



# Downtown Revitalization Plan



## River Rouge

Downtown Development Authority

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*The Rising Tide project supports vibrant, thriving communities to attract business investment and talent by creating a sustainable path toward economic stability and growth. The Michigan Economic Development Corporation, Talent Investment Agency, and Michigan State Housing Development Authority—collectively, the Talent and Economic Development (TED) team—have committed their assets to engaging specific communities across the state in order to empower them to shape their future and maximize economic potential. This document was produced as part of that effort.*



in association with



# Table of Contents

<b>I.</b>	<b>Overview.....</b>	<b>4</b>
	District Description	
	District Map	
<b>II.</b>	<b>Redevelopment Plan Process.....</b>	<b>8</b>
<b>III.</b>	<b>Current State of Downtown.....</b>	<b>11</b>
<b>IV.</b>	<b>Future Projects.....</b>	<b>13</b>
	1. Create Online Inventory of Available Properties	
	2. Create Updated Website & Social Media	
	3. Create Facade Improvement Program	
	4. Recruit Grocery Store	
	5. Streetscape and Wayfinding Along Jefferson	
	6. Create Vacant Storefront Program	
	7. Create an Active Clean & Safe Program	
<b>V.</b>	<b>Implementation Plans.....</b>	<b>20</b>
<b>VI.</b>	<b>Key Development Sites.....</b>	<b>25</b>

