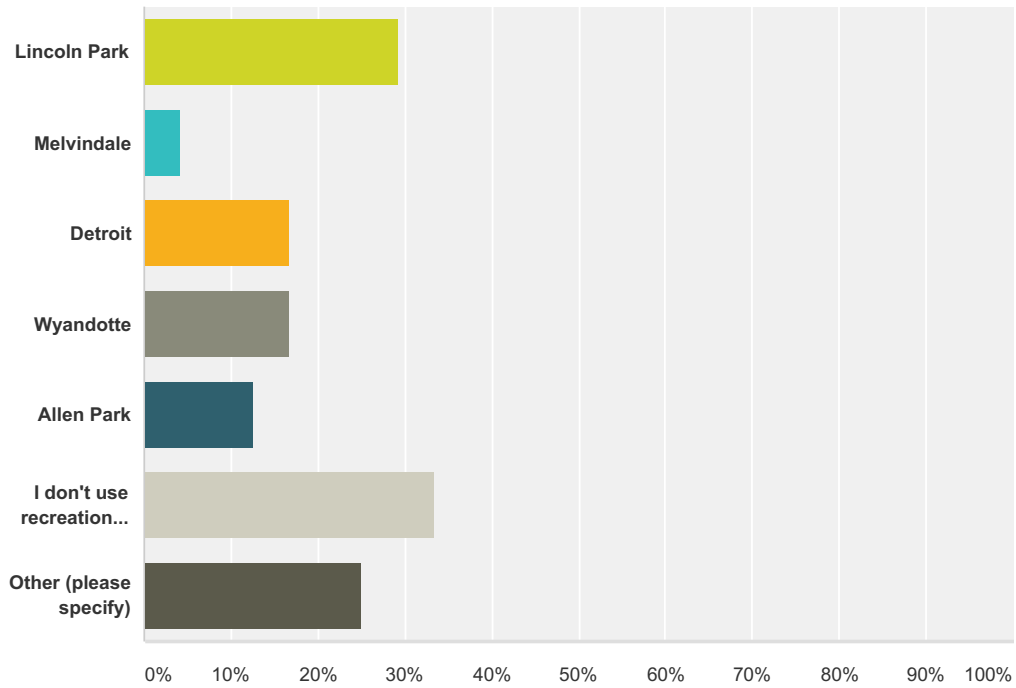


Answer Choices	Responses
Too busy or uninterested	11.76% 2
Lack of facilities	35.29% 6
Poorly maintained facilities	17.65% 3
My recreational needs are met	35.29% 6
I go elsewhere to enjoy recreational facilities	17.65% 3
Total Respondents: 17	

#	Other (please specify)	Date
1	Health	4/19/2017 4:05 AM
2	I walk daily to the bridge	4/19/2017 3:53 AM
3	I am elderly and don't drive anymore.	4/19/2017 3:37 AM
4	Health reason-not too ambulatory	4/19/2017 3:33 AM
5	Need recreational provisions for adults	4/19/2017 3:22 AM
6	Transportation	4/19/2017 2:44 AM
7	not into recreation	4/19/2017 2:16 AM

**Q12 If you use recreation facilities outside of River Rouge, where are they located?
Please check all that apply.**

Answered: 24 Skipped: 3

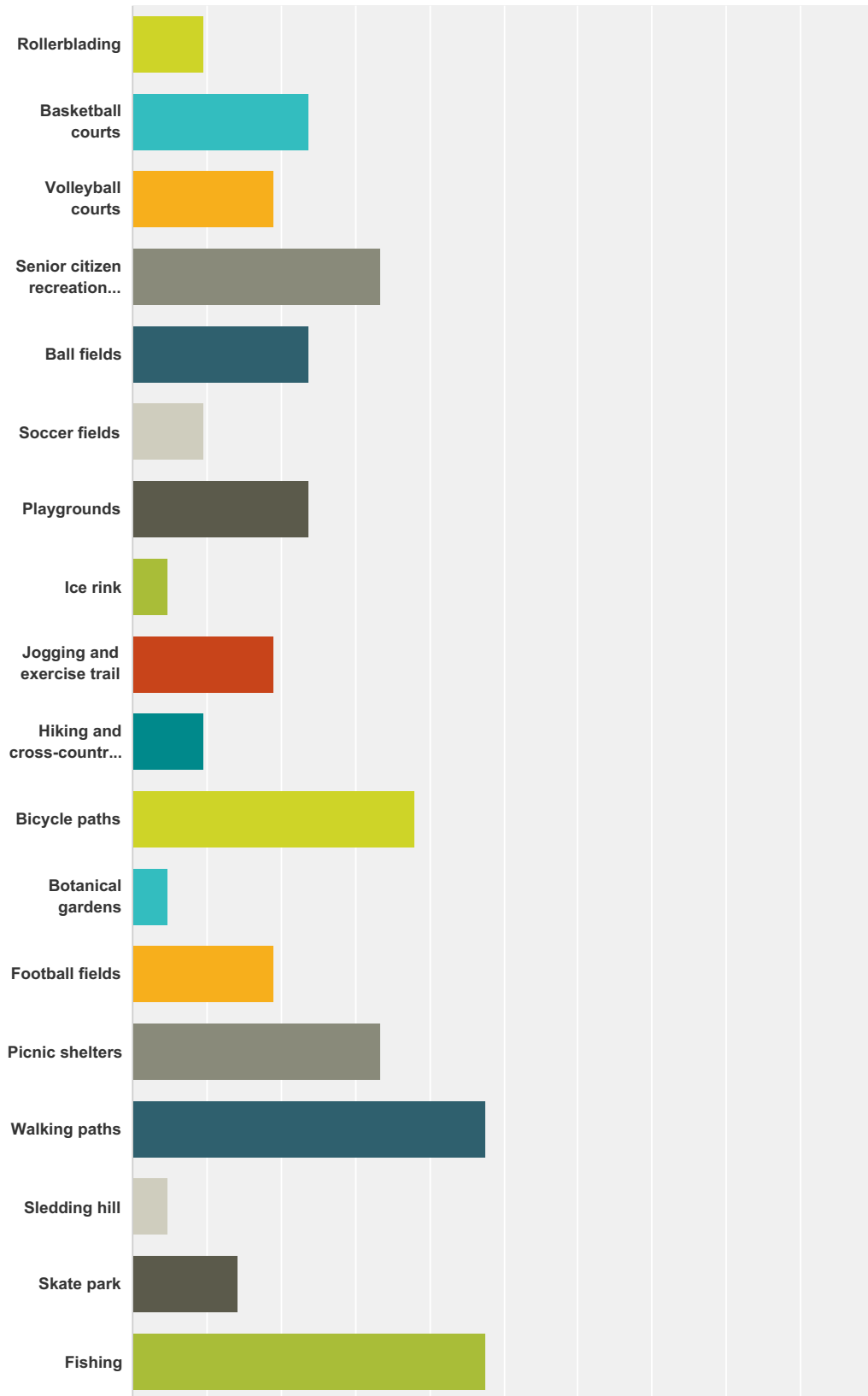


Answer Choices	Responses
Lincoln Park	29.17% 7
Melvindale	4.17% 1
Detroit	16.67% 4
Wyandotte	16.67% 4
Allen Park	12.50% 3
I don't use recreation facilities outside of River Rouge	33.33% 8
Other (please specify)	25.00% 6
Total Respondents: 24	

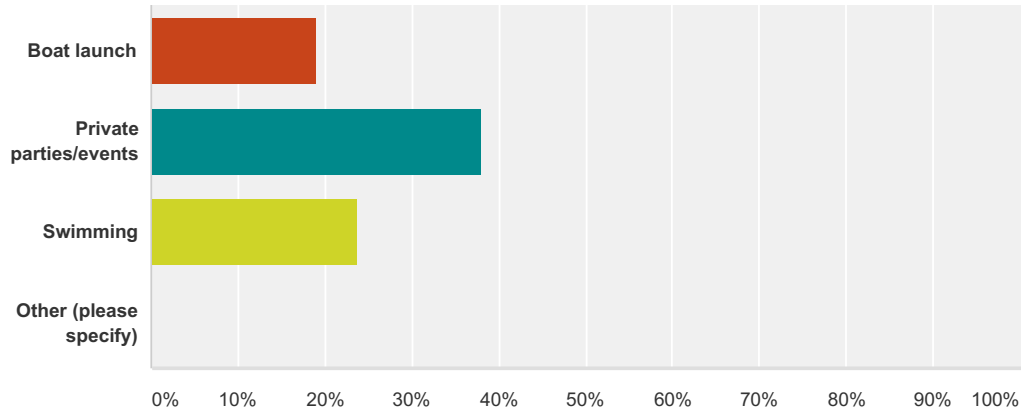
#	Other (please specify)	Date
1	Southgate	4/19/2017 4:26 AM
2	Flat Rock- Woodhaven	4/19/2017 4:22 AM
3	Taylor- Heritage Park-They allow my dogs	4/19/2017 3:49 AM
4	visit Belanger Park occasionally	4/19/2017 3:33 AM
5	swimming and exercise facilities elsewhere	4/19/2017 3:22 AM
6	not into recreation	4/19/2017 2:16 AM

Q13 What types of activities do you regularly use recreational parks and facilities for? Please check all that apply.

