



DEARBORN 2030 | MASTER PLAN

Dearborn, Michigan

DEARBORN 2030 | MASTER PLAN

Dearborn, Michigan

SEPTEMBER 9, 2014

Intentionally left blank

CITY COUNCIL – RESOLUTION OF ADOPTION

By Tafelski supported by Abraham.

9-454-14. WHEREAS: The Planning Commission held a public hearing upon the expiration of the deadline for comment by the required entities to review the proposed Master Plan, pursuant to Public Act 33 of 2008, the Michigan Planning Enabling Act, MCL 125.3801 et.seq., and

WHEREAS: The Planning Commission approved the Master Plan by adopting a resolution by the affirmative vote of at least 2/3 of its members, and

WHEREAS: The Secretary of the Planning Commission has now submitted a copy of the Master Plan to the Dearborn City Council, and

WHEREAS: The City Council asserted its right to approve or reject the Master Plan by adopting CR 4-138-14, and

WHEREAS: The Planning Commission is now requesting that the City Council approve the Master Plan as submitted; therefore be it

RESOLVED: That the City Council hereby approves the Master Plan as submitted by the Planning Commission; be it further

RESOLVED: That a statement recording this approval shall be signed by the City Clerk and shall be included on the inside of the front or back cover of the Master Plan and future land use map; be it further

RESOLVED: That the Secretary of the Planning Commission is hereby authorized to submit copies of the adopted Master Plan to the required entities in accordance with the law; be it further

RESOLVED: That this resolution is given immediate effect.

The resolution was unanimously adopted.

Intentionally left blank

	INTRODUCTION	1
	Organization of Document	3
1	DEARBORN 2030 GUIDING PRINCIPLES AND LAND USE VISIONS	5
	Diverse, Unified, Sustainable	6
2	DEARBORN 2030 CITY CHARACTER PLAN	39
	Future Land Use Map	43
	City Character and Redevelopment Plan	45
3	DEARBORN 2030 IMPLEMENTATION	49
	Summary of Recommendations	50
	Implementation Program	52
	Zoning Plan	59
4	DEARBORN 2030 YESTERDAY AND TODAY	63
	History and Current Initiatives	64
	Existing Land Use Map	73
5	DEARBORN 2030 TRANSPORTATION	81
	Complete Streets	82
	Corridor Analysis	82
	Street Design	82
	Transit	95
	Non-Motorized Transportation	98
6	DEARBORN 2030 SUSTAINABILITY	103
	Plans, Grants and Organization	104
	Green City: Environmentally Sensitive Design	105
7	DEARBORN 2030 CULTURE, RECREATION & THE ENVIRONMENT	115
	Culture	116
	Recreation and Environment	118
	Concepts	121
8	DEARBORN 2030 DEMOGRAPHIC PROFILE & TRENDS	131
	Key Trends	131
	Community Profiles	132
A	DEARBORN 2030 APPENDIX	I
	Visual Preference Survey	ii
	Online Survey Results	xii
	Workshop Results	xxiii
	Acknowledgements	xxxvii

DEARBORN 2030 | MASTER PLAN

Table of Contents

1	DEARBORN 2030 GUIDING PRINCIPLES AND LAND USE VISIONS	5
1.1	Land Use Visions	7
1.2	Great Neighborhoods	9
1.3	Main Street Michigan Avenue	13
1.4	Destination Commercial Districts	17
1.5	Knowledge Economy	21
1.5	Advanced Manufacturing & Logistics	27
1.7	Natural Resources	31
1.8	Regional Collaboration	35
2	DEARBORN 2030 CITY CHARACTER PLAN	39
2.1	Future Land Use	43
2.2	Potential Character Change Areas	45
3	DEARBORN 2030 IMPLEMENTATION	49
	No Maps	
4	DEARBORN 2030 YESTERDAY AND TODAY	63
4.1	Areas Consolidated to Create Modern Dearborn	64
4.2	Dearborn Neighborhoods, Districts and Corridors	66
4.3	Existing Land Use	73
4.4	West Dearborn Transit-Oriented Development Final Concept Plan	76
4.5	Proposed Detroit Intermodal Freight Terminal Area Boundaries	80
5	DEARBORN 2030 TRANSPORTATION	81
5.1	Street Type Classification	89
5.2	On-Street Parking	91
5.3	Traffic Counts	93
5.4	Smart Regional Bus Routes	97
5.5	Conceptual Non-Motorized Transportation Connections	101
6	DEARBORN 2030 CULTURE, RECREATION & THE ENVIRONMENT	103
	No Maps	
7	DEARBORN 2030 CULTURE, RECREATION & THE ENVIRONMENT	115
7.1	Recreation and Environment	118
7.2	Gateway and Wayfinding Sign Concept	122
7.3	Destination Areas	123
8	DEARBORN 2030 DEMOGRAPHIC PROFILE & TRENDS	131
8.1	Community and Neighborhood Boundaries	138
8.2	Neighborhood Center Service Areas – Northwest Planning Area	144
8.3	Physical Characteristics and Opportunities - Northwest Planning Area	145
8.4	Neighborhood Center Service Areas – Southwest Planning Area	150
8.5	Physical Characteristics and Opportunities – Southwest Planning Area	151
8.6	Neighborhood Center Service Areas – Fairlane Planning Area	155
8.7	Physical Characteristics and Opportunities – Fairlane Planning Area	156
8.8	Neighborhood Center Service Areas – Northeast Planning Area	160
8.9	Physical Characteristics and Opportunities – Northeast Planning Area	161
8.10	Neighborhood Center Service Areas – Southeast Planning Area	165
8.11	Physical Characteristics and Opportunities – Southeast Planning Area	166
A	DEARBORN 2030 APPENDIX	I
	No Maps	

DEARBORN 2030 | MASTER PLAN

List of Maps

1	DEARBORN 2030 GUIDING PRINCIPLES AND LAND USE VISIONS	5
	No Figures	
2	DEARBORN 2030 CITY CHARACTER PLAN	39
	No Figures	
3	DEARBORN 2030 IMPLEMENTATION	49
3.1	Implementation Chart	52
3.2	Zoning Plan	60
4	DEARBORN 2030 YESTERDAY AND TODAY	63
4.1	Neighborhood Unit Concept	68
4.2	Building Frontages	70
4.3	Development Characteristics and Real World Examples	71
4.4	Existing Land Use Summary	75
5	DEARBORN 2030 TRANSPORTATION	81
5.1	Street Design Elements	83
5.2	Street Types	85
5.3	Street Function	87
5.4	Non-Motorized Transportation Elements	98
6	DEARBORN 2030 SUSTAINABILITY	103
6.1	Green Stormwater Management Concepts	111
7	DEARBORN 2030 CULTURE, RECREATION & THE ENVIRONMENT	115
7.1	Gateway, Town Center and Wayfinding Sign Examples	122
8	DEARBORN 2030 DEMOGRAPHIC PROFILE & TRENDS	131
8.1	Projected Change in Population and Households, 2010-2040	132
8.2	Population and Household Trends, Dearborn, 1980-2010	132
8.3	Average Household Size, 2000-2040	132
8.4	Population and Household Characteristics, 2010	133
8.5	Housing Characteristics, 2010	134
8.6	Business and Employment Summary by Sector	135
8.7	Population and Household Comparison by Community, 2010	139
8.8	Housing Comparison by Community, 2010	140
8.9	Northwest Planning Area Population Profile	142
8.10	Northwest Planning Area Housing Profile	143
8.11	Southwest Planning Area Population Profile	148
8.12	Southwest Planning Area Housing Profile	149
8.13	Fairlane Planning Area Population Profile	153
8.14	Fairlane Planning Area Housing Profile	154
8.15	Northeast Planning Area Population Profile	158
8.16	Northeast Planning Area Housing Profile	159
8.17	Southeast Planning Area Population Profile	163
8.18	Southeast Planning Area Housing Profile	164
A	DEARBORN 2030 APPENDIX	I
	See Appendix	

DEARBORN 2030 | MASTER PLAN

List of Figures

Intentionally left blank

DEARBORN 2030 | INTRODUCTION

What is a Master Plan?

The Michigan Planning Enabling Act (Public Act 33 of 2008) is the legislation that allows for the creation, adoption, amendment and implementation of a Master Plan. As stated in Section 125.3807(2), “the general purpose of a master plan is to guide and accomplish, in the planning jurisdiction and its environs, development that satisfies all of the following criteria:

- Is coordinated, adjusted, harmonious, efficient and economical.
- Considers the character of the planning jurisdiction and its suitability for particular uses, judged in terms of such factors as trends in land and population development.
- Will, in accordance with present and future needs, best promote public health, safety, morals, order, convenience, prosperity, and general welfare.
- Includes, among other things, promotion of or adequate provision for one or more of the following:
 - A system of transportation to lessen congestion on streets and provide for safe and efficient movement of people and goods by motor vehicles, bicycles, pedestrians and other legal users.
 - Safety from fire and other dangers.
 - Light and air.
 - Healthful and convenient distribution of population.
 - Good civic design and arrangement and wise and efficient expenditure of public funds.
 - Public utilities such as sewage disposal and water supply and other public improvements.
 - Recreation.
 - The use of resources in accordance with their character and adaptability.”

The Master Plan is the basis for the Zoning Ordinance and a “living” document that requires review every five years. The document must include an analysis of the past, present and future; environmental, social, economic and transportation issues; input from adjacent communities and public entities and public participation and input.

What a Master Plan is Not

A Master Plan is not a legal document. Unlike the Zoning Ordinance which regulates uses, the Master Plan helps guide the policy making decisions of elected officials, the City administration, the Planning Commission and Zoning Board of Appeals.

Master Plan Process

The process of creating the Master Plan begins with an analysis and ascertaining the desires of the residents and stakeholders within the community. Through a survey, public workshops and meetings, these desires are translated into visions that contain goals and objectives. The planning process commences by examining all available alternatives, developing a plan, adopting the plan, acting on/implementing the plan and reviewing and updating the plan. This process is continual in nature. The process repeats as changes occur in the community, and the Master Plan is updated accordingly.

Community Participation

The City offered several opportunities, including workshops and an online survey, to gather important opinions and visions for the most significant assets that residents aspire to, want to keep, or feel need “fixing.” Survey and workshop results are provided in the [Appendix](#). The following represents the top three in each applicable category.

Residents ASPIRE to:

- Increase walkable and bikeable connections
- Create appealing, walkable neighborhood retail districts
- Expand recreational opportunities

Residents want to KEEP:

- Libraries, parks and pools
- Neighborhood character, especially trees
- Well-maintained businesses and homes

Residents saw the following as items to FIX:

- Enforcement of building and zoning codes
- Filling vacant properties with residents and businesses
- Parking issues

Public outreach efforts brought to the forefront many issues that residents and stakeholders felt were important to address. The Community Participation element is the basis for the Visions, Goals and Objectives that were developed to create the Dearborn 2030 Master Plan.