# I. Overview

# District Legal Description

## District Legal Description

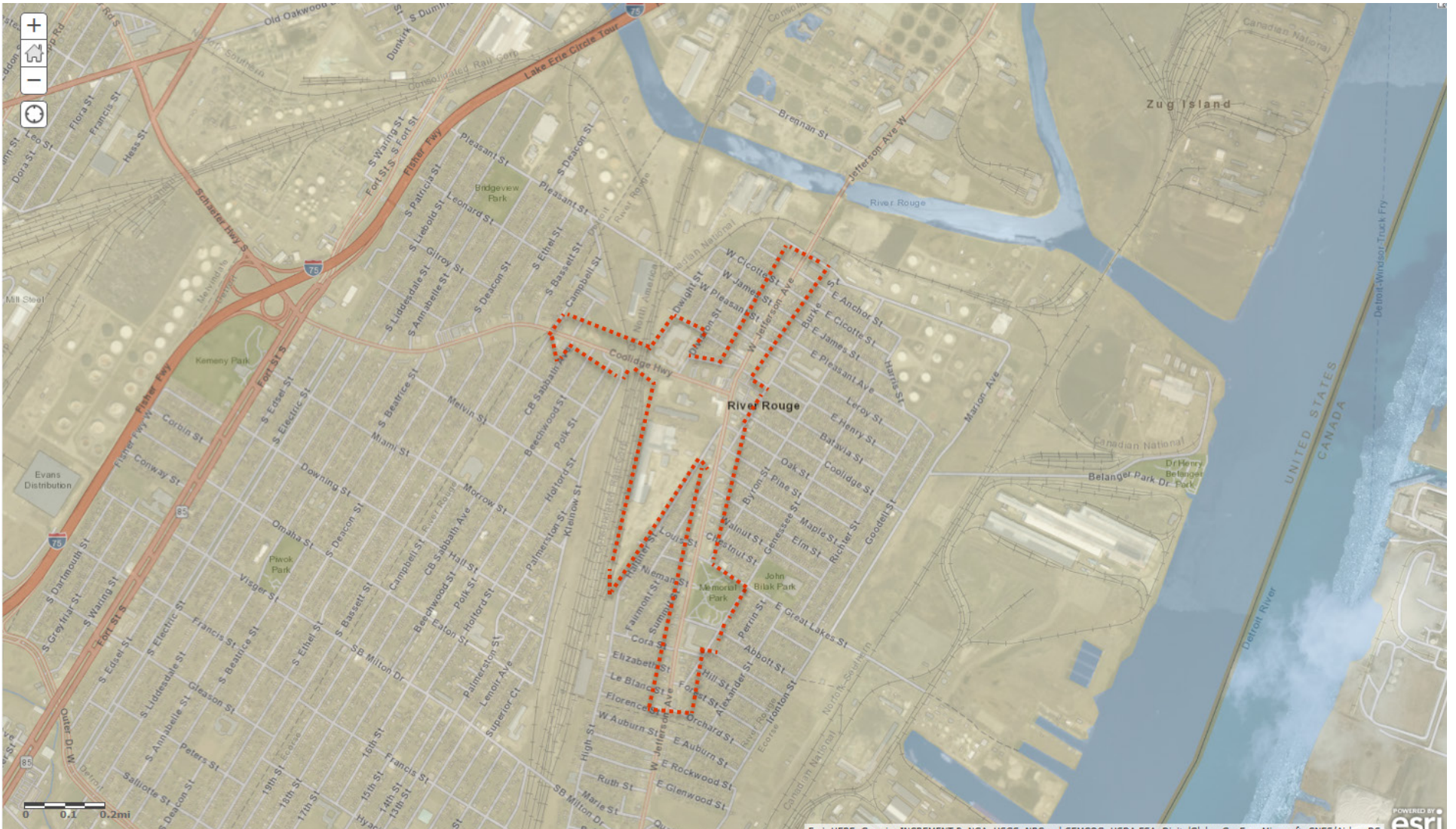
Lands in the City of River Rouge , Wayne County, Michigan, commencing at a point described as the easterly right-of-way line of Jefferson Avenue and the south boundary line of the City of River Rouge, thence southeasterly 53 feet to the centerline of the alley, thence northerly 360 feet along the centerline of the alley to the centerline of Genessee Avenue extended, thence northerly 150 feet along the centerline to the centerline of Forest Avenue, thence westerly 40 feet along the centerline of Forest Avenue to the centerline of the alley , thence northerly 430 feet along the centerline of said alley to the centerline of Stoner Avenue, thence westerly 115 feet along the centerline of Stoner Avenue to the easterly right-of-way line of Jefferson Avenue, thence northerly 1,255 feet along the east right-of-way of Jefferson Avenue to the centerline of East Great Lakes Avenue, thence easterly 120 feet along the centerline of East Great Lakes Avenue to the centerline of Byron Street, thence northerly 440 feet along the centerline of Byron Street to the alley, thence westerly 160 feet along the centerline of the alley between Walnut and Chestnut Streets, thence northerly 760 feet along the centerline of the alley located 100 feet east of Jefferson Avenue to the centerline of the alley located 100 feet east of Burke Street and the north right-of-way line of Maple Street, thence north 250 feet along the centerline of the alley to the centerline of Pine Street, thence westerly 135 feet along the centerline of Pine Street to the centerline of Burke Avenue, thence northerly 270 feet along the centerline of Burke Avenue to the centerline of Oak Street, thence westerly 75 feet along the centerline of Oak Street to the centerline of the alley located 80 feet east of Jefferson Avenue, thence northerly 250 feet along the centerline of the alley to the south right-of-way line of Coolidge Avenue, thence westerly 100 feet along the south right-of-way line of Coolidge Avenue to the east right-of-way line of Jefferson Avenue, thence northerly 120 feet along the east right-of-way line of Jefferson Avenue to the north property line of Lot 10 of the T. Welch Grand Central Subdivision, thence easterly 136 feet along the property line to the centerline of the alley, thence southerly 70 feet along the centerline of the alley to the north right-of-way line of Coolidge Avenue, thence easterly 147 feet along the north right-of-way line of Coolidge to the centerline of Burke Avenue, thence northerly 310 feet along the centerline of Burke Avenue to the centerline of the alley south of Henry Street, thence westerly 253 feet along the centerline of the alley to the centerline of the alley behind Lots 1, 2, 3 and 4 of T. Welch Grand Central Subdivision, thence northerly 130 feet along the centerline of such alley to the centerline of Henry Avenue, thence easterly 302 feet along the centerline of Henry Avenue to the centerline of Burke Avenue, thence northerly 310 feet along the centerline of Burke Avenue to the south property line extended of lots 19 through 23 of Assessor's River Rouge Plat #1 Subdivision, thence southwestward along such southern property line to the centerline of the alley 90 feet west of Jefferson Avenue, thence northerly 220 feet along the centerline of the alley to the centerline of Delisle Street, thence 55 feet westerly along Delisle Avenue to the centerline of the alley located 53 feet east of Jefferson Avenue, thence northerly 615 feet along the centerline of said alley to the alley located between James and Cicotte Avenue, thence easterly 33 feet along the centerline of the alley to the centerline of the alley between James and Cicotte Street, thence northerly 132 feet along the centerline of the alley to the centerline of Cicotte Street, thence westerly 35 feet along the centerline of Cicotte Street to the centerline of the alley located 53 feet east of Jefferson Avenue, thence northerly 405 feet along the centerline of the alley to the northerly right-of-way of the alley located between Anchor Street and Marion Industrial, thence easterly 40 feet along the northerly right-of-way of the alley to a line 100 feet east and perpendicular to the eastern right-of-way line of Jefferson Avenue, thence northerly 1,200 feet along said line to the northern boundary line of the City of River Rouge, thence westerly 320 feet to a line 100 feet west and perpendicular to the eastern right-of-way line of Jefferson Avenue, thence southerly 2,065 feet along said line to the south right-of-way line of Pleasant Street and the centerline of the alley 100 feet west of Jefferson Avenue,