Answered: 21 Skipped: 6



River Rouge Master Plan Survey

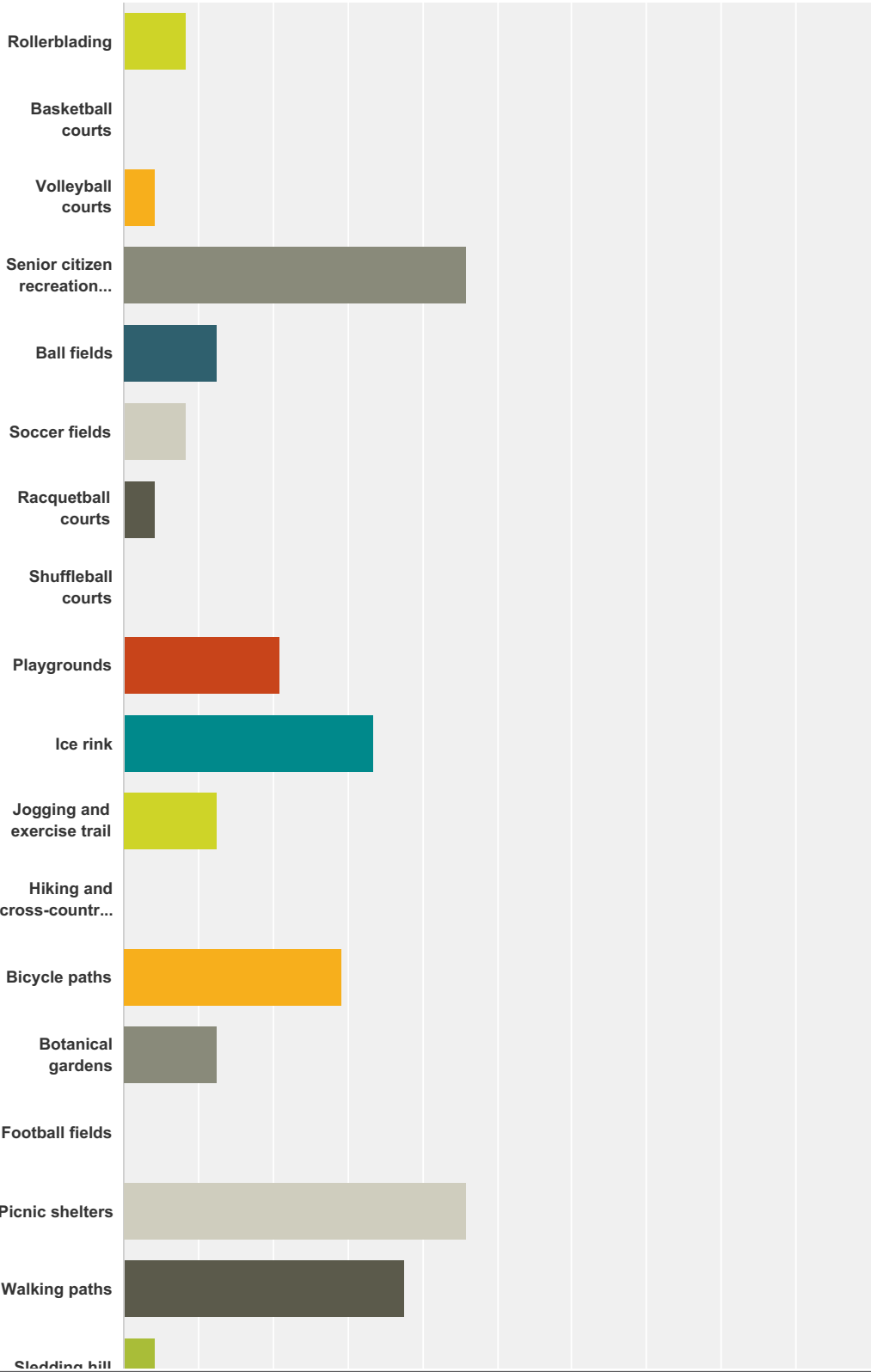


Answer Choices	Responses	
Rollerblading	9.52%	2
Basketball courts	23.81%	5
Volleyball courts	19.05%	4
Senior citizen recreation center	33.33%	7
Ball fields	23.81%	5
Soccer fields	9.52%	2
Playgrounds	23.81%	5
Ice rink	4.76%	1
Jogging and exercise trail	19.05%	4
Hiking and cross-country ski trail	9.52%	2
Bicycle paths	38.10%	8
Botanical gardens	4.76%	1
Football fields	19.05%	4
Picnic shelters	33.33%	7
Walking paths	47.62%	10
Sledding hill	4.76%	1
Skate park	14.29%	3
Fishing	47.62%	10
Boat launch	19.05%	4
Private parties/events	38.10%	8
Swimming	23.81%	5
Other (please specify)	0.00%	0
Total Respondents: 21		

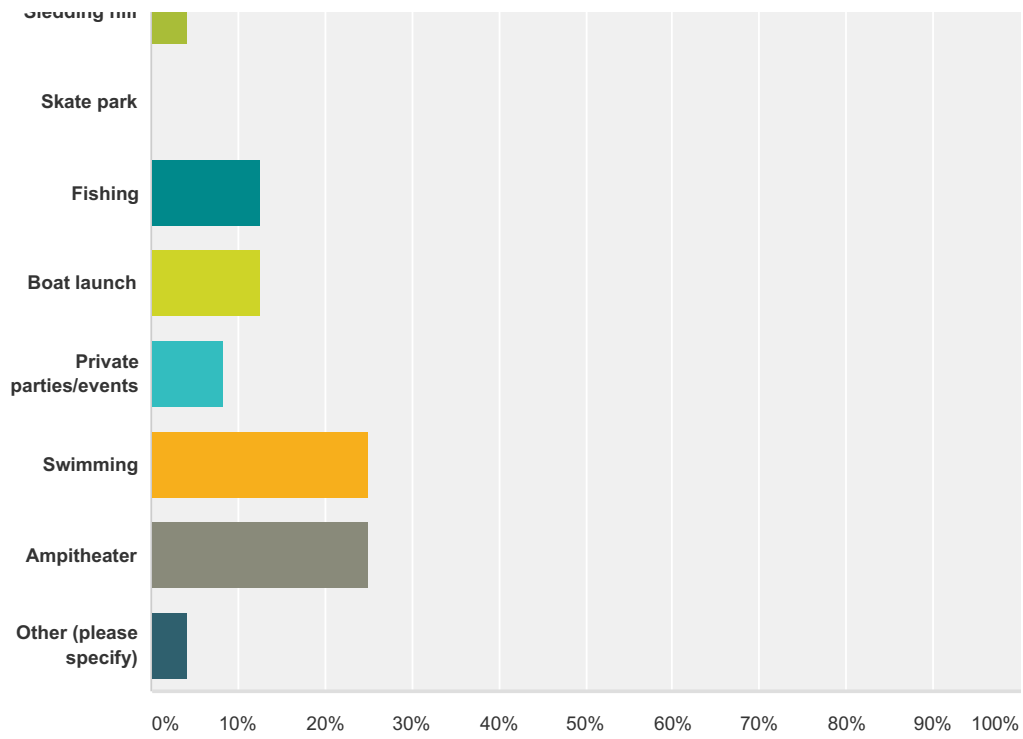
#	Other (please specify)	Date
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Q14 Please indicate which of the following facilities and activities River Rouge should plan for and/or develop further. Please check all that apply.