PREFACE

The City of Dearborn is a multi-cultural hub of the metro Detroit area. Dearborn, rich in automotive history, has a heritage that includes great neighborhoods and many corporate, educational, religious, civic, cultural, commercial and industrial uses that contribute to the unique fabric of the City. In short, Dearborn has a great story to tell. The City of Dearborn’s 2030 Master Plan for the future of the community encompasses all of what makes Dearborn a great place and builds upon its past successes, current conditions and future potential.

PRIOR PLANNING EFFORTS

The City of Dearborn has been well served by previous planning efforts. This plan builds upon that good work. It is important to understand where the City has been in order to provide a clear direction for where it needs to go.

1962 Master Plan. This Master Plan provided the concept for the Neighborhood Unit and has served as the basis for planning in the City for the past 50 years. According to this concept, a neighborhood is a self-contained residential island with all basic services (parks, retail, etc.) located within the neighborhood. The center of the neighborhood is an elementary school.

1985 Master Plan. This Master Plan built upon the efforts of the 1962 Plan and included 17 Basic Planning Concepts to provide direction and focus to future building and rebuilding of the City. This plan was amended in 1997 by reviewing the 45 areas of specific changes that addressed current needs, trends and conditions in the City.



ORGANIZATION OF DOCUMENT

The Dearborn 2030 Master Plan is organized somewhat differently than the documents of the past. Incorporation of the essential information that supports the [visions](#) will allow Dearborn to sharpen its competitive edge as a more unified, diverse and sustainable community.

- **Chapter 1** is the [Guiding Principles and Master Plan Land Use Visions](#) that were developed through extensive community and stakeholder participation along with goals, objectives and tasks. This is the foundation of the Dearborn 2030 Master Plan.
- **Chapter 2** introduces the [City Character Plan](#) and the Future Land Use Plan and emphasizes specific areas that have been targeted for projects supported by the Guiding Principles and Master Plan Land Use Visions.
- **Chapter 3** is the [Implementation](#) section of the Dearborn 2030 Master Plan and arranges projects from High Priority (1-5 years), 2nd Priority (within 10 years) and Long-term projects (10-15 years) that were identified in the Master Plan Land Use Visions.
- **Chapter 4** is a historical perspective of [Dearborn Yesterday and Today](#). Neighborhoods and districts are examined along with design principles and [Existing Land Use](#).
- **Chapter 5** contains Dearborn's [Transportation](#) elements and inventories the current infrastructure as well as addressing transit and Dearborn's Intermodal Passenger Rail Station and Non-Motorized Transportation.
- **Chapter 6** focuses on [Sustainability](#) in terms of projects that have, can or should be considered for implementation.
- **Chapter 7** highlights all that makes Dearborn unique in its [Culture, Recreation & the Environment](#) providing possible opportunities for the future.
- **Chapter 8** provides [Demographic Profile & Trends](#) that have shaped Dearborn and will continue to impact the communities' future.
- The [Appendix](#) includes results from the visual preference survey, the online survey and the public workshops.



Intentionally left blank



1

DEARBORN 2030 | GUIDING PRINCIPLES AND LAND USE VISIONS

The Dearborn 2030 Master Plan has been guided by the following:

CITY PLANNING. The City of Dearborn will manage change in the community through effective city planning guided by a consistent vision for the future. Future planning efforts should ensure the results reflect the aspirations and core values of the community.

UNIFIED. This stands for that shared sense of community driven by Dearborn's history that gives us our unique identity. The plans we make for the community must eliminate those physical, cultural and institutional barriers that divide us; improving that dedication to the community which encourages continued investment in homes, businesses, and institutions.

DIVERSE. The plans we make for Dearborn must accommodate the spectrum of people, businesses and institutions that contribute to the community by providing a variety of choices in housing, transportation, recreation, education, and other quality of life issues. The immigration of over 80 different cultures to Dearborn provides the spirit of innovation and entrepreneurship that sustains the community's competitive edge.

SUSTAINABLE. Dearborn's plans must preserve, conserve and enhance the environmental, economic and societal viability of the City and region. No community can thrive that lives solely on the investments made by past generations or wastes the assets it has at hand. Although plans must consider near-term issues, solutions to immediate problems must consider the consequence of actions on future generations.

Land Use Visions

As this is a land use plan, a set of specific land use visions based on the larger community vision have been set forth to provide more specific guidance in those areas. Visions have been categorized into the following:

Great Neighborhoods



Main Street Michigan Avenue



Destination Commercial District



Knowledge Economy



Advanced Manufacturing & Logistics



Natural Resources



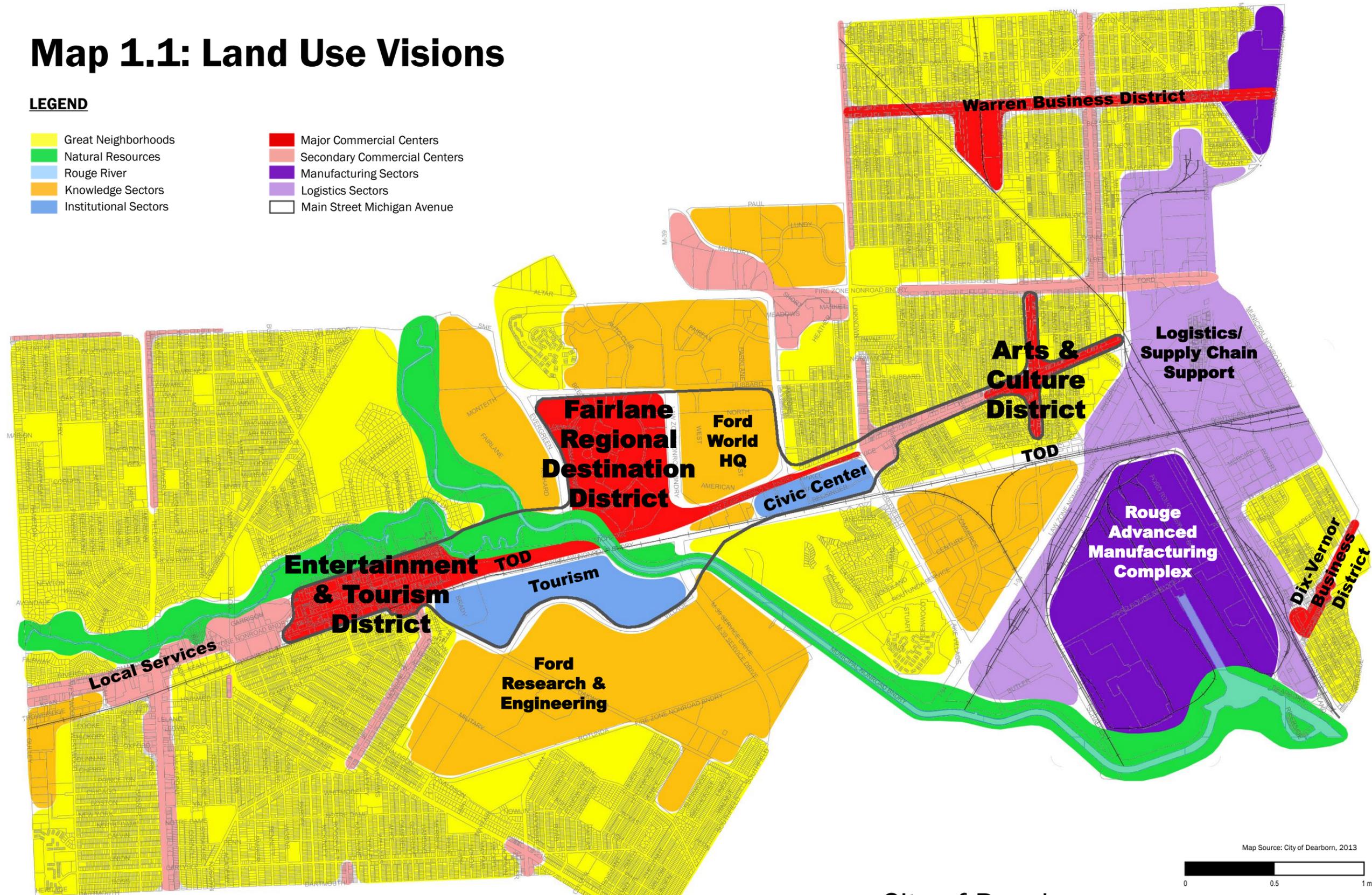
Regional Collaboration



Map 1.1: Land Use Visions

LEGEND

- Great Neighborhoods
- Natural Resources
- Rouge River
- Knowledge Sectors
- Institutional Sectors
- Major Commercial Centers
- Secondary Commercial Centers
- Manufacturing Sectors
- Logistics Sectors
- Main Street Michigan Avenue



Map Source: City of Dearborn, 2013



City of Dearborn
Wayne County, Michigan



7.31.14

Intentionally left blank

VISION

Great Neighborhoods



GREAT NEIGHBORHOODS. A great neighborhood is like a small town or village; it has defined boundaries, a diverse, high quality housing stock, schools, parks, and commercial areas that provide necessary goods and services convenient to home.

UNIFIED. The sense of home has much to do with the physical layout of the area and amenities featured within these areas to ease stress of everyday tasks. Strengthening the fabric of the neighborhoods increases that dedication to the community which encourages social interaction and continued investment in homes, businesses, and institutions.

DIVERSE. Each neighborhood is and should remain physically and functionally unique. It is important to identify what is working well and what solutions would improve and enhance each. Neighborhoods should accommodate walkers, bicyclists, and cars as well as residents of varying ages and capabilities on nearly equal terms. Providing a range of choices in housing types, settings and amenities will keep the community robust in the face of change.

SUSTAINABLE. Constant vigilance is the key to preserving Dearborn's great neighborhoods. Issues must be identified and resolved early to prevent problems from spreading throughout the neighborhood.