# District Legal Description

## District Legal Description (cont.)

thence southerly 730 feet along the centerline of the alley approximately 100 feet west of Jefferson Avenue to the centerline of West Henry Street, thence westerly along the centerline of West Henry Street 120 feet to the easterly property line of Our Lady of Lourdes Church property, thence southerly along such east property line approximately 285 feet to the north right-of-way line of Coolidge Highway, thence westerly 480 feet along the north right-of-way line to the centerline of Division Street, thence northerly 33 feet along the centerline of Division Street to the north right-of-way line of Coolidge Highway, thence westerly 1,500 feet along the north right-of-way line of Coolidge Highway to the centerline of Frazier Avenue, thence northerly 80 feet along the centerline of Frazier Avenue to the centerline of the alley, thence westerly 420 feet along the centerline of the alley to the western boundary line of the City of River Rouge, thence southerly 390 feet along the west boundary line of the City of River Rouge to the northern property line of Lot 25 of Lange Estates Subdivision, thence easterly 160 feet along such property line to the centerline of Campbell Avenue, thence northerly 125 feet along the centerline of Campbell Avenue to the centerline of the alley which is located approximately 100 feet south of Coolidge Highway, thence easterly 450 feet along the centerline of the alley to the centerline of the alley between Frazier Avenue and Beechwood Avenue, thence southerly 25 feet along the centerline of the alley to the south property line of Lot 8 of Gilt Edge Subdivision, thence easterly 140 feet along said property line extended to the centerline of Beechwood Avenue, thence northerly 250 feet along the centerline of Beechwood Avenue to the south right-of-way line of Coolidge Highway, thence northeasterly 120 feet along the said right-of-way line to the northeast corner of lot 3 of Theeck's Subdivision, thence southerly 100 feet along the east edge of said lot 3 to the north property line of Lots 156 and 167 extended of the River Rouge Park Subdivision, thence easterly 300 feet to the northeast corner of Lot 167 of the River Rouge Park Subdivision, thence northeasterly 120 feet to the west right-of-way line of the New York Central Railroad and Coolidge Highway, thence easterly 400 feet along the south right-of-way line of Coolidge Highway to the eastern property line of the New York Central Railroad and Coolidge Highway, thence southerly 1,005 feet on an arc along the east right-of-way line of the New York Central Railroad to the property line, thence easterly 40 feet along the property line to the east right-of-way line of the New York Central Railroad, thence southerly 1,700 feet along the east right-of-way line of the New York Central Railroad and to the centerline of the alley west of Haltiner Avenue, thence northerly 700 feet along the centerline of said alley to the north property line of lot 58 of Assessor's River Rouge Plat #4 Subdivision, thence easterly 134 feet to the centerline of Haltiner Avenue, thence northerly 520 feet to the south property line of Lot 26 of the Sanscrainte Rousso Subdivision extended, thence easterly 115 feet along said property line to the centerline of the alley between Haltiner Street and Burke Avenue, thence northerly 420 feet to the southern property line of Lot 8 of the Maleski's Subdivision, thence easterly 115 feet to the centerline of Burke Avenue, thence southerly 245 feet along the centerline of Burke Avenue to the centerline of the alley on the south side of Lot 8 of Charles Neiman Second Subdivision, thence easterly 60 feet along the centerline of the alley to the centerline of the alley located 50 feet west of Jefferson Avenue, thence southerly 1,100 feet along the centerline of the alley to the centerline of Summit Avenue, thence continuing southerly 220 feet along the centerline of Summit Avenue to the south property line extended of Lot 7 of Livingstone's South Park Subdivision, thence easterly 150 feet along said property line to the intersection of the centerline of the alley and Jefferson Avenue right-of-way, thence southerly 300 feet along the centerline of the alley to the centerline of the alley which parallels Jefferson Avenue, thence continuing southerly 1,300 feet along the centerline of said alley to the south boundary line of the City of River Rouge, thence easterly 240 feet along the south boundary line of the City of River Rouge to the point of beginning.