Answered: 24 Skipped: 3



River Rouge Master Plan Survey



Answer Choices	Responses
Rollerblading	8.33% 2
Basketball courts	0.00% 0
Volleyball courts	4.17% 1
Senior citizen recreation center	45.83% 11
Ball fields	12.50% 3
Soccer fields	8.33% 2
Racquetball courts	4.17% 1
Shuffleball courts	0.00% 0
Playgrounds	20.83% 5
Ice rink	33.33% 8
Jogging and exercise trail	12.50% 3
Hiking and cross-country ski trail	0.00% 0
Bicycle paths	29.17% 7
Botanical gardens	12.50% 3
Football fields	0.00% 0
Picnic shelters	45.83% 11
Walking paths	37.50% 9
Sledding hill	4.17% 1

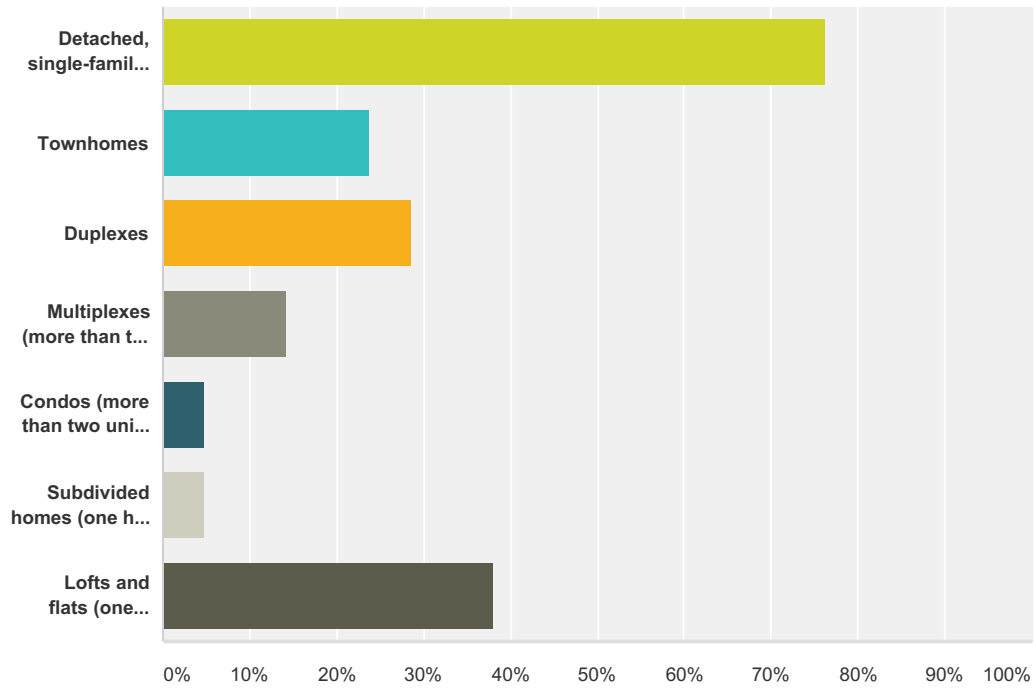
River Rouge Master Plan Survey

Skate park	0.00%	0
Fishing	12.50%	3
Boat launch	12.50%	3
Private parties/events	8.33%	2
Swimming	25.00%	6
Ampitheater	25.00%	6
Other (please specify)	4.17%	1
Total Respondents: 24		

#	Other (please specify)	Date
1	Do to a disability,I don't get out much	4/19/2017 3:33 AM

Q15 What type of housing development would you support in River Rouge? Please check all that apply.

Answered: 21 Skipped: 6

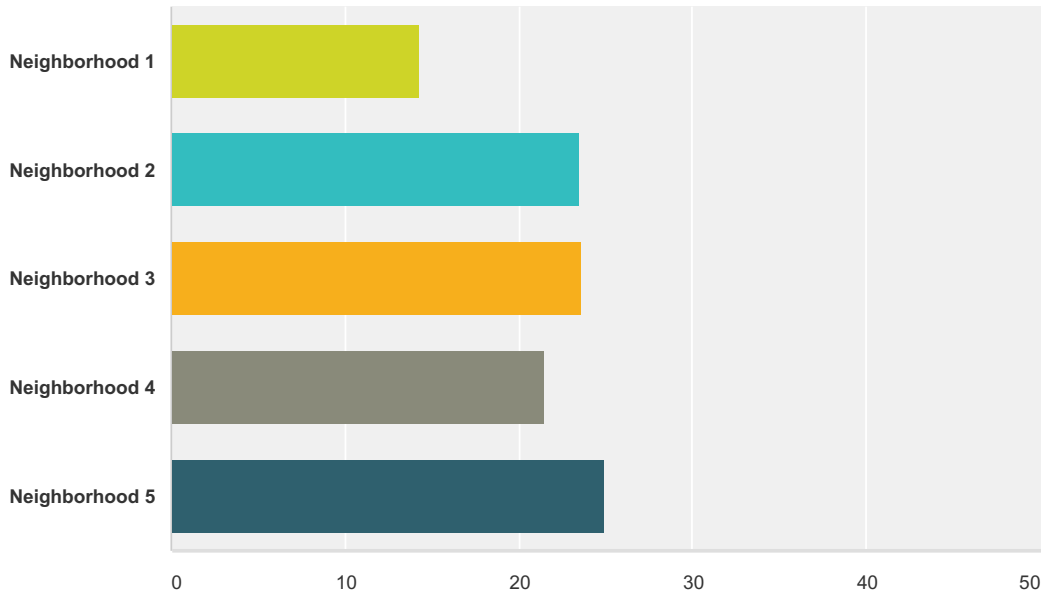


Answer Choices	Responses
Detached, single-family homes	76.19% 16
Townhomes	23.81% 5
Duplexes	28.57% 6
Multiplexes (more than two units in a single building, mostly for lease)	14.29% 3
Condos (more than two units in a single building, for sale)	4.76% 1
Subdivided homes (one home retrofitted into a multiple dwelling unit)	4.76% 1
Lofts and flats (one floor of a building, often part of a mixed-use development; for sale or lease)	38.10% 8
Total Respondents: 21	

River Rouge Master Plan Survey

Q16 You were given \$100 for housing demolition. Please indicate using the map below how you would divide these funds.

Answered: 8 Skipped: 19



Answer Choices	Average Number	Total Number	Responses
Neighborhood 1	14	100	7
Neighborhood 2	24	188	8
Neighborhood 3	24	165	7
Neighborhood 4	22	172	8
Neighborhood 5	25	175	7
Total Respondents: 8			

#	Neighborhood 1	Date
1	15	4/19/2017 5:16 AM
2	20	4/19/2017 5:06 AM
3	10	4/19/2017 4:26 AM
4	20	4/19/2017 4:22 AM
5	0	4/19/2017 3:27 AM
6	15	4/19/2017 3:22 AM
7	20	4/19/2017 2:40 AM