MAP 1.2 : GREAT NEIGHBORHOODS

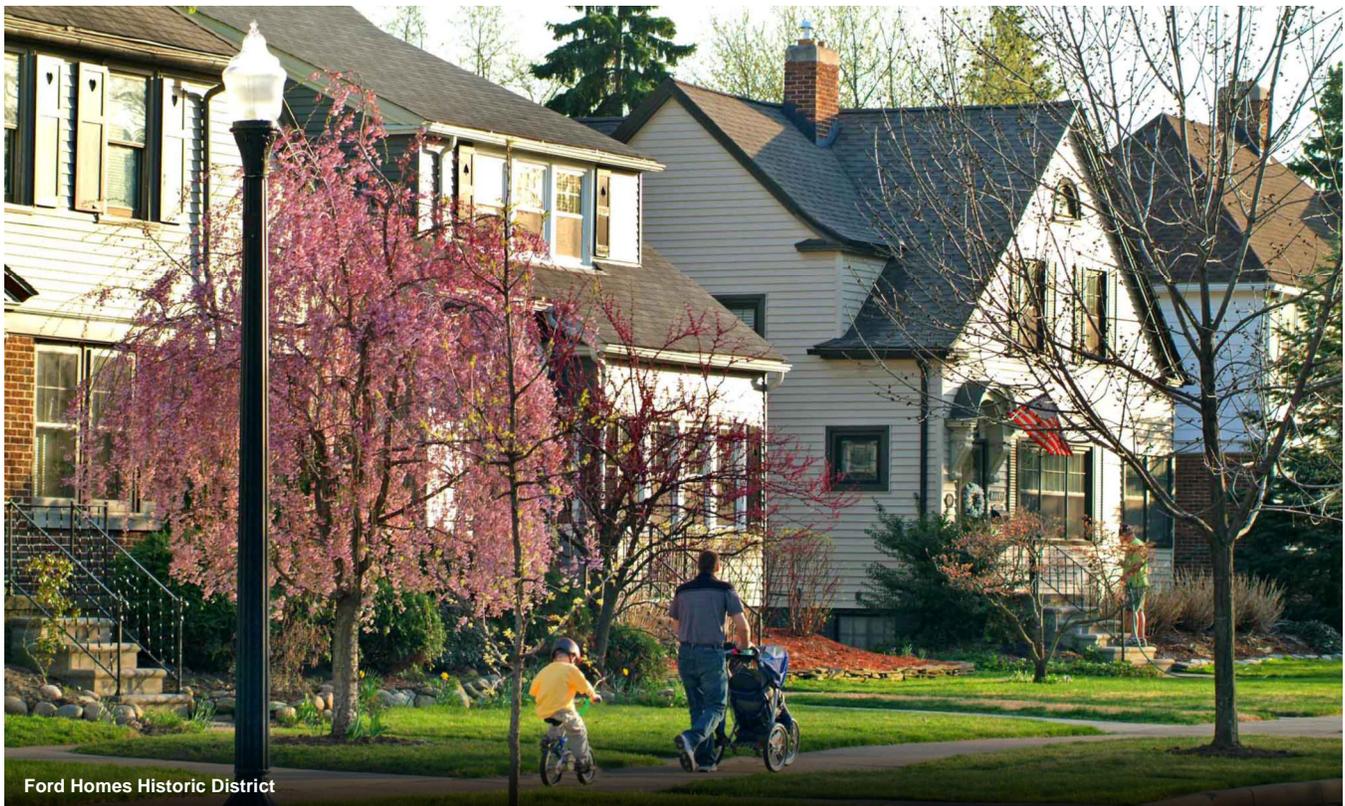




GOAL Great Neighborhoods

Ensure housing stock meets the needs of residents and potential residents

- **Diversify the housing stock to respond to the community's demographic changes in age, income, job mobility and household composition**
 - Determine the demand for existing and potential housing types by conducting a market study
 - Determine where to reduce supply of excess housing types and encourage development of undersupplied housing types through the development of a housing plan and by revising the zoning ordinance
 - Analyze the needed transitions, infrastructure, and amenities needed to implement the proposed housing changes by preparing subarea plans for each neighborhood
- **Preserve and upgrade viable existing housing to meet present and future demands**
 - Revise property maintenance regulations and processes
 - Revise residential zoning regulations and processes
 - Continue Home Rehabilitation, Neighborhood Stabilization and similar programs, as well as outside agency-to-resident programs, such as the Weatherization Assistance Program by the Wayne-Metropolitan Community Action Agency
 - Continue removal of substandard housing, splitting and combining lots with neighboring parcels as appropriate



Ford Homes Historic District



GOAL Great Neighborhoods

Improve connections between community amenities within and between neighborhoods to create a greater sense of unity in Dearborn

- **Improve connections between and within neighborhoods**
 - Ensure multiple safe and comfortable pedestrian connections between and throughout the neighborhoods, including neighborhood commercial areas, through the development of a Non-Motorized Transportation Plan.
 - Ensure that pedestrians are accommodated when traveling within and between neighborhoods through implementation of Context Sensitive Solutions and Complete Street policies in road design
 - Allow for clear, meaningful involvement and participation in community policy making and implementation (Safe Routes to School, neighborhood watch, neighborhood subarea planning, code enforcement)
 - Review the Recreation Master Plan and Capital Improvement Plan to ensure that assets are designed to efficiently service all neighborhoods and communities in and adjacent to the City (based on the location, size and capabilities of the site and any proposed land use changes in the area)
- **Promote knowledge and availability of community amenities citywide**
 - Link parks, schools, greenways and other private or public amenities in the City with designated bike routes through the development and implementation of a Non-Motorized Transportation Plan
 - Provide detailed mapping and descriptions of community amenities and bike routes in user friendly internet form optimized for emerging technology
 - Create a transportation committee
 - Support neighborhood events through regulations related to use of public streets and parks for such activities (i.e. neighborhood garage/street sales, large "block" parties, etc.)



Neighborhood Block Party



GOAL Great Neighborhoods

Encourage better sustainability of neighborhoods through energy and water efficiency upgrades and innovative storm water improvements

- **Promote transportation efficiency**
 - Ensure safe and comfortable pedestrian travel within and between neighborhoods and commercial areas through the development and implementation of a Non-Motorized Transportation Plan
 - Ensure that pedestrians are accommodated on a nearly equal footing with automobiles by utilizing Context Sensitive Solutions and Complete Street policies in road design
- **Promote household energy, water and recycling efficiency improvements**
 - Revise permitting and inspection regulations and processes related to energy and water use efficiency improvements to homes, modernize and streamline as feasible
 - Revise residential zoning regulations and processes related to energy and water use efficiency
 - Encourage household sustainability improvements through incentives and access to reputable programs/information through the city website and other resources
 - Create a Community Energy Management Plan with a specific residential component
- **Make neighborhoods as a whole more sustainable**
 - Review and revise the City's stormwater infrastructure requirements to include and allow options to reduce the volume entering the system through improvements such as tree lawns (the lawn area between the sidewalk and curb) with shallow swales, pervious paving, lawn alternatives, additional tree cover, etc.
 - Review and revise the Zoning Ordinance and General Ordinance regulations to permit and encourage effective and sustainable stormwater alternatives on private property
 - Promote on-site stormwater management at homes by providing instructions and options through the City website: possibly coordinate a backyard wildlife habitat program



VISION

Main Street Michigan Avenue



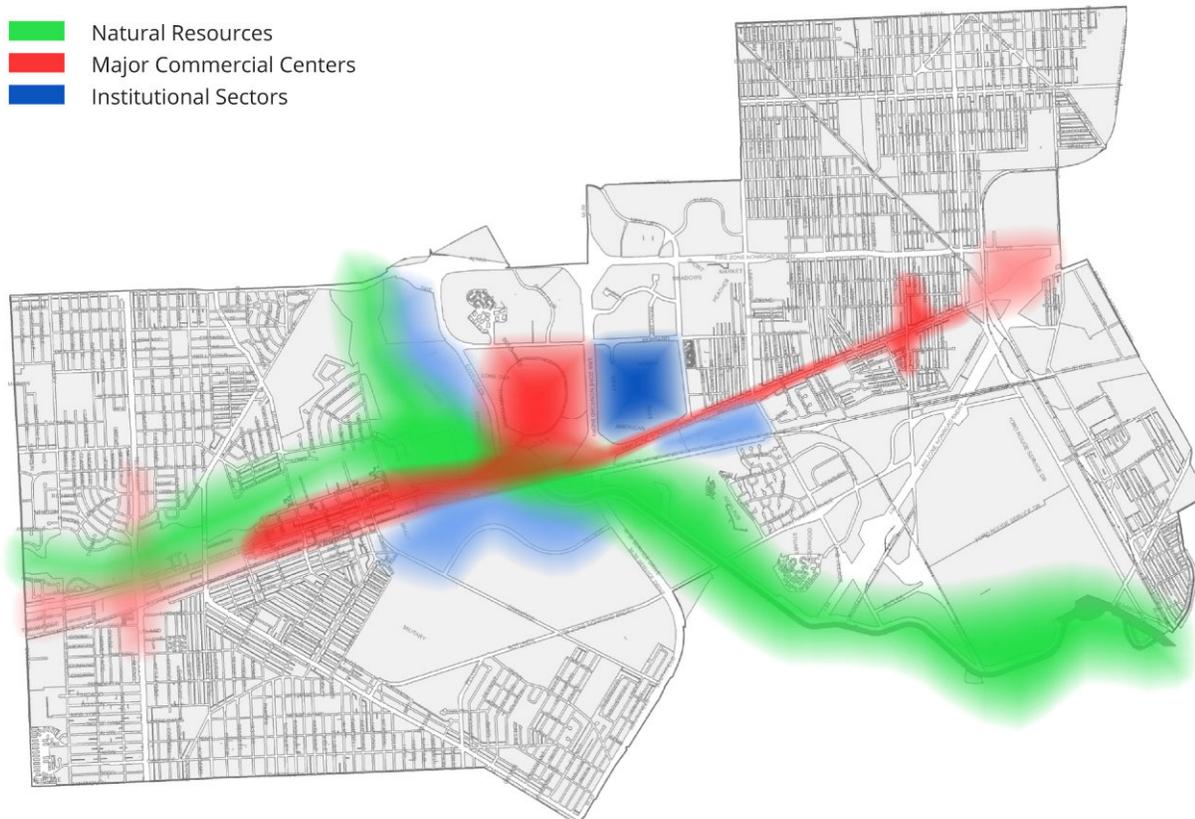
MAIN STREET MICHIGAN AVENUE. Unify east and west Dearborn and the two historic downtowns by transforming Michigan Avenue into a true main street for the entire community and create a strong regional attraction through the amenities and sense of place it offers.

UNIFIED. The purpose of unifying Michigan Avenue is to provide a common, identifiable and functional Main Street for the City as a whole.

DIVERSE. The diversity and intensity of uses along Michigan Avenue include cultural, residential, commercial, transportation, and natural elements which need to be blended into a unique local and regional attraction with a distinctive sense of place.

SUSTAINABLE. The long-term sustainability of Dearborn is inextricably linked to the success of Main Street Michigan Avenue as the heart of the community.