# District Map



## II. Redevelopment Plan Process



# Redevelopment Plan Process

The process used for developing this Downtown Revitalization Plan took into specific account previous and/or concurrent plans, such as the City of River Rouge's Corridor Improvement Plan currently under development through professional planning firm McKenna & Associates. The Corridor Improvement Plan focuses greatly on Jefferson Avenue, pedestrian and multi-modal transit and well as transit-oriented design. It is an excellent plan and should prove valuable to the City of River Rouge in those areas. This document, is a Downtown Revitalization Plan that focuses on projects related to improving the economic health of downtown and the surrounding neighborhoods.

This plan incorporated input from the Corridor Improvement Plan, city staff, the mayor, DDA and EDC Boards and city council. Specifically, on May 18, 2017 the city held a stakeholder session where a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis was conducted with many of those previously mentioned. Attendees were asked to list the community's greatest strengths, weaknesses, opportunities, and threats. They then were asked to vote on the most important items in each area. The following are the areas for each listed by those items with the number of votes is in parentheses.

## Strengths

Mayor/Council (14)	Good City-Business Relationships (2)	Proximity to Other Communities
DDA & EDC Entities (12)	Lots of Volunteers (2)	Partnership with Detroit Institute of Arts
People - Loyal (8)	Traffic on Jefferson (1)	City Lights
Home Ownership is Stable (6)	Walkable (1)	Coordination/Consolidation of Courts
City Parks (5)	Central Location for City Hall/Police/Fire (1)	Maintenance of Public Space
New Businesses (5)	History (1)	Rouge Days & Other Events
Established Downtown (4)	Proximity to Freeway (1)	City Channel on Public Access
New Plans (4)	Senior Center (1)	Small Entrepreneur Buses
Available Buildings for Businesses (3)	Community Development Director (1)	Local Paper
New Branding (3)	Department of Public Works	Churches/Faith Community
Leadership is Innovative (3)	Open & Accepting Community	Good Corporate Citizens
Police (2)	Proximity to Future Gordy Howe Int'l Bridge	
Proximity to Detroit (2)	Defined Downtown	
Museum (2)		

# Redevelopment Plan Process

## Weaknesses

- Taxes Too High (8)
- Race Relations/Separation (8)
- No Grocery Store (8)
- Drug Problem (8)
- Vacant/Blighted Buildings (6)
- Population Loss (3)
- Lack of Reason to Stop (3)
- Lack of Communication (3)
- Community Health (3)
- People (2)
- High Unemployment (2)
- High Poverty (1)
- Lack of Major Employers
- No Stand Alone Financial Institutions
- Business Loss
- Bad Municipal Neighbors
- Lack of Outdoor Dining
- Lack of Marketing
- Low Business Ownership by Locals
- Lack of a Health Care Facility
- Industrial Waterfront

## Opportunities

- Gordy Howe Int'l Bridge (8)
- Grants (8)
- More Collaboration (7)
- Detroit Spill-Off (6)
- Communicate/Market to Residents (6)
- Raise Standards/Encourage Others (6)
- Promote & Support Local Businesses (5)
- Promote Diversity (4)
- Market River Rouge to other Communities (4)
- Grocery Store (2)
- Engage Youth (2)
- New Business Attraction (1)
- Co-Op Employment (1)
- Reestablish Relationship with Industry
- Outdoor Dining
- Training Opportunities
- Credit Union/Community Bank
- Small Business Support
- River Rouge Video
- Community Policing
- Available Properties Database
- Low Barrier of Entry
- Façade Improvements