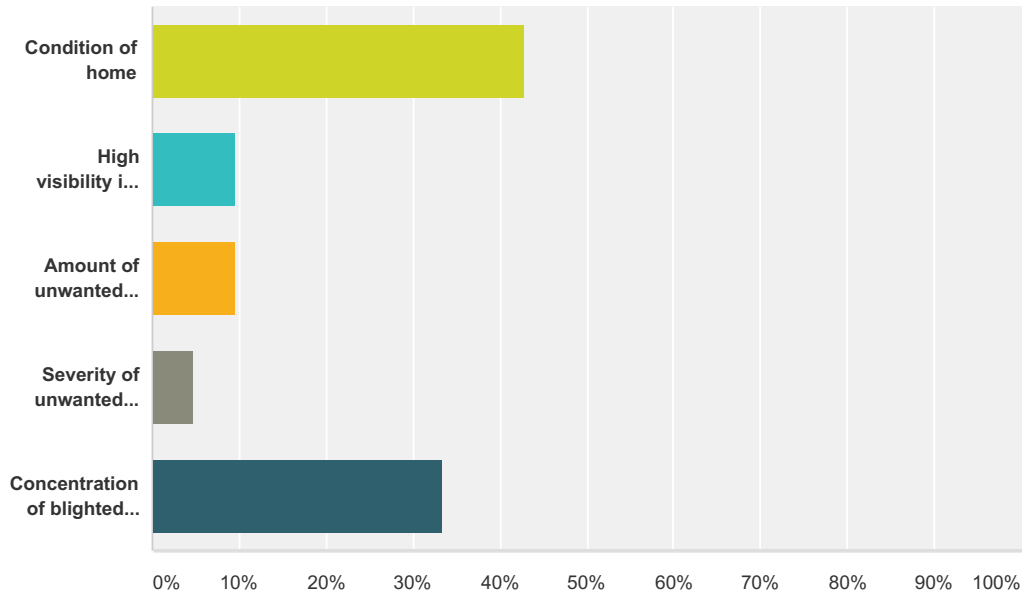
#	Neighborhood 2	Date
1	40	4/19/2017 5:16 AM
2	10	4/19/2017 5:06 AM
3	20	4/19/2017 4:26 AM

River Rouge Master Plan Survey

4	18	4/19/2017 4:22 AM
5	50	4/19/2017 3:43 AM
6	5	4/19/2017 3:27 AM
7	15	4/19/2017 3:22 AM
8	30	4/19/2017 2:40 AM
#	Neighborhood 3	Date
1	15	4/19/2017 5:16 AM
2	30	4/19/2017 5:06 AM
3	50	4/19/2017 4:26 AM
4	15	4/19/2017 4:22 AM
5	10	4/19/2017 3:27 AM
6	15	4/19/2017 3:22 AM
7	30	4/19/2017 2:40 AM
#	Neighborhood 4	Date
1	10	4/19/2017 5:16 AM
2	15	4/19/2017 5:06 AM
3	10	4/19/2017 4:26 AM
4	22	4/19/2017 4:22 AM
5	50	4/19/2017 3:43 AM
6	40	4/19/2017 3:27 AM
7	15	4/19/2017 3:22 AM
8	10	4/19/2017 2:40 AM
#	Neighborhood 5	Date
1	20	4/19/2017 5:16 AM
2	25	4/19/2017 5:06 AM
3	10	4/19/2017 4:26 AM
4	25	4/19/2017 4:22 AM
5	45	4/19/2017 3:27 AM
6	40	4/19/2017 3:22 AM
7	10	4/19/2017 2:40 AM

Q17 What is the top criterion you used to decide where to demolish homes? Please check one box.

Answered: 21 Skipped: 6

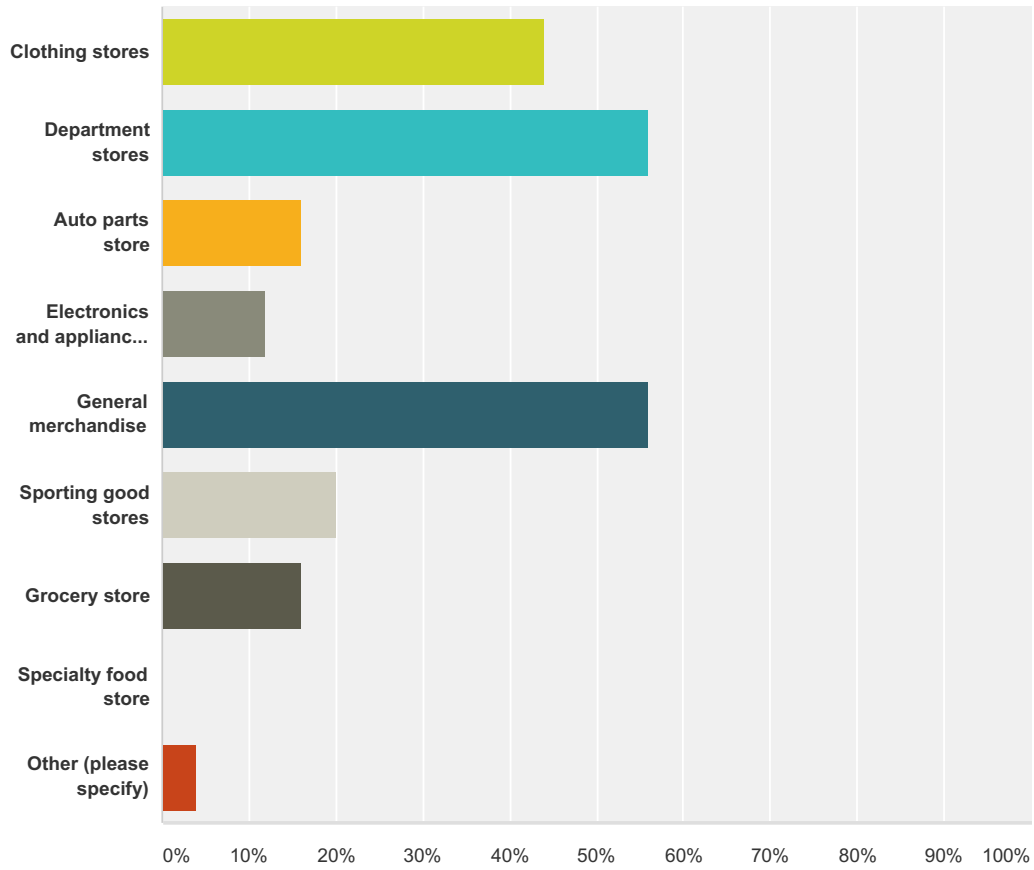


Answer Choices	Responses
Condition of home	42.86% 9
High visibility in the community	9.52% 2
Amount of unwanted activity taking place in the home	9.52% 2
Severity of unwanted activity taking place in the home	4.76% 1
Concentration of blighted homes	33.33% 7
Total	21

River Rouge Master Plan Survey

Q18 What type of retail would you like to see in River Rouge? Please check all that apply.

Answered: 25 Skipped: 2



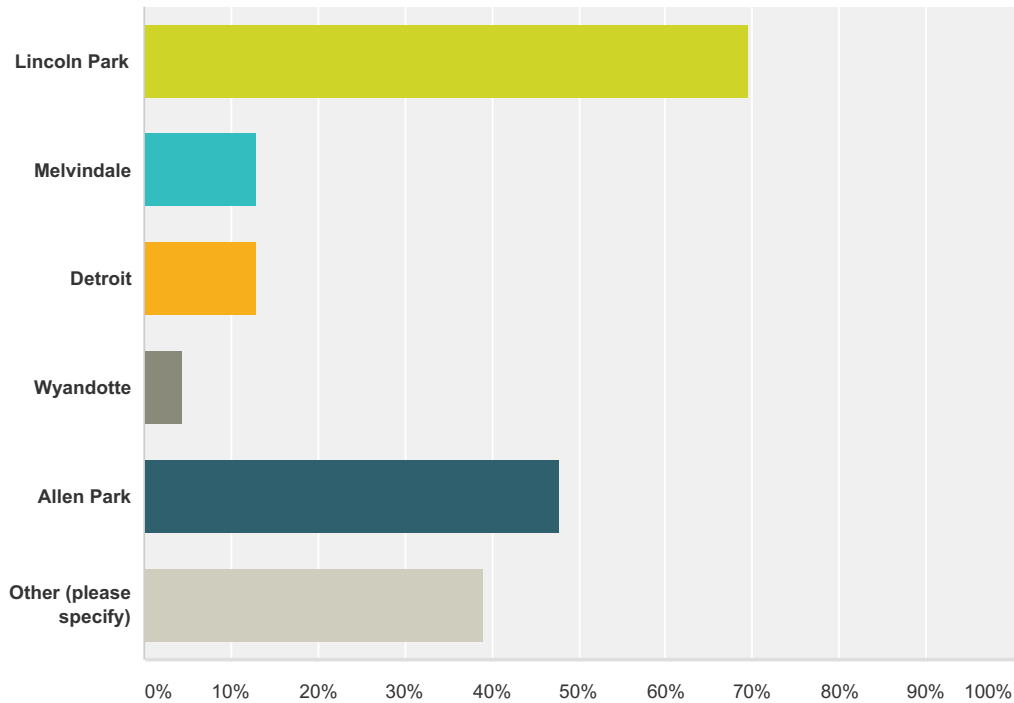
Answer Choices	Responses
Clothing stores	44.00% 11
Department stores	56.00% 14
Auto parts store	16.00% 4
Electronics and appliance store	12.00% 3
General merchandise	56.00% 14
Sporting good stores	20.00% 5
Grocery store	16.00% 4
Specialty food store	0.00% 0
Other (please specify)	4.00% 1
Total Respondents: 25	

#	Other (please specify)	Date
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River Rouge Master Plan Survey

Q19 If you cannot find the retail option you are looking for in River Rouge, where do you go to shop? Please check all that apply.