MAP 1.3 : MAIN STREET MICHIGAN AVENUE





GOAL

Main Street Michigan Avenue

Bridge the gap to unite the two downtowns and their historic attributes across the physical, social and psychological barriers that have divided them

- **Further develop the two downtowns as community centers giving each a unique identity**
 - Improve our gateways into the City along with creating and utilizing the power of distinct signage for each of the downtowns, directing people to features and amenities through an integrated wayfinding system
 - Create a form based code for downtown areas
 - Create area plans for West Downtown, East Downtown, and the Municipal Complex
 - Add residential uses and increased density to improve the mix of uses and pedestrian environment - focus on core areas, and then expand outward along the corridor
 - Promote a sense of place through effective brand marketing



Henry Ford Statue and Ford Motor Company World Headquarters



Midwest Medical Center



West Dearborn Downtown



GOAL

Main Street Michigan Avenue

Physically transform Michigan Avenue into a local arterial street to connect key centers of activity to the rest of the community

- **Slow traffic to create a sense of place that is safe, has a lot of activity and encourages social interaction**
 - Design the road to a downtown scale utilizing Context Sensitive Solutions and Complete Streets policies
 - Promote a mix of uses to foster a sense of community
 - Strive to maintain a pedestrian-friendly atmosphere
- **Support and encourage alternative transportation options**
 - Provide for the convenient and safe access of all users including pedestrians, bicyclists, transit riders, freight movers and drivers of all ages and abilities
 - Expand on the Complete Streets resolution by developing a Complete Streets ordinance
 - Reconfigure Michigan Avenue between Brady and Greenfield to improve safe, convenient and pleasant non-motorized travel along the corridor and access to adjacent uses
 - Collaborate on a bike share/rental program
 - Expand the existing bus transit network by planning for bus-only lanes for bus rapid transit (BRT)



Fountain in West Dearborn Downtown



Planter in East Dearborn Downtown

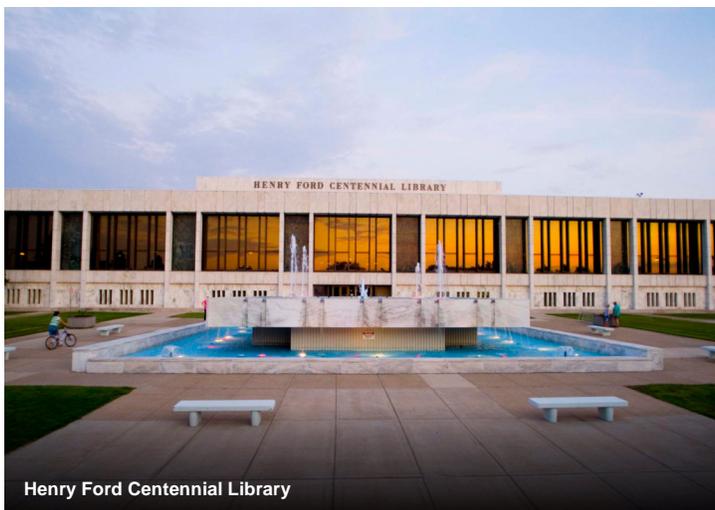


GOAL

Main Street Michigan Avenue

Improve the area between the downtowns to reinforce Michigan Avenue as the main artery of the City

- **Strengthen the core of the City**
 - Relocate City Hall to a more central location to complete the municipal complex
 - Integrate the Municipal Complex, Ford Motor Company World Headquarters, the Rouge River, Fairlane Town Center, and the college campuses
 - Develop a plan for an active city center to connect the Rouge River to Main Street Michigan for future shipping operations, tourism, and recreational opportunities
 - Address the physical and visual barriers from surrounding roads and uses, particularly Michigan Avenue, also Evergreen and Hubbard
 - Develop Main Street Michigan Avenue public/private partnerships with all stakeholders to create a specific, detailed plan for Michigan Avenue
- **Increase accessibility and visibility for all modes of travel between neighboring educational, residential, commercial, and mixed uses**
 - Provide more leisure areas and pedestrian zones
 - Perform a traffic study of Michigan Avenue between Brady and Schlawf to determine capacity and potential alterations
 - Create a safe, convenient and pleasant non-motorized crossing over the Southfield Freeway
 - Create a greenway parallel to the rail line to connect the Municipal Complex to Rouge River Gateway



VISION

Destination Commercial Districts



DESTINATION COMMERCIAL DISTRICTS. Improve our commercial centers by ensuring they have a clear hierarchy and defined role in the community. Their function should be supported by their form (location, scale, size, site design, etc.).

UNIFIED. A clear and well planned hierarchy of commercial centers provides an understandable pattern that defines commercial development while protecting and enhancing surrounding land uses.

DIVERSE. Each commercial center should be unique and convenient for citizens, offering a variety of retail and services. Commercial centers that are designed to fit their context and function will provide strong and distinctive centers and serve as bridges between neighborhoods. At a larger scale, such as the downtowns or the mall, commercial activities can provide distinctive community centers and regional draws.

SUSTAINABLE. Since commercial activities function and have better long-term viability when they have some level of concentration, centers should be synergistic, adaptable to market demands and consumers' ever changing needs.

MAP 1.4 : DESTINATION COMMERCIAL DISTRICTS





GOAL

Destination Commercial Districts

Right size Dearborn's supply of commercial properties

- **Enhance areas of high viability and repurpose low viability areas**
 - Define the City's role in commercial development
 - Identify centers of activity to intensify and improve viability
 - Determine types of markets needed to serve people
 - Identify distressed commercial areas to ascertain shortfalls and reposition as needed by performing a commercial market analysis
 - Rewrite sections of the Zoning Ordinance to allow for more mixed uses
 - Encourage residential use on the upper floors of buildings within the commercial centers to gain a higher density
 - Consider innovative finance models for public and private improvements
 - Encourage a stronger relationship with Chamber of Commerce and share resources
- **Develop a clear hierarchy of commercial centers**
 - Define both function and form for each type of center
 - Provide the needed flexibility to adapt to market changes
 - Perform an appropriate market analysis





GOAL

Destination Commercial Districts

Encourage the development of distinctive commercial centers, supported by marketing and wayfinding

- Develop a clear identity for each center to help marketing and business wayfinding
 - Create uniquely identifiable signage and a marketing campaign
 - Create and promote area maps featuring the “Best of Dearborn”



Neighborhood Market



Fairlane Town Center – Bravo Cucina Italiana



Fairlane Town Center



GOAL

Destination Commercial Districts

Encourage better sustainability of commercial centers through innovative energy, water and storm water efficiency improvements

- **Assist businesses in finding solutions to reduce operating and long-term capital cost**
 - Develop guidelines to address sustainability issues (ie. stormwater runoff, pedestrian access, alternative transportation, etc.)
 - Promote shared parking/trash solutions for focused centers while addressing accountability issues
 - Suggest sustainable upgrades (energy efficiency, water efficiency, grey water systems, pervious pavement, etc.) to reduce costs
 - Create a webpage that outlines strategies to improve the sustainability of business operations
 - Create a Community Energy Management Plan with a specific commercial component



VISION

Knowledge Economy



KNOWLEDGE ECONOMY. Diversify our economy by growing and attracting businesses and institutions that are shaping special knowledge or information sectors. The knowledge economy is built on the intellectual capital of the people who are already living here or can be attracted to locate here. This is vital to Dearborn's future well-being.

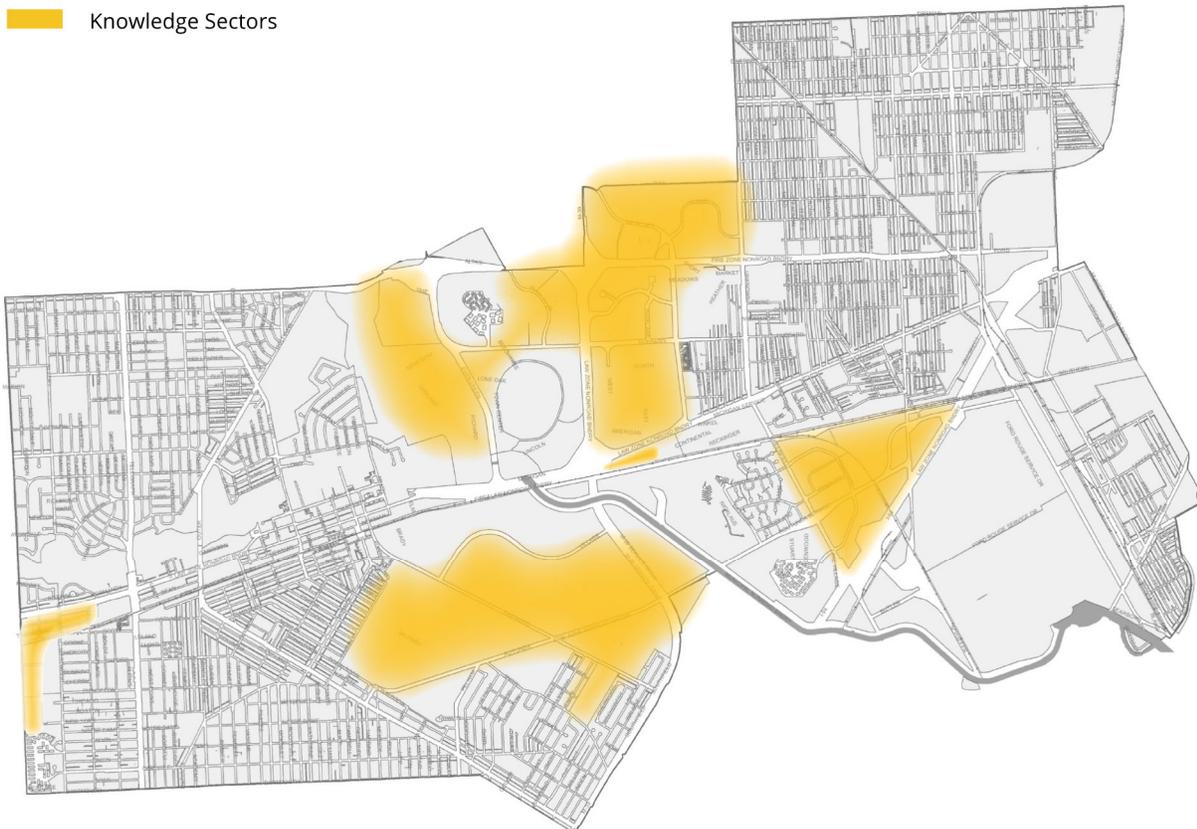
UNIFIED. Expansion of the number and range of opportunities for employment and entrepreneurship will help retain existing talent and recruit new talent to Dearborn. In addition, offering great community amenities will entice new employers and their employees.

DIVERSE. The quality of life experienced in a community is the greatest indicator of why people choose to live there. People working in the knowledge sector of the economy are highly mobile and select where they live based on the availability of features and amenities, while their employers select location based on the ability to attract and retain talent.

SUSTAINABLE. The knowledge economy is expanding at the national, state and local levels and needs to grow to support a healthy, diverse economy in Dearborn. The intellectual products that are exported to other parts of the nation and world bring wealth into the community that sustains a strong local economy.