## Threats

- DTE Closing/Tax Base Loss (20)
- Absentee Landlords/Speculators (8)
- Aging Population (7)
- Health/Environment (6)
- Drugs (5)
- School District Decisions (3)
- Lack of Community Pride (2)
- High Unemployment (2)
- Safety (1)



# III. Current State of Downtown

# Current State of Downtown

Historically, downtown River Rouge has been the heart of the community. However, over the last several decades there has been significant disinvestment with retail leaving this area and replaced by either service oriented buildings or none at all, leaving vacant and/or blighted buildings.

While downtown River Rouge, has some daunting challenges. It also has the potential to be a major draw for the community. While vacancy rates are high, several new businesses have moved in, giving an economic and morale boost to the community. Furthermore, with construction on I-75 expected to take up to two years, there has been a significant boost in traffic on Jefferson Avenue, which is currently being used as an alternative route for commuters coming home from work. This boost in traffic could serve as a boon to local businesses and a tremendous opportunity to market downtown River Rouge to the thousands more people who are now coming through the city.

But there is plenty of work to be done. From traffic calming, to filling storefronts to enforcement of blight ordinances, River Rouge has lots of needs without a lot of resources. With this limited amount of resources in mind, the revitalization strategy focuses on several items existing staff can do to promote redevelopment in downtown without a large amount of funds, so that those financial resources can be directed to larger projects identified in the Corridor Improvement Plan.



# IV. Future Projects

# Future Projects

To assist downtown River Rouge in its revitalization, we are recommending projects to address the biggest issues that are facing downtown today:

1. Create Online Inventory of Available Properties
2. Create Updated Website & Social Media
3. Create Facade Improvement Program
4. Recruit Grocery Store
5. Streetscape and Wayfinding Along Jefferson
6. Create Vacant Storefront Program
7. Create an Active Clean & Safe Program



# Future Projects

## 1. Online Property Inventory

One of the most important aspects of being able to redevelop property is knowing what is available, who owns it, and how much they would want for the property. The city should create an online database to track and promote available property. The city should start with publicly-owned property and property already being actively marketed.

## 2. Updated Website & Social Media to Promote Downtown

Social media is one of the most cost-effective ways to advertise the community's benefits, accomplishments and offerings on a continual basis to people around the world. The City has an active Facebook page but should also create a downtown page and should strongly consider adding Instagram, SnapChat and Twitter accounts as a way to promote the downtown and businesses of River Rouge.

## 3. Façade Improvements

The exterior of many buildings downtown are in rough shape. The city should consider creating a Façade Improvement program and possibly extend it to cover getting the interiors up to code to improve the marketability of these properties and improve the overall appearance of downtown.



# Future Projects

## 4. Recruit Grocery Store

A recent leakage report by McKenna & Associates shows a significant amount of dollars that are leaving the community through people buying their groceries elsewhere downriver. With the ability to assemble enough land to potentially attract a developer, the city should pursue recruiting an independent grocery store to the downtown. This would give not just River Rouge residents, but residents from surrounding communities a reason to come to downtown.

## 5. Jefferson Streetscape Improvements/Wayfinding

The Corridor Improvement Plan being completed by McKenna & Associates outlines several improvements to the streetscape on Jefferson Avenue, including multi-modal transportation elements and traffic calming. While the additional traffic helps give downtown more exposure, making the downtown more welcoming to pedestrians will be a good reason for people to stop and get out of their cars. Additionally, creating a wayfinding system that integrates the city's new brand and allows the community to promote its assets not only downtown, but give direction to the hidden gem that is the city's waterfront park, will aid in helping people navigate the area.



Image courtesy of Arnett Muldrow & Associates



# Future Projects

## 6. Empty Storefront Strategy

As previously mentioned, there are a considerable number of vacancies downtown. Filling the vacant buildings will take time and much effort. In order to help improve the appearance of the downtown, the city should create an empty storefront campaign to help improve the exterior of these buildings. The campaign can be as basic as working with local property owners to place vinyl or large paper in the windows showing art, historic scenes of downtown River Rouge, or renderings of what the inside could look like. This would put a positive focus on these storefronts and help disrupt the visual appearance that “nothing is happening downtown.”