Answered: 23 Skipped: 4

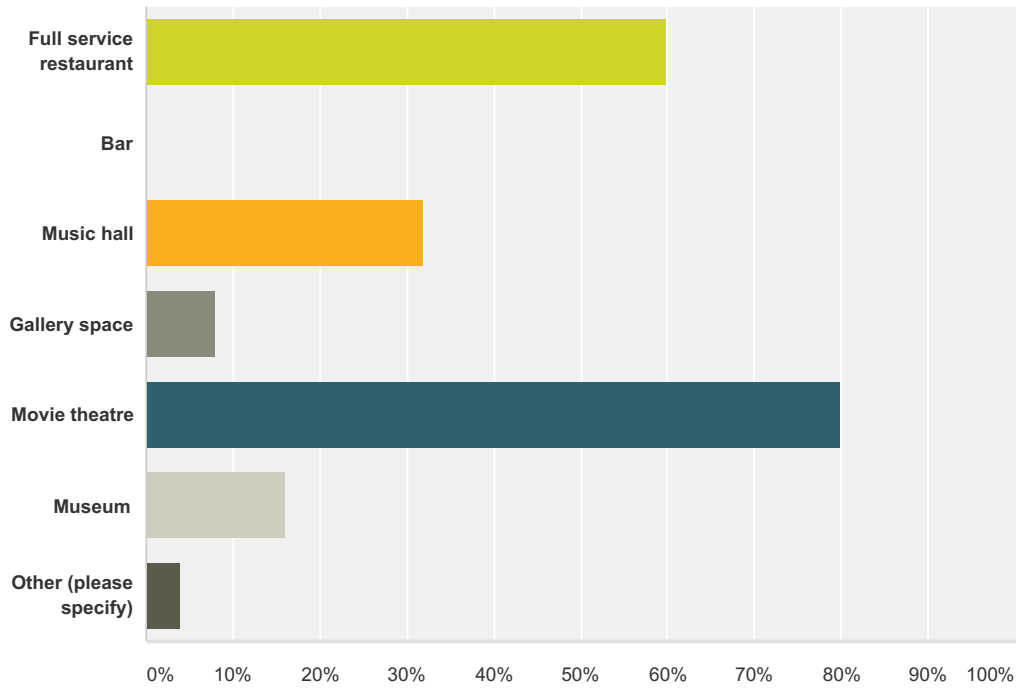


Answer Choices	Responses
Lincoln Park	69.57% 16
Melvindale	13.04% 3
Detroit	13.04% 3
Wyandotte	4.35% 1
Allen Park	47.83% 11
Other (please specify)	39.13% 9
Total Respondents: 23	

#	Other (please specify)	Date
1	Taylor	4/19/2017 4:26 AM
2	Taylor	4/19/2017 4:22 AM
3	Taylor	4/19/2017 4:11 AM
4	Southgate, Wal-mart	4/19/2017 3:53 AM
5	Taylor, Southgate- it's on the bus route	4/19/2017 3:49 AM
6	Groceries	4/19/2017 3:37 AM
7	Southgate	4/19/2017 3:22 AM

**Q20 What type of entertainment options would you like to see come to River Rouge?
Please check all that apply.**

Answered: 25 Skipped: 2



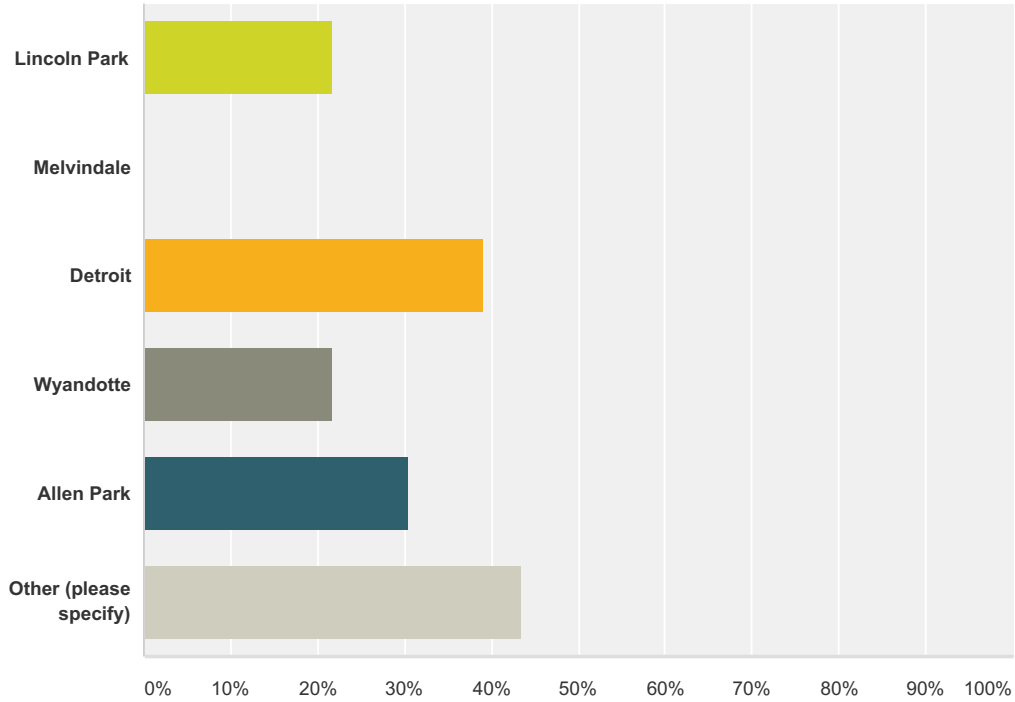
Answer Choices	Responses
Full service restaurant	60.00% 15
Bar	0.00% 0
Music hall	32.00% 8
Gallery space	8.00% 2
Movie theatre	80.00% 20
Museum	16.00% 4
Other (please specify)	4.00% 1
Total Respondents: 25	

#	Other (please specify)	Date
1	Grocery stores	4/19/2017 3:37 AM

River Rouge Master Plan Survey

Q21 If you cannot find an entertainment option you are looking for in River Rouge, where do you go? Please check all that apply.

Answered: 23 Skipped: 4



Answer Choices	Responses
Lincoln Park	21.74% 5
Melvindale	0.00% 0
Detroit	39.13% 9
Wyandotte	21.74% 5
Allen Park	30.43% 7
Other (please specify)	43.48% 10
Total Respondents: 23	

#	Other (please specify)	Date
1	Southgate	4/19/2017 4:26 AM
2	Taylor, Woodhaven	4/19/2017 4:22 AM
3	Monroe, Dearborn	4/19/2017 4:14 AM
4	Southgate	4/19/2017 3:59 AM
5	Taylor, Southgate	4/19/2017 3:49 AM
6	I watch TV	4/19/2017 3:33 AM

River Rouge Master Plan Survey

7	Southgate	4/19/2017 3:22 AM
8	Trenton	4/19/2017 2:31 AM
9	Ecorse	4/19/2017 2:27 AM
10	Southgate	4/19/2017 2:16 AM

River Rouge Master Plan Survey

Q22 What is an event in River Rouge that you consider fun?