MAP 1.5 : KNOWLEDGE ECONOMY

 Knowledge Sectors



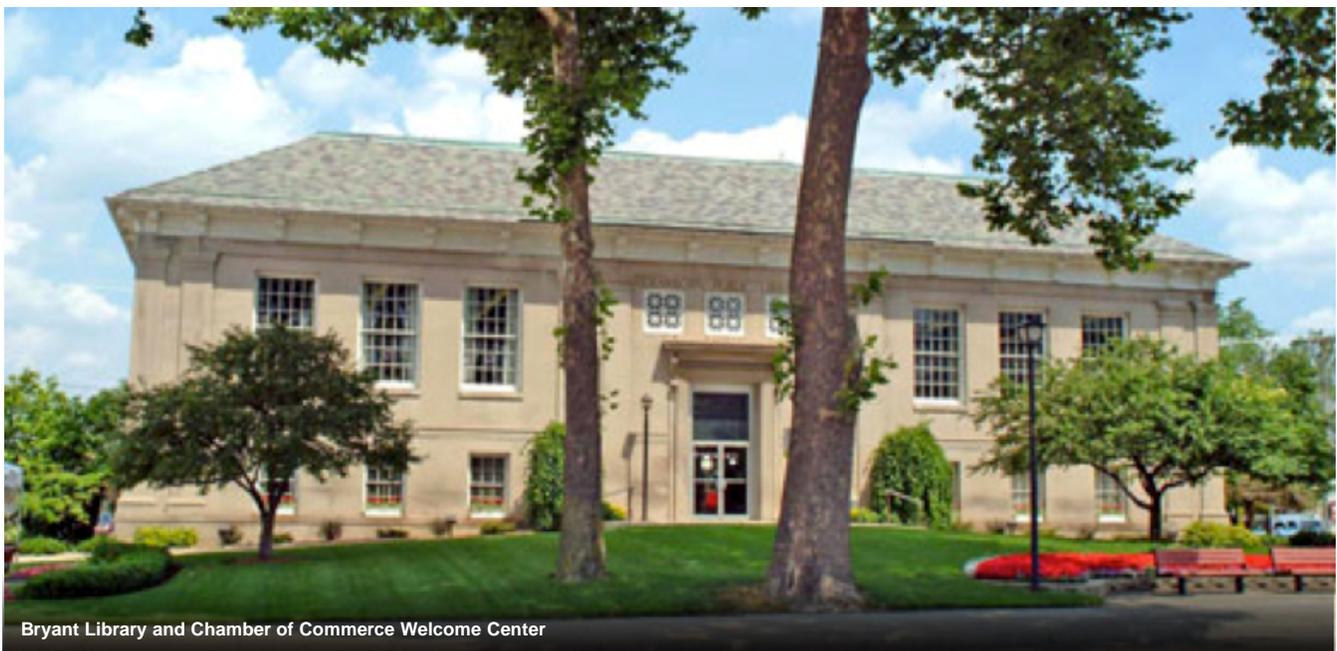


GOALS

Knowledge Economy

Preserve, improve and expand the quality of life factors that act to attract and retain an educated, skilled workforce

- **Improve quality of life factors important to this sector and its workers**
 - Develop a Knowledge Economy Profile for entrepreneurs and workers to determine what quality of life factors are important to the decision to move to or stay in the City
 - Review the zoning regulations, Capital Improvement Plan, Recreation Master Plan, operating budget and other city functions to determine how they can be altered to support amenities that will attract/retain knowledge economy entrepreneurs and workers and develop specific recommendations for implementation
- **Build on access to regional attractions in Detroit and other surrounding communities based on the City's central location**
 - Catalogue regional amenities of interest based on the developed Knowledge Economy Profile
 - Promote these amenities as assets of the City in various media, especially in internet form optimized for tablets and smart phones
 - Support the continued existence and improvement of such regional assets and the creation of new assets of this sort



Bryant Library and Chamber of Commerce Welcome Center



GOAL Knowledge Economy

Promote the City as a center of medical service, research and education based upon premier location in the biomedical corridor between Wayne State, University of Michigan, Henry Ford and Oakwood Healthcare facilities

- **Increase the range and amount of medical service facilities, research and education centers within the City**
 - Review zoning and other regulations to eliminate unnecessary barriers to growth
 - Promote the City as a medical service center in various media, especially in the form of emerging technology
 - Work with the Chamber of Commerce to create a directory of medical services and facilities in the City utilizing interactive mapping



Scientist



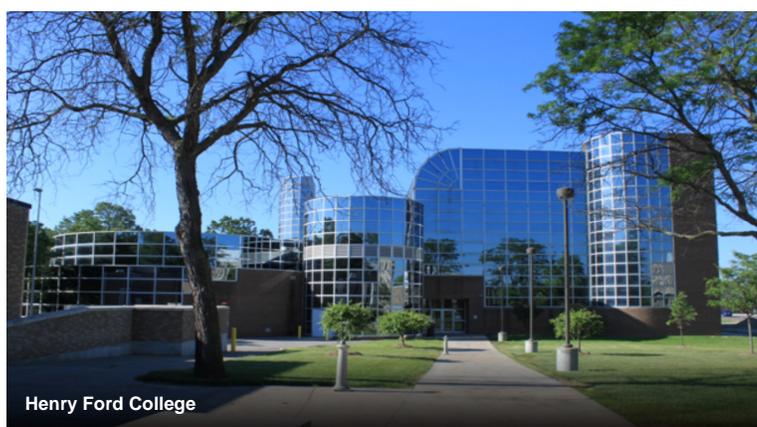
Oakwood Hospital



GOAL Knowledge Economy

Provide a more nimble governmental regulatory and procedural framework for responding to growth and changes in this highly dynamic sector of the economy

- **Lower the threshold for entry of start-up knowledge economy companies, turning the whole city into a business incubator**
 - Expand and market business ready suite options to gain optimal occupancy rates across the City
 - Work with the Chamber of Commerce, adult education programs, libraries, local nonprofits and education institutions to provide small business training and mentoring
 - Review and modernize regulations relating to home occupations
- **Promote specific knowledge economy sector clusters that complement existing industries and institutions**
 - Analyze existing international links, industries, businesses and institutions operating in the City to identify growing or potential clusters of knowledge economy businesses that the City needs to accommodate or should promote
 - Preserve, enhance or create the specific assets needed by the knowledge economy businesses, market these assets through various media and small business development activities
 - Work with local education institutions to ensure necessary training for local workers in the knowledge economy sectors



Henry Ford College



The Union at Dearborn Rendering



GOAL Knowledge Economy

Boost image and role as a college town

- **Provide additional student housing options near the campuses, train station and West Dearborn Downtown**
 - Perform market study to determine the demand for different types of student housing
 - Develop a student housing component in the overall housing plan for the City
 - Include student housing in the subarea plans for those areas that have been determined appropriate
 - Encourage implementation of the student housing components of the housing and subarea plans by revising the Zoning Ordinance
- **Improve non-motorized and transit options for getting around the City**
 - Highlight the connections between the campuses, student housing and other common destinations as a main feature in the Non-Motorized Transportation Plan
 - Develop a transit plan in conjunction with SMART, DDOT, MDOT, the RTA and educational institutions, etc. to improve connections between the campuses, student housing and other common destinations
- **Improve the range of retail, entertainment and other amenities to support the college town atmosphere**
 - Perform a market analysis of common and popular features of college towns relative to the City's existing assets, determine where deficiencies exist
 - Create an economic development plan to promote, recruit, and/or create high priority features missing per the results of the market analysis
 - Work with the Chamber of Commerce, DDA's and other entities, with an interest, to develop the desired atmosphere
 - Revise the Zoning Ordinance to encourage implementation of the student housing components featured in the economic development plan



Intentionally left blank

VISION

Advanced Manufacturing & Logistics



ADVANCED MANUFACTURING & LOGISTICS. Building on Dearborn's strategic location and strength as an industrial powerhouse, this plan promotes Dearborn as a regional center for advanced manufacturing, "green" industry and supply chain logistics.

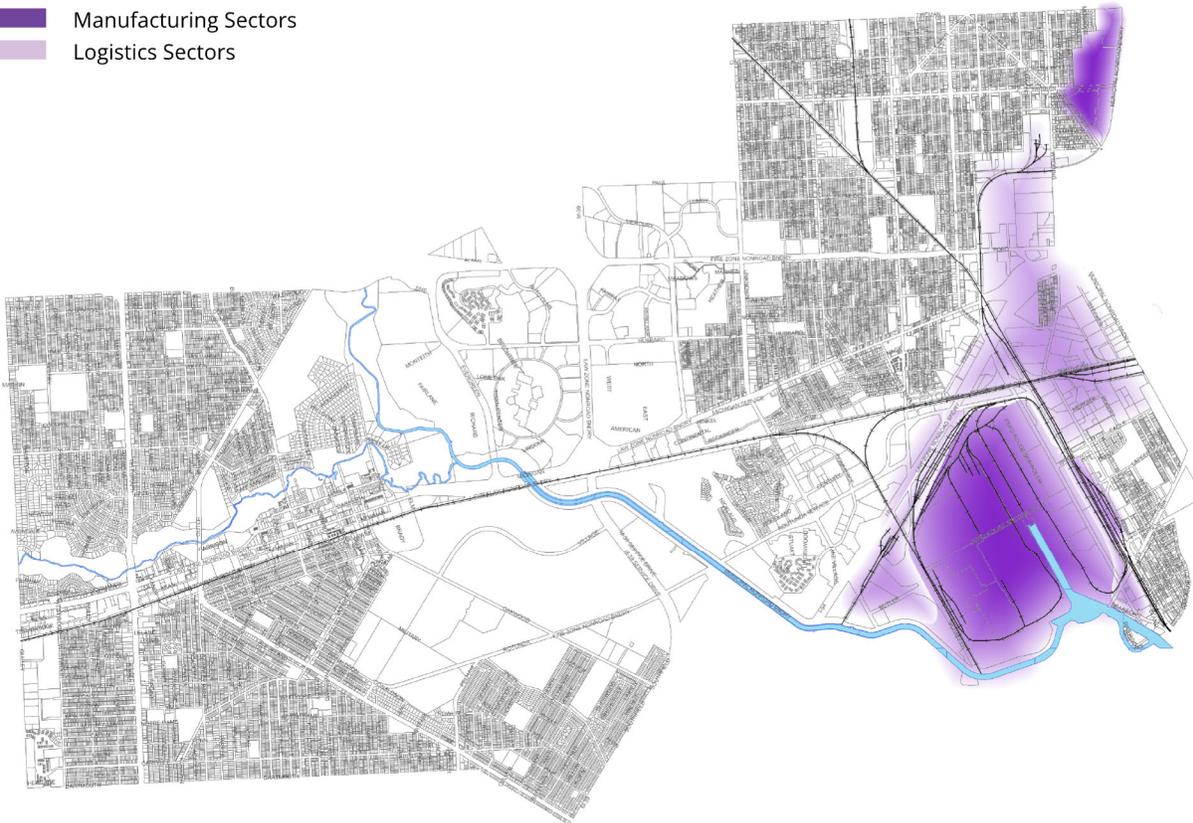
UNIFIED. The legacy of Henry Ford has driven an entrepreneurial and innovative culture in Dearborn. The community has been and should remain a place where things are made by the skilled labor of a highly productive workforce.