*Image courtesy of Arnett Muldrow & Associates*

# Future Projects

## 7. Clean & Safe Strategy

One of the dangers of high number of vacancies is there's a risk of losing community pride in the appearance of downtown. This results in increased graffiti, trash and vandalism. These conditions then lead to people not feeling safe, which cuts off foot traffic and certainly doesn't promote the area to others. The city needs to create an active clean and safe program by engaging area volunteer groups (churches, National Honor Society, Boy/Girl Scouts, etc) to create at least a monthly clean-up schedule for downtown and the park. City DPW can certainly be utilized in helping keep the streets themselves clean, but engaging other volunteer groups does two primary things: 1) it spreads the amount of work to a greater number of people and 2) actively engages people in a place that fosters affection and connection. Meaning, people tend to care about the things they take care of. Downtown currently lacks that connection to a number of residents. This could help build that. Furthermore, the city needs to make sure police are visible throughout downtown, especially at night and when there is a lot of people and/or traffic. This is not to create a fear of the police, but to ensure the area is safe. Police should not be limited to patrol cars, but should be encouraged to walk the sidewalk with the friendly purpose of checking doors and checking on people they encounter. This type of interaction also helps build trust between the police and residents.



# Future Projects

## Estimated Project Costs

Below are costs estimated for each of the projects identified:

1. **Create Online Inventory of Available Properties - Cost: \$5,000**
2. **Create Updated Website & Social Media - Cost: \$10,000-15,000 (website)**
3. **Create Facade Improvement Program - Cost: \$30,000-100,000**
4. **Recruit Grocery Store - Cost: \$5,000 (marketing materials)**
5. **Streetscape and Wayfinding Along Jefferson - Cost: \$750,000 - \$1,500,000**
6. **Create Vacant Storefront Program - Cost: \$10,000**
7. **Create an Active Clean & Safe Program - Cost: N/A**

# V. Implementation Plans

# City of River Rouge Downtown Revitalization Plan

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	ON	ON

OBJECTIVE	STATUS	OWNER	SECONDARY	ANTICIPATED		ACTUAL		Success Measure
				START DATE	END DATE	START DATE	END DATE	
1. Create Online Inventory of Available Properties	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					Database Created with all available Properties
1.A. Contact Realtors of properties currently on the market for sale/lease and get sell sheets	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
1.B. Review list of publicly-owned (tax reverted or otherwise) with pertinent information (potential sale prices, sq foot, zoning, etc.)	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
1.C. Create sell sheets of publicly-owned properties	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
1.D. Create page on RR city website for properties	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
1.E. Upload all sites in PDF form	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
2. Create Updated Website & Social Media to Promote Downtown	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					Website upgraded and 2 new social media channels created
2.A. Identify funding for new website, estimating \$10-15,000	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					
2.B. Using KRC Best Practice guidelines, identify key parts of a new website	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					
2.C. Conduct RFP for website construction and maintenance	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					
2.D. Award Contract and Create Website	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					
2.E. Establish Facebook and Instagram accounts, sharing permissions	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					
2.F. Develop content policy outlining the types of information that can be shared and what should not	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					
2.G. Develop social media calendar to promote positive news stories people can share	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					
2.H. Encourage Residents and former residents to follow and	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					
3. Create Façade Improvement Program for Downtown Buildings	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					2 Facades Redeveloped