Answered: 20 Skipped: 7

#	Responses	Date
1	Block parties	4/19/2017 5:16 AM
2	Concerts	4/19/2017 5:10 AM
3	Music Fest	4/19/2017 5:06 AM
4	Music in the park	4/19/2017 4:26 AM
5	Rouge Days for all	4/19/2017 4:22 AM
6	Rouge Days	4/19/2017 4:18 AM
7	River Rouge Days	4/19/2017 4:11 AM
8	Rouge Days	4/19/2017 4:05 AM
9	Rouge Days	4/19/2017 3:59 AM
10	Flea Mkt at the park	4/19/2017 3:49 AM
11	Rouge Days	4/19/2017 3:43 AM
12	Rouge Days	4/19/2017 3:37 AM
13	Rouge Days	4/19/2017 3:33 AM
14	House fires that are beyond needed to clean up the city	4/19/2017 3:27 AM
15	Rouge Days	4/19/2017 3:17 AM
16	Rouge Days	4/19/2017 2:40 AM
17	Fishing	4/19/2017 2:35 AM
18	Rouge Days	4/19/2017 2:31 AM
19	Parade, Rouge Days	4/19/2017 2:27 AM
20	Nothing	4/19/2017 2:16 AM

River Rouge Master Plan Survey

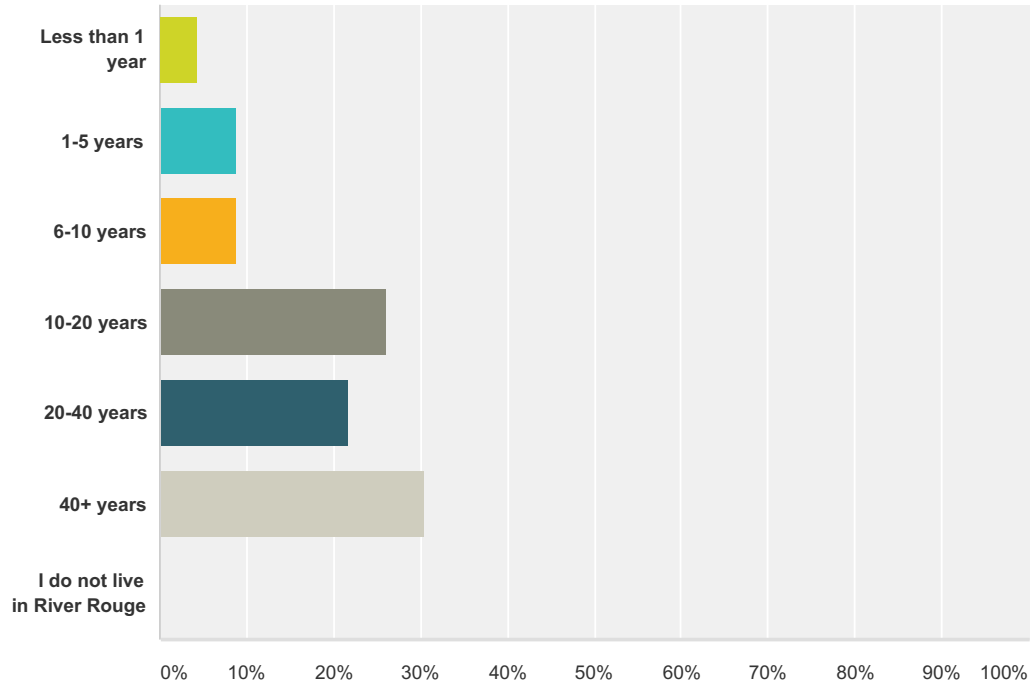
Q23 What are some of your favorite places in River Rouge (in no particular order)?

Answered: 17 Skipped: 10

#	Responses	Date
1	The Avenue	4/19/2017 5:16 AM
2	N/A	4/19/2017 5:10 AM
3	Belanger Park, Memorial Park	4/19/2017 5:06 AM
4	RR Museum, Memorial Park	4/19/2017 4:26 AM
5	Parks and museum	4/19/2017 4:22 AM
6	City Hall, Senior Center	4/19/2017 4:18 AM
7	Senior center, Zenith, Belanger	4/19/2017 4:05 AM
8	Belanger Park	4/19/2017 3:59 AM
9	Home	4/19/2017 3:53 AM
10	Senior Citizen Center	4/19/2017 3:49 AM
11	Senior Club, Zenth, MD	4/19/2017 3:43 AM
12	Belanger Park-City Hall-Bank	4/19/2017 3:33 AM
13	Sports, games, music in parks, Rouge Days	4/19/2017 3:22 AM
14	Belanger Park, Rouge Bar & Grill, the Avenue	4/19/2017 2:40 AM
15	Park	4/19/2017 2:31 AM
16	Parks	4/19/2017 2:27 AM
17	Nowhere	4/19/2017 2:16 AM

Q24 How long have you lived in River Rouge?

Answered: 23 Skipped: 4



Answer Choices	Responses	
Less than 1 year	4.35%	1
1-5 years	8.70%	2
6-10 years	8.70%	2
10-20 years	26.09%	6
20-40 years	21.74%	5
40+ years	30.43%	7
I do not live in River Rouge	0.00%	0
Total		23

River Rouge Master Plan Survey

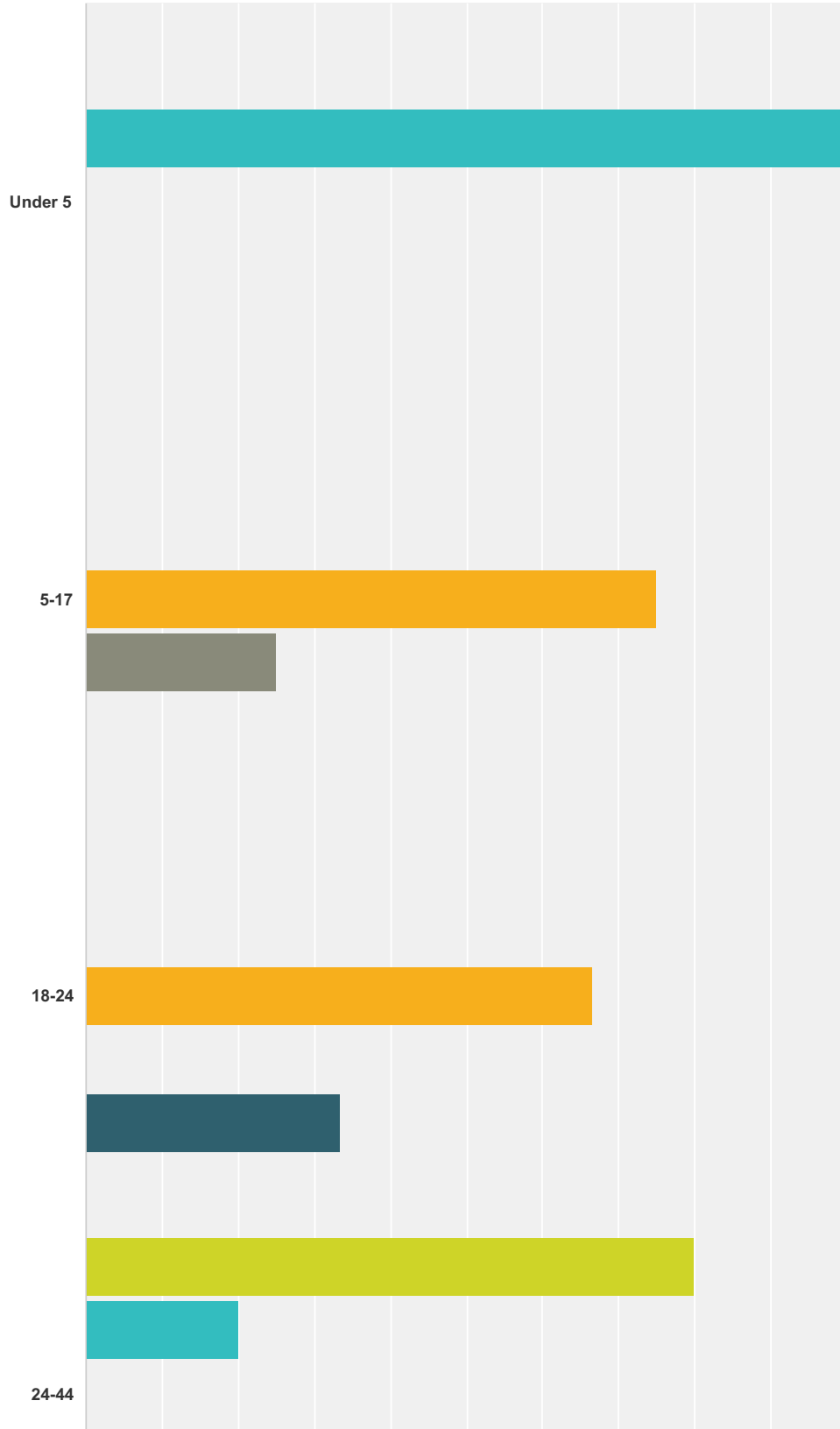
**Q25 If you do not live in River Rouge,
please provide your ZIP code.**