DIVERSE. Studies have shown that Dearborn's location in national, regional and international transportation networks creates a strong opportunity to expand logistics and supply chain management as a significant element diversifying our economic base. It also strengthens our position in attracting other advanced manufacturing and continuing to provide high quality jobs for a skilled labor force.

SUSTAINABLE. While industry has been declining at the national, state and local levels, it remains an essential component of a healthy and diverse economy. The production of goods that are exported to other parts of the nation and world brings wealth into the community that will sustain a strong local economy.

MAP 1.6 : ADVANCED MANUFACTURING & LOGISTICS

-  Manufacturing Sectors
-  Logistics Sectors



GOAL

Advanced Manufacturing & Logistics



Right size Dearborn's supply of industrial properties to attract, retain and accommodate growth of modern industrial, manufacturing and logistic/supply chain uses

- **Encourage efficient provision of support services and supply chains**
 - Determine the amount of industrial property needed within the community and specific sector clusters
 - Create an economic development plan specifically to implement this principle
 - Identify specific industrial sector/niches to retain, attract, and/or accommodate for growth of those sectors
 - Analyze existing stock of industrial properties to determine where to retain, enhance or expand offerings
 - Create spin-off business activities with good access to key transportation facilities
- **Seek adaptive reuse of industrial locations that are obsolete and not positioned for high quality industrial uses**
 - Encourage building flexibility so that it is adaptable for many uses
 - Revise the Zoning Ordinance to allow more flexibility within buildings for adapted reuse



GOAL

Advanced Manufacturing & Logistics



Continue to work on local, regional and state efforts to develop the area as an international logistics and supply chain management hub

- **Continue to encourage modernization of existing manufacturing facilities to attract support services and supply chain companies**
 - Collect resources to create a web page that will serve as a networking tool for businesses
 - Determine if incentives are appropriate
- **Develop a strategy that identifies potential industries to attract**
 - Link to the regional economic development efforts related to logistics and supply chain
 - Provide appropriate resources to support the identified industries
- **Link to international markets through our diverse population**
 - Develop an international market network



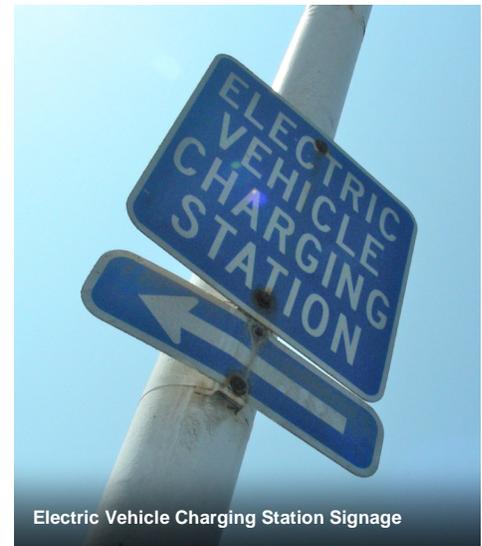
GOAL

Advanced Manufacturing & Logistics



Expand clean industrial uses such as recycling and alternative energy

- **Address environmental and remediation issues related to the transformation of particular industrial properties**
 - Identify the properties that require remediation
 - Identify sources of funding for remediation
- **Develop an identity as a clean industry cluster for hydrogen, fuel cell and electric vehicle technologies**
 - Determine appropriate builder incentives, such as special tax breaks for projects that are sustainably developed
- **Develop the commercial use of the appropriate portions of the Rouge River**
 - Analyze the Rouge facility port to determine the needed improvements for accessibility, expanding the logistics options in the area



Electric Vehicle Charging Station Signage



Ford Rouge Plant

VISION

Natural Resources



NATURAL RESOURCES. Preserve and improve the quality of and access to our natural resources for recreation, tourism and commerce. Particular focus should be paid to conserving the Rouge River corridor as a recreational and aesthetic asset to the community and in its vital role as a deep-water port connecting us to the maritime trade and transportation network.

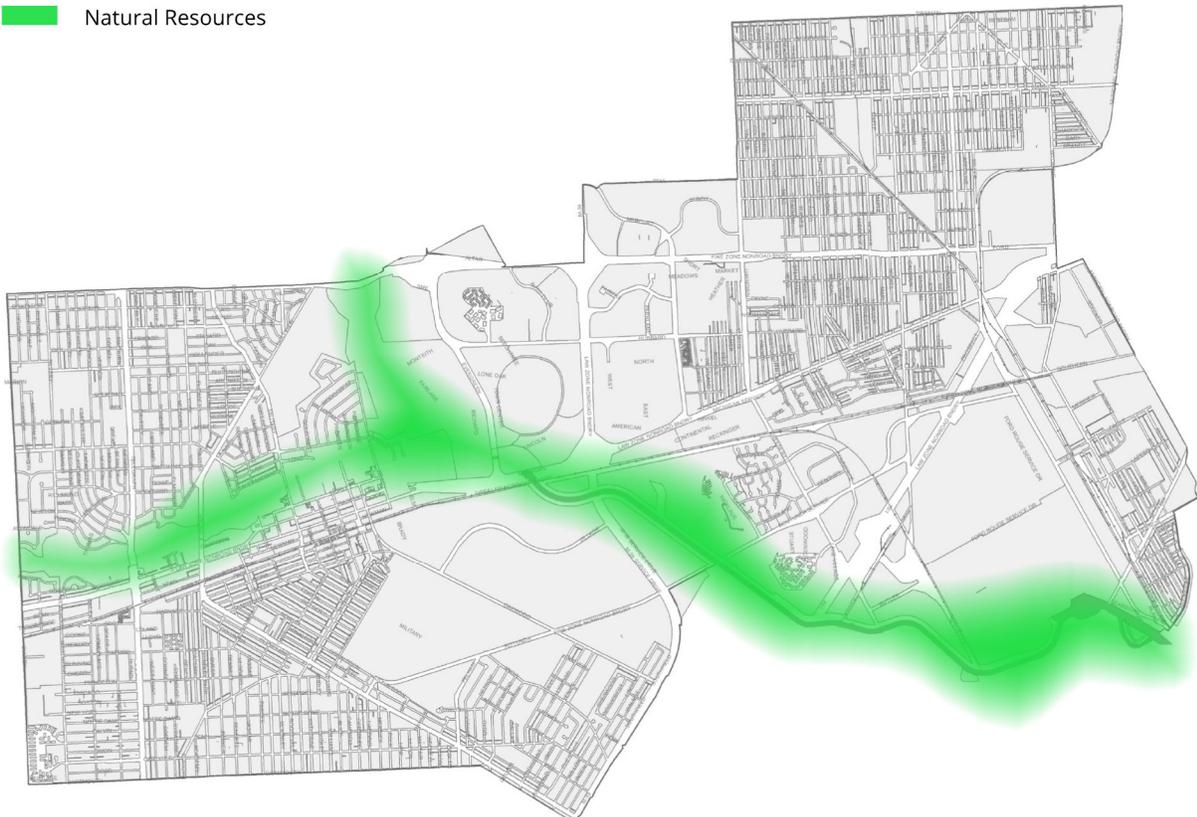
UNIFIED. The Rouge River and its floodplain link to our past, neighboring communities and the natural world. Providing environmentally sensitive access to the river, through greenways and blueways, allows for recreational use and appreciation of these assets. Connecting with the Detroit River will bring people together and strengthen the links across the length of the community and region.

DIVERSE. Change the orientation toward the Rouge River and its floodplain from a primarily industrial waterway to a shared aesthetic and recreational asset for Dearborn's residents, businesses and visitors.

SUSTAINABLE. The Friends of the Rouge succinctly describe sustainability within their mission statement: "To promote restoration and stewardship of the Rouge River ecosystem through education, citizen involvement and other collaborative efforts for the purpose of improving the quality of life for the people, plants and animals of the watershed". All natural resources in Dearborn need to be protected and preserved.

MAP 1.7 : NATURAL RESOURCES

 Natural Resources



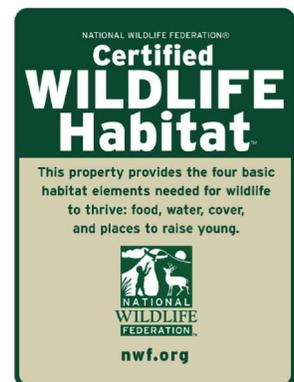


GOAL

Natural Resources

Create and enhance natural features and ecosystems throughout the City

- **Plan habitat improvements in the community**
 - Continue programs to enhance the tree canopy, maintain status as Tree City USA, providing habitat and cooling effect
 - Complete the city-wide tree survey and implement an Urban Canopy Management Plan
 - Naturalize areas and provide stormwater retention in the underutilized areas of parks to enhance habitats
 - Incorporate sustainable stormwater improvements at all levels
 - Protect and preserve environmentally sensitive and critical areas
 - Facilitate urban agriculture and community gardening
 - Investigate and implement public, non-profit and private partnerships
 - Create a Natural Resources Inventory (NRI)
- **Define and promote backyard habitats (modeled on the National Wildlife Federation's program)**
 - Promote multiple conservation concepts for residential yards (ie. sustainable stormwater management, heat island reduction, food production and recreation)
 - Amend codes to promote backyard habitats





GOAL Natural Resources

Reduce the community's environmental footprint by increasing efficiency in resource use and reducing emissions and pollution

- **Promote the community as an electric vehicle friendly place**

- Allow for electric vehicle infrastructure as a permitted use in the zoning code, either as an ancillary use or a principal use in all zones
- Revise the Zoning Ordinance to require that developers install charging stations or electrical conduits in new developments or significant renovations
- Establish an ongoing task force of developers, utility companies, residents, business owners, electric car owners and other key stakeholders to develop and review local policies that relate to electric vehicle infrastructure
- Encourage owners of multi-family residential units to provide charging stations as part of their parking facilities
- Require a portion of electric vehicle infrastructure installments to meet ADA design requirements
- Install electric vehicle charging stations at public institutions such as municipal buildings and parking lots
- Install public electric vehicle charging stations at major activity centers