3.A. Create DDA Subcommittee to create program	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
3.B. Gather Examples of other communities' façade programs	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
3.C. Identify Funding Source/Amount	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
3.D. Identify Priority Targets and Rules for Façade Improvements	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
3.E. Develop Application Form	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
3.F. Promote Program to Property Owners	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
3.G. Evaluate and Score Projects Based on Pre-determined criteria	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
3.H. Provide Fnding on a Reimbursement Basis to Awarded Projects	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
3.I. Celebrate Successes/Press Release/Ribbon Cutting	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
4. Recruit Grocery Store	Not Started	Michael Bowdler, Mayor	Karl Laub, Community Development					1 New Grocery Store
4.A. Use Retail Leakage Report to Identify Potential Sq Ft Needs of Community	Not Started	Michael Bowdler, Mayor	Karl Laub, Community Development					
4.B. Identify Suitable Sites for Grocery Store (Parking, Sq Ft, Utilities, Etc.) - Public Sites May be Able to be "Given" to developer	Not Started	Michael Bowdler, Mayor	Karl Laub, Community Development					
4.C. Create a Marketing Package on Deographics, Household Income, etc focused on grocery store operators	Not Started	Michael Bowdler, Mayor	Karl Laub, Community Development					
4.D. Identify potential challenges to development of specific site and determine what the city/DDA could do to overcome/assist with these challenges	Not Started	Michael Bowdler, Mayor	Karl Laub, Community Development					
4.E. Identify and meet wth regional independent grocery store operators/chains to pitch RR	Not Started	Michael Bowdler, Mayor	Karl Laub, Community Development					
4.F. Identify issues of regional grocery store chains and compare with city/DDA/s ability to help with	Not Started	Michael Bowdler, Mayor	Karl Laub, Community Development					
4.G. Conduct formal RFQ for grocery store	Not Started	Michael Bowdler, Mayor	Karl Laub, Community Development					

4.H. Review RFQ submissions and select most appropriate	Not Started	Michael Bowdler, Mayor	Karl Laub, Community Development					
4.I. Work with grocer to establish store	Not Started	Michael Bowdler, Mayor	Karl Laub, Community Development					
4.J. Celebrate Successes/Press Release/Ribbon Cutting	Not Started	Michael Bowdler, Mayor	Karl Laub, Community Development					
5. Streetscape and Wayfinding Along Jefferson	Not Started	Karl Laub, Community Development						New streetscape and wayfinding implemented
5.A. Work with McKenna & Associates to identify potential funding for streetscape to	Not Started	Karl Laub, Community Development						
5.B. Identify priority areas where sidewalk/streetscape is in worst condition	Not Started	Karl Laub, Community Development						
5.C. Develop appropriate streetscaping for downtown	Not Started	Karl Laub, Community Development						
5.D. Bid project	Not Started	Karl Laub, Community Development						
5.E. Construction	Not Started	Karl Laub, Community Development						
5.F. Celebrate Successes/Press Release/Ribbon Cutting	Not Started	Karl Laub, Community Development						
6. Create a Vacant Storefront Program	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					6 vacant storefronts participating
6.A. Research Vacant Storefront programs to develop list of ideas	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
6.B. Create large file of historic pictures of River Rouge and Renderings of Improvements	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
6.C. Identify Vacant Storefront with Owners Willing to Participate	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
6.D. Identify Costs, Providers and Funding for storefront items	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
6.E. Produce storefront pieces consistent with RR branding	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
6.F. Celebrate Successes/Press Release/Ribbon Cutting	Not Started	Karl Laub, Community Development	Peggy Madden, Assistant City Attorney					
7. Create Active Clean & Safe Program	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					Cleanup done monthly from Apr-Oct
7.A. Research clean and safe programs in US	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					
7.B. Identify partners for clean-up activities (High Schools, service clubs, Boy/Girl Scouts, etc.)	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					

7.B. Identify partners for clean-up activities (High Schools, service clubs, Boy/Girl Scouts, etc.)	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					
7.C. Develop Partnerships and Service calendar to plan clean-up activities on a weekly/monthly basis	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					
7.D. Work with police to identify consistent patrolling of area and lock check program	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					
7.E. Celebrate Successes/Press Release/Thank Volunteers	Not Started	Michael Bowdler, Mayor	Daniel Cooney, City Council Member					