Answered: 1 Skipped: 26

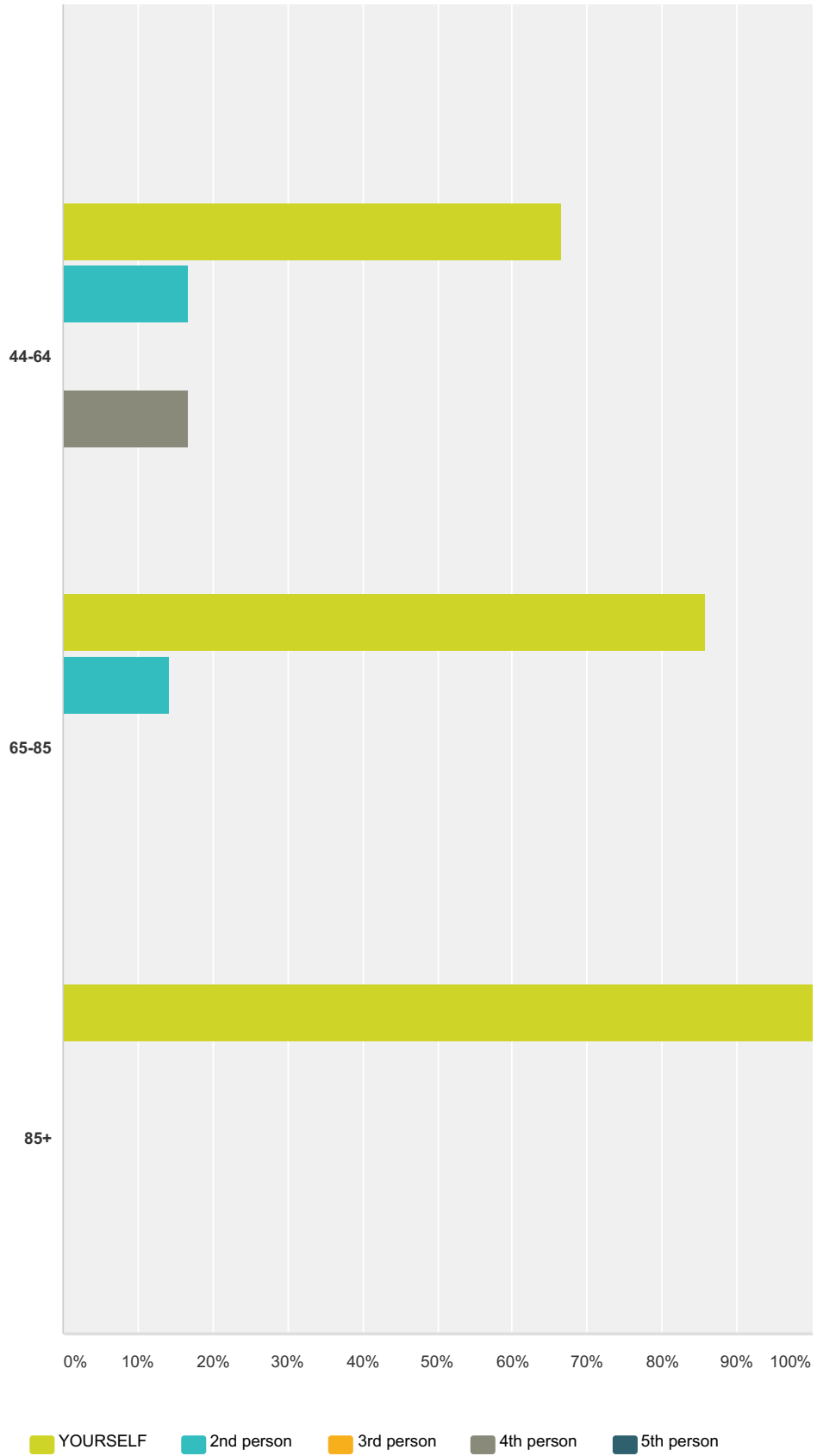
#	Responses	Date
1	48183	4/19/2017 4:22 AM

Q26 Please select, by age group, the number of individuals currently living in your household.

Answered: 23 Skipped: 4



River Rouge Master Plan Survey



	YOURSELF	2nd person	3rd person	4th person	5th person	Total
Under 5	0.00% 0	100.00% 1	0.00% 0	0.00% 0	0.00% 0	1

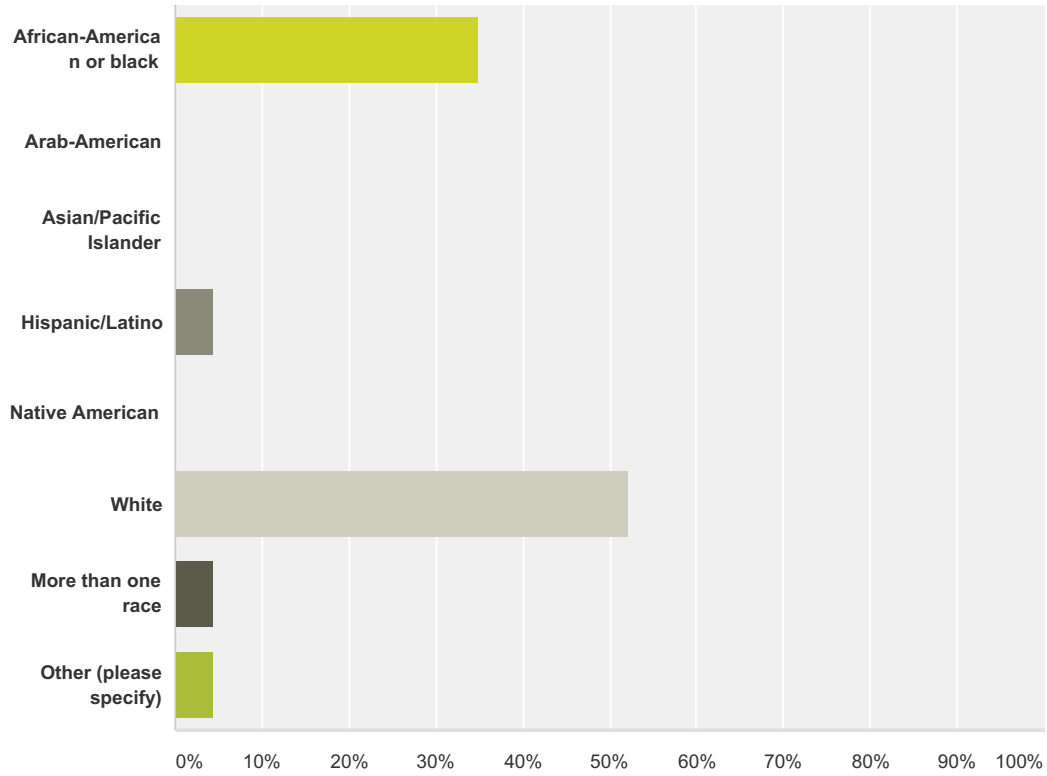
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5-17	0.00% 0	0.00% 0	75.00% 3	25.00% 1	0.00% 0	4
18-24	0.00% 0	0.00% 0	66.67% 2	0.00% 0	33.33% 1	3
24-44	80.00% 4	20.00% 1	0.00% 0	0.00% 0	0.00% 0	5
44-64	66.67% 4	16.67% 1	0.00% 0	16.67% 1	0.00% 0	6
65-85	85.71% 12	14.29% 2	0.00% 0	0.00% 0	0.00% 0	14
85+	100.00% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3

#	Other (please specify)	Date
	There are no responses.	

Q27 With which race and/or ethnicity do you identify?