Electric Vehicle Charging Station (EVCS) Symbol



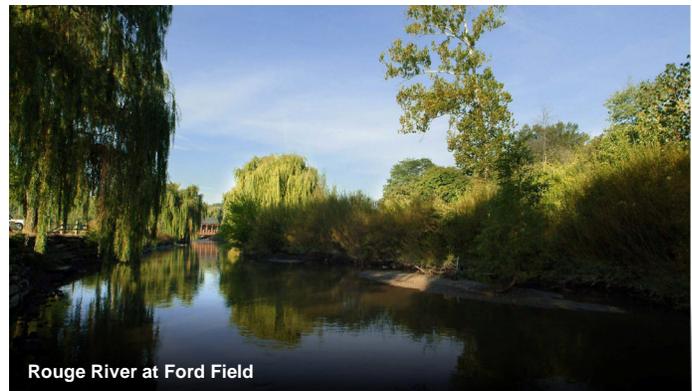
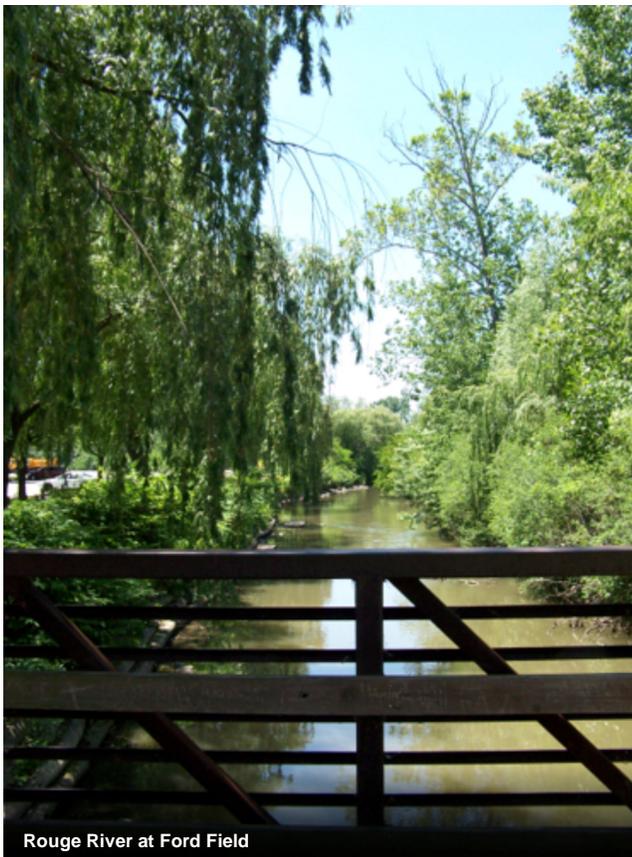
Rouge River Gateway Trail



GOAL Natural Resources

Reclaim the Rouge River and allow for greater accessibility

- **Increase the physical and visual access to the river and its floodplain forest, enhancing Dearborn's recreational identity**
 - Actively participate in waterway clean-up efforts
 - Increase opportunities for water-based recreation
 - Expand the greenway system to the east and west along the Rouge River
 - Expand our leisure tourism industry along the river
 - Investigate successful public and private river-based projects
 - Enhance the Main Street Michigan Avenue recreational connection
- **Develop the Rouge River for sustainable "trade-related infrastructure"**
 - Analyze the options for future shipping operations along the river



VISION Regional Collaboration



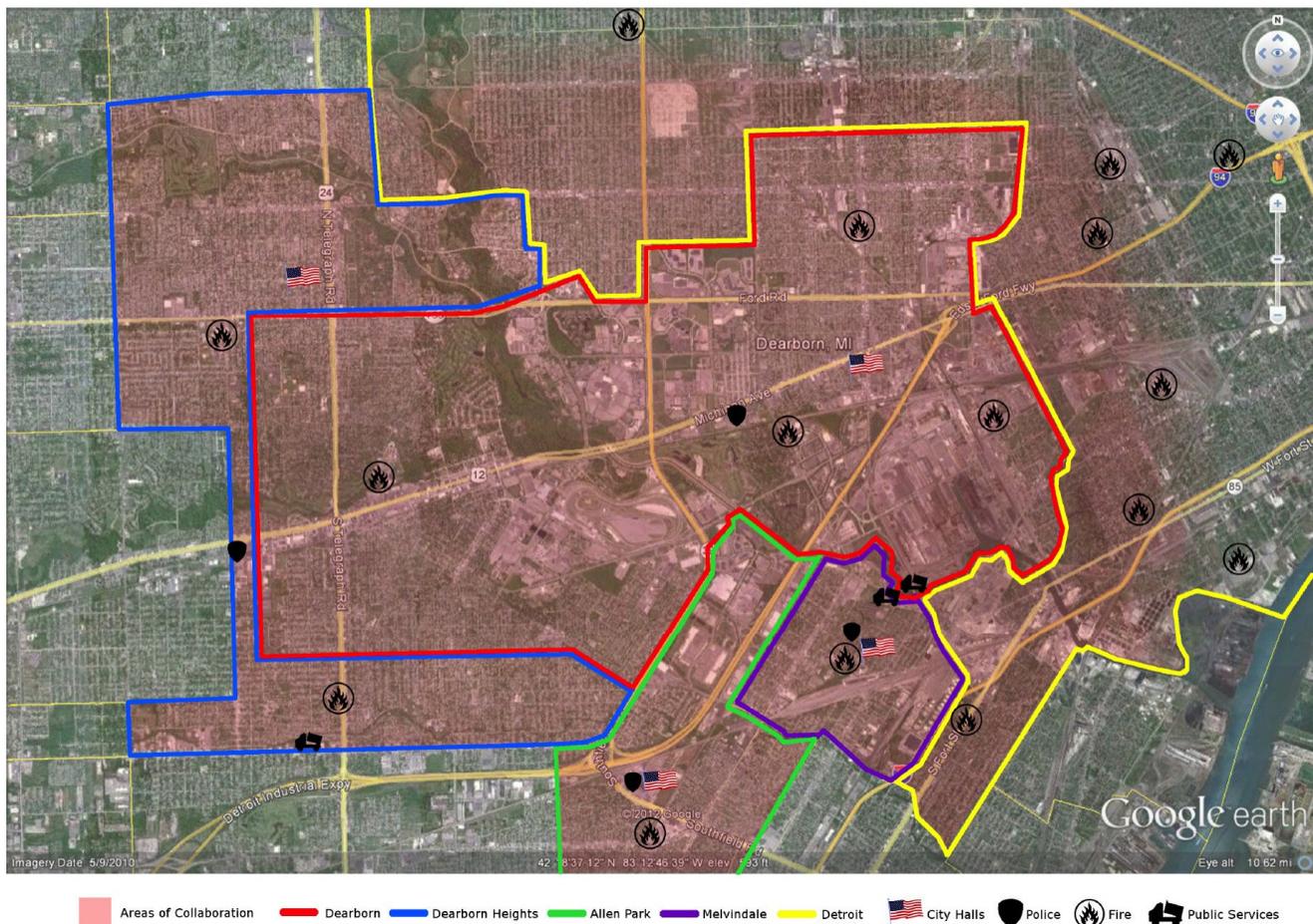
REGIONAL COLLABORATION. Dearborn is an integral part of a large metropolitan area, surrounded by several cities, and the borders are frequently not obvious. The opportunity exists more than ever before due to financial distress in local government to coordinate planning and share services with surrounding cities to be more efficient and cost effective.

UNIFIED. Issues of regional scope such as public safety, information systems, recreation, libraries, transportation systems, utility systems, and larger scale planning and economic development initiatives should be pursued and supported to improve the competitiveness of the entire region relative to the local, national and global economy.

DIVERSE. Dearborn should leverage its strengths along with those of its neighbors and work together to advance prosperity in the region. Specifically, we will work collaboratively with our adjacent communities to avoid economically unsustainable investments.

SUSTAINABLE. This region has historically functioned as municipally independent, isolated units. Given the current economic climate, this is no longer economically, environmentally or socially a sustainable model. Consideration should be given to consolidating duplicative services in adjacent communities. The sharing of services and coordinating of planning activities with surrounding cities may be more efficient and effective than isolated efforts in many areas. It may even prove that consolidation with all or a portion of one or more neighboring communities may eventually be the best and most effective option.

MAP 1.8 : REGIONAL COLLABORATION





GOAL Regional Collaboration

Pursue coordination or consolidation with neighboring municipalities and local school districts

- **Share resources to reduce redundancy and waste in local government**
 - Explore consolidation with all or portions of neighboring communities to obtain the optimal scale for service
 - Examine cost effectiveness of public safety, recreation, libraries, public works and information technology services
 - Improve the quality, stability and cost effectiveness of necessary infrastructure and desired public services
 - Consider establishment of a regional or multijurisdictional authority to provide the desired services or infrastructure that would not rely solely on local government's general fund expenditures
- **Build community and a sense of place**
 - Community is personal, related to individual interests and concerns – define a general consensus
 - Identify changing needs and interests and decrease the emphasis on both political and jurisdictional boundaries



Dearborn Police Officers



Dearborn Snow Plow



Dearborn Tree Trimmers



Dearborn Firefighters



GOAL Regional Collaboration

Participate fully in larger initiatives by SEMCOG, Wayne County, the State of Michigan, and other entities intent on improving the competitiveness of the region

- **Build knowledge and understanding**

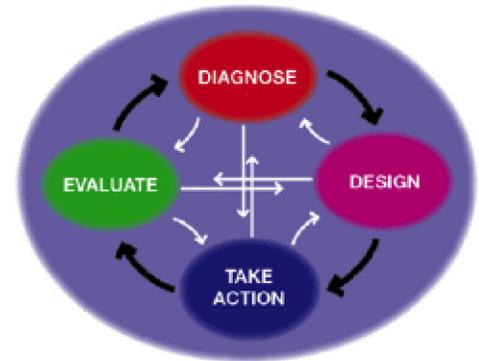
- Forge alliances with diverse interests and viewpoints
- Take ownership of a shared vision and values
- Bridge differences
- Nourish relationships
- Exchange information

- **Provide input and advice**

- Gather capacities for leadership, change, organization and technical information
- Create a regional committee composed of representatives willing to speak up and work for change
- Articulate desired outcomes up front and outline strategies
- Utilize outreach strategies to inform, educate and mobilize people
- Build on successes and move onto other regional problems and opportunities

Cycle of Regional Collaboration

with informational feedback flows indicated by white arrows



COMMON STAGES OF REGIONAL COLLABORATION

STAGE	DIAGNOSE	DESIGN	TAKE ACTION	EVALUATE
GOAL	Determine the need for regional collaboration.	Match the process to the situation.	Formulate and implement actions.	Learn and adapt.
KEY STEPS	Identify the compelling issue or catalyst.	Determine who should convene and lead the effort.	Facilitate scientific and public learning.	Capture and communicate progress.
	Determine if there is a constituency for change.	Mobilize and engage the right people.	Jointly name problems and frame options.	Evaluate outcomes and process.
	Estimate the geographic reach, complexity and volatility of the issue.	Define the region.	Develop an action plan.	Move from low-cost to high cost methods.
	Estimate the region's capacity to work across boundaries.	Specify desired outcomes. Get organized.	Move from vision to action.	Determine if there is a need to continue. Build the capacity to sustain.