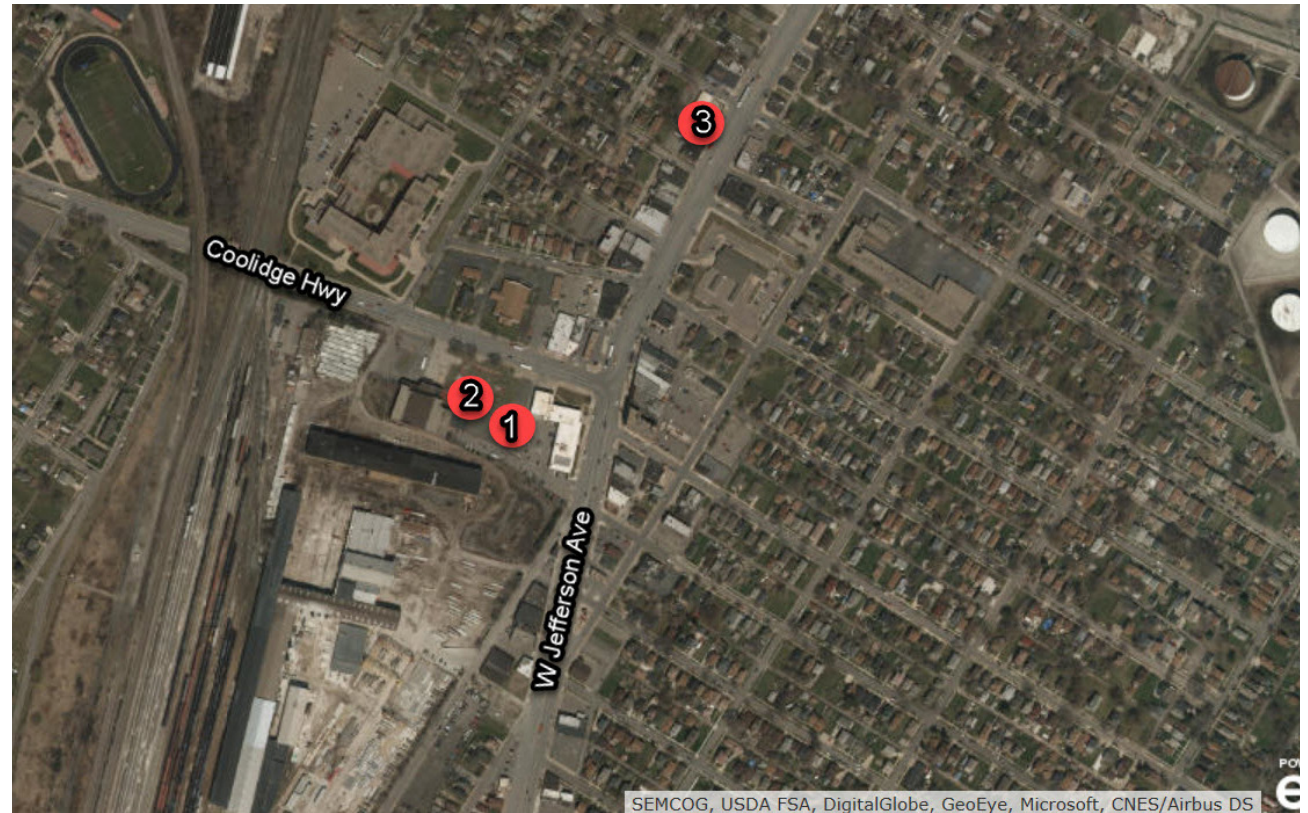
## **VI. Key Redevelopment Sites**

# Key Redevelopment Sites

## Key Redevelopment Sites

The three properties highlighted (right) and subsequent pages should be considered the highest priority for redevelopment in River Rouge:

1. City-Owned Lot, Adjacent to City Civic Center
2. Former River Rouge Public School Gym
3. 10393 W Jefferson Ave



# Key Redevelopment Site #1



## City-Owned Lot, Adjacent to City Civic Center

This property, adjacent to the River Rouge Civic Center to the east and the former River Rouge Public Schools gymnasium to the east, represents the largest vacant property downtown. This, combined with the former gymnasium site, could be assembled for a grocery store or other large development.

# Key Redevelopment Site #2



## Former River Rouge Public School Gym

This former gym has the largest footprint of any property in downtown. Possible future use could include a community center, or larger-scale retail such as a grocery store.

# Key Redevelopment Site #3

## 10393 W Jefferson Ave

This vacant structure, with stunning brick work hidden underneath its mansard roof, is one of the most prominent vacant buildings along Jefferson Ave. This could be an ideal site for a larger restaurant, or retail outlet.