Answered: 23 Skipped: 4

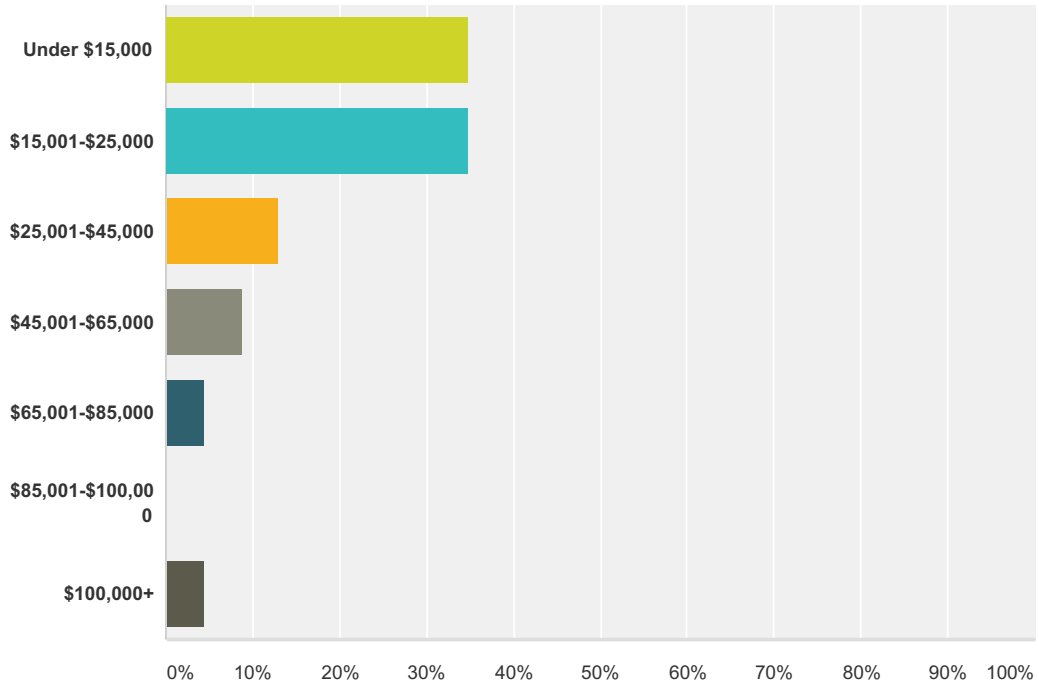


Answer Choices	Responses	
African-American or black	34.78%	8
Arab-American	0.00%	0
Asian/Pacific Islander	0.00%	0
Hispanic/Latino	4.35%	1
Native American	0.00%	0
White	52.17%	12
More than one race	4.35%	1
Other (please specify)	4.35%	1
Total Respondents: 23		

#	Other (please specify)	Date
1	what does that matter	4/19/2017 4:14 AM

Q28 What range does your household income fall into?

Answered: 23 Skipped: 4



Answer Choices	Responses	
Under \$15,000	34.78%	8
\$15,001-\$25,000	34.78%	8
\$25,001-\$45,000	13.04%	3
\$45,001-\$65,000	8.70%	2
\$65,001-\$85,000	4.35%	1
\$85,001-\$100,000	0.00%	0
\$100,000+	4.35%	1
Total		23

Q29 If you are willing to take a follow-up survey, please enter your email address in the box below.

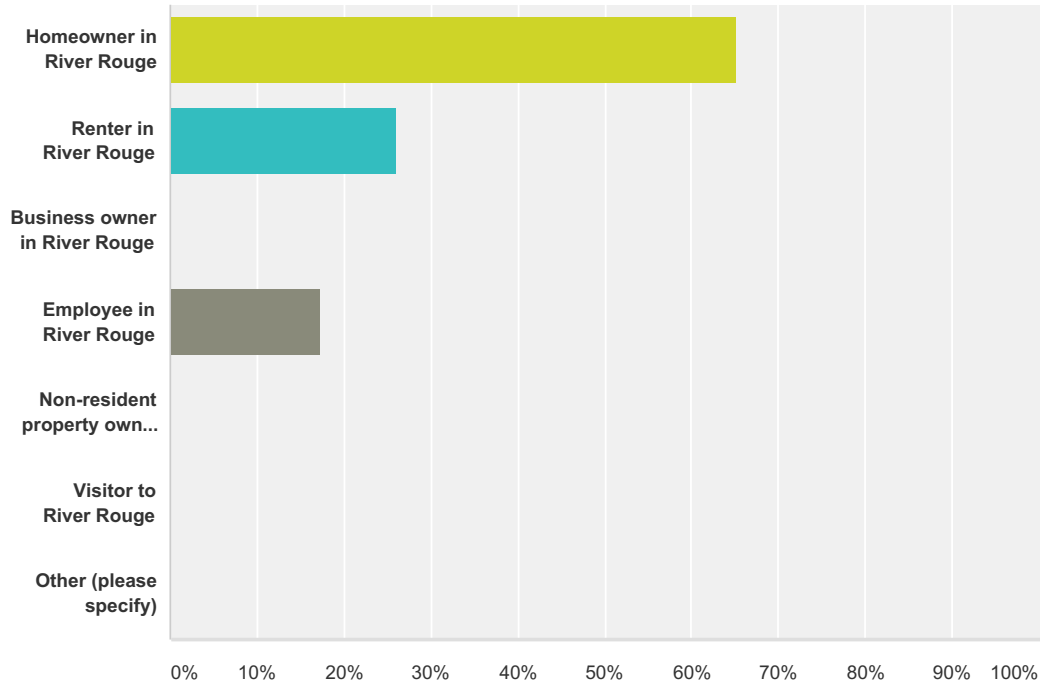
Answered: 3 Skipped: 24

#	Responses	Date
1	letha436@aol.com	4/19/2017 4:18 AM
2	griffingladys@yahoo.com	4/19/2017 4:07 AM
3	thickspigot@yahoo.com	4/19/2017 3:27 AM

River Rouge Master Plan Survey

Q30 Are you a...? Please check all that apply.

Answered: 23 Skipped: 4



Answer Choices	Responses
Homeowner in River Rouge	65.22% 15
Renter in River Rouge	26.09% 6
Business owner in River Rouge	0.00% 0
Employee in River Rouge	17.39% 4
Non-resident property owner (own property but do not live or conduct business in River Rouge)	0.00% 0
Visitor to River Rouge	0.00% 0
Other (please specify)	0.00% 0
Total Respondents: 23	

#	Other (please specify)	Date
	There are no responses.	

River Rouge Master Plan Survey

Q31 Based on your responses from the previous question, use the map below to indicate what neighborhood each of the following are located. Please use the neighborhood number for the places that apply to you.

Answered: 18 Skipped: 9

Answer Choices	Responses
Home	83.33% 15
Rental unit	5.56% 1
Business	5.56% 1
Place of employment	22.22% 4
Investment property	0.00% 0

#	Home	Date
1	3	4/19/2017 5:16 AM
2	4	4/19/2017 5:06 AM
3	5	4/19/2017 4:26 AM
4	1	4/19/2017 4:18 AM
5	2	4/19/2017 4:14 AM
6	2	4/19/2017 4:05 AM
7	4	4/19/2017 3:59 AM
8	4	4/19/2017 3:49 AM
9	4	4/19/2017 3:43 AM
10	4	4/19/2017 3:37 AM
11	2	4/19/2017 3:33 AM
12	4	4/19/2017 3:27 AM
13	1	4/19/2017 3:22 AM
14	4	4/19/2017 3:17 AM
15	1	4/19/2017 2:27 AM

#	Rental unit	Date
1	1	4/19/2017 2:35 AM

#	Business	Date
1	4	4/19/2017 3:27 AM

#	Place of employment	Date
1	2	4/19/2017 4:26 AM
2	2	4/19/2017 4:22 AM
3	4	4/19/2017 3:27 AM
4	4	4/19/2017 2:40 AM

River Rouge Master Plan Survey

#	Investment property	Date
	There are no responses.	