Courtesy: Public Policy Research Institute, University of Montana, January 5, 2009

Intentionally left blank



2

DEARBORN 2030 | CITY CHARACTER PLAN

Character Plan Introduction and Overview

Dearborn is a community that has a rich history, unique development patterns and influences, abundant natural features and recreation space, cultural attractions, and is located in close proximity to the cities of Detroit, Ann Arbor, and the Ohio and Canadian borders.

This Master Plan strives to go beyond the basic purpose to create a living document that thinks about Dearborn from more than a land use, development and infrastructure perspective. The Dearborn 2030 Master Plan integrates economic, social, cultural, and environmental components to position the City for long-term sustainability. The Plan challenges City leaders, residents, business owners, and other stakeholders to re-imagine the community's future.

The Dearborn 2030 Future Land Use Plan considers land use and physical design elements to plan for character areas. These character areas recognize that land use is only one component of a city's overall character, and that land use and design elements must work in harmony to create great places. The character of an area is generally determined by the uses that occupy buildings (land use), how buildings are designed and situated along the street (building context) and how pedestrian and vehicle travel areas are designed within the right-of-way (street design).

The supporting design concept relates to proper design and disposition for supporting elements such as parking, landscaping, lighting, etc. and is determined by the combination of land use, building context, and street design. For instance, front-yard parking between the building and the street is appropriate along high-traffic streets where vehicle mobility is the primary concern and where buildings are set back from the street. On the other hand, on-street and rear-yard parking is appropriate where zero-lot line development exists and the character, existing or desired, is a walkable and pedestrian-friendly environment.

Population and households are also a major component of the character of an area. Although population is not predictable, it is important to plan for places that appeal to all age groups and household types and sizes.

Future Land Use

An individual's experience and their lasting impression in any community is derived from the combination of neighborhoods, districts and corridors.

While land use is one of the most important determining factors of the City's character, it is not the only factor. The built environment - how a building is positioned on a lot, what that building looks like, and how it is accessed by vehicles and pedestrians - make similar land uses "feel" very different, making it imperative to consider these elements when determining land use decisions.

FUTURE LAND USE DESCRIPTIONS

Future land uses are classified into the following categories:

// NATURAL FEATURES

Recreation & Natural Features. Parks, land and buildings where active and passive recreational activities take place are included in this category. Also encompassed are low lands near a watercourse which have been, or may be, covered by water of a flood of 100-year frequency as determined by the Federal Emergency Management Agency (FEMA) and natural tree areas.

Rouge River. The river serves to unify the community through recreational and economic development uses, and also serves a role as an industrial powerhouse in areas adjacent to Ford Motor Company's Manufacturing Plant and the Severstal facilities.

// GREAT NEIGHBORHOODS

Low Density. Ideal neighborhoods feature tree-lined streets with sidewalks, on-street parking, and well-maintained landscaping. Appropriate land uses include: detached single family residential dwelling units, duplexes, schools, cemeteries, parks, places of worship and civic buildings.

Medium Density. Appropriate land uses include: attached single family residential units, condominiums, and townhouse style developments that have limited access to the surrounding neighborhoods and roadways. Apartment dwellings may be appropriate provided they are developed in a character consistent with the existing fabric and future vision for the surrounding neighborhood.

High Density. Appropriate land uses include: high rise apartment and condominium complexes, dwelling units and compatible accessory land uses such as community centers and parks.

// MIXED USE CENTERS

Town Center. Town centers are vibrant, dense, mixed use destination areas. Each town center will have its own identity, a human scale, planned pedestrian orientation and minimized automotive uses (such as on-street and shared parking). A mix of land uses including civic spaces, amenities and multiple modes of transportation (bus, rail and non-motorized) are appropriate in these areas.

Vehicle Oriented. Local, community and regional commercial areas of the City where buildings and parking are arranged to place an emphasis on customers arriving via automobile. Characterized by larger, single-use, retail buildings with abundant front and side yard parking and buildings setback, appropriate land uses include: general retail, food service, and office and service type uses. Automobile oriented uses such as gas stations, auto repair, and drive-through facilities may be appropriate in these areas when designed in relationship to the area's character.

Shopfront. Local and community commercial and office service areas that typically have parking in the rear or side yards and buildings are built to the front property line, placing an emphasis on pedestrian and automobile customers. Appropriate land uses include: general retail, food service, office and service type uses. Gas stations, auto repair and drive-through facilities are generally inappropriate in these areas.

Artisan & Innovation. A flexible category which allows for a combination of small and medium-sized artist, artisan and other-related creative businesses. Spaces include a live-work environment and a mix of supporting uses.

TOD (Transit Oriented Development). Development located within a 1/4 mile to a 1/2 mile of a transit facility. This area will be promoted as a compact, mixed used development with a pedestrian orientation and attention to public spaces.

// KNOWLEDGE SECTORS

Employment, Research & Development. Allows for a flexible range of innovative business types for changing and emerging economic trends and business preferences.

Civic, Cultural, Medical, Higher Education & Tourism. Allows for flexibility between a variety of uses. Areas planned for this use include City Hall and other City-owned properties, the Henry Ford, Oakwood and Henry Ford Hospitals, the University of Michigan–Dearborn and Henry Ford Community College.

// INDUSTRIAL

Logistics. Supply chain uses related to the receipt of goods, processing, storage, packaging, shipping and disposal with an emphasis on connections to arterial roads, highways and rail. Appropriate uses include: transport and trade logistics of shippers and freight carriers, and the management of necessary information and communication processes.

Manufacturing. Manufacturing, fabricating and assembly uses are encouraged, but must consider the effect of noise, vibration and other potential nuisances on adjacent uses. Other complementary uses such as related office space and support functions may be appropriate.



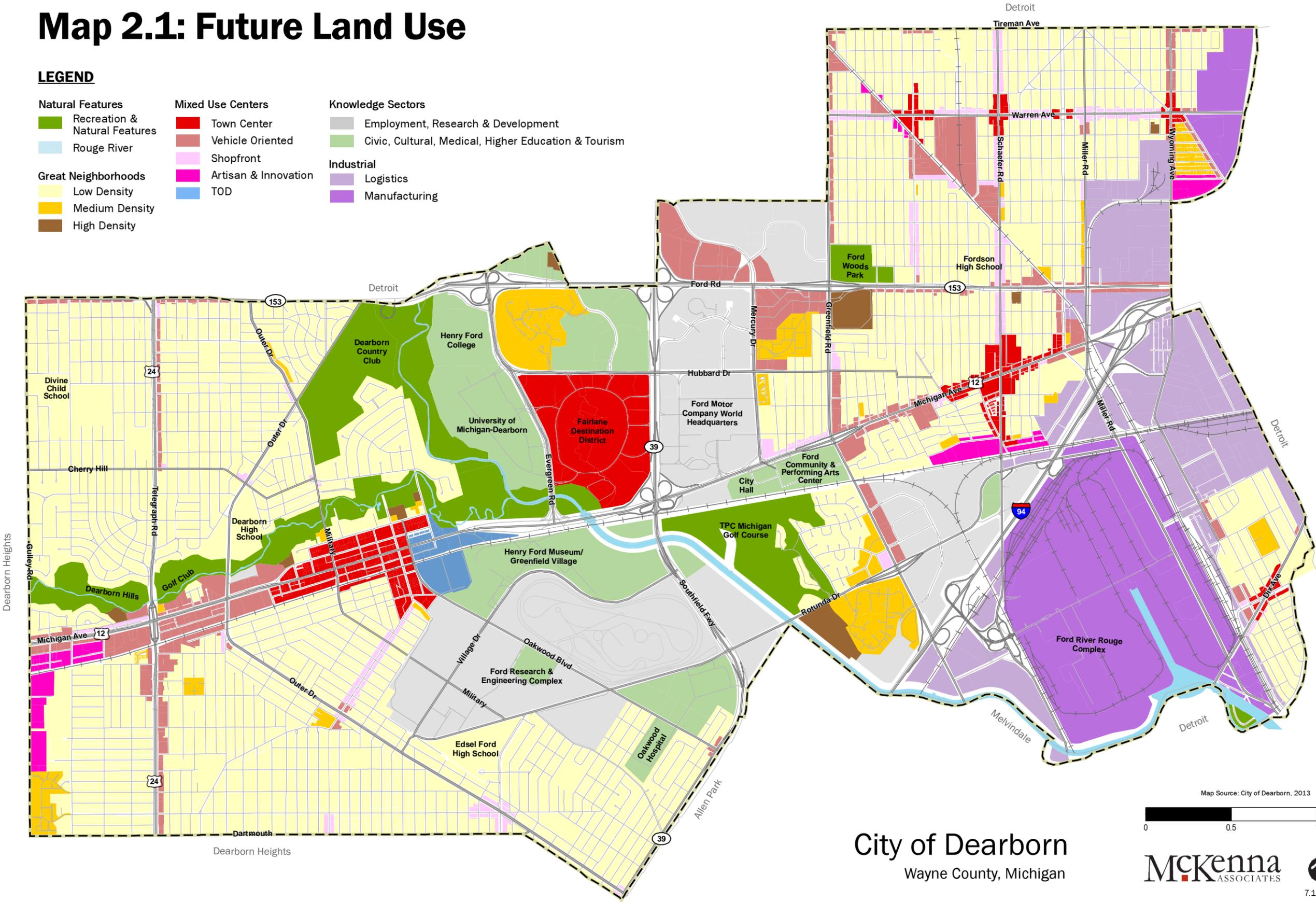
Children at Play

Intentionally left blank

Map 2.1: Future Land Use

LEGEND

- | | | |
|-------------------------------|--------------------------|--|
| Natural Features | Mixed Use Centers | Knowledge Sectors |
| Recreation & Natural Features | Town Center | Employment, Research & Development |
| Rouge River | Vehicle Oriented | Civic, Cultural, Medical, Higher Education & Tourism |
| Great Neighborhoods | Shopfront | Industrial |
| Low Density | Artisan & Innovation | Logistics |
| Medium Density | TOD | Manufacturing |
| High Density | | |



Map Source: City of Dearborn, 2013



City of Dearborn
Wayne County, Michigan

MCKenna
ASSOCIATES



7.17.14

Intentionally left blank

CITY CHARACTER AND REDEVELOPMENT PLAN

Dearborn is divided into a series of communities which, in turn, consist of a number of neighborhoods. The communities organize neighborhoods, districts, and corridors into rational groupings based upon shared characteristics such as age, building form, development pattern, or cultural/ethnic distinctions, and/or by major edges that define borders between multiple adjacent neighborhoods. Community Profiles are an integral part of Chapter 8, [“Demographic Profile & Trends”](#) on page 131.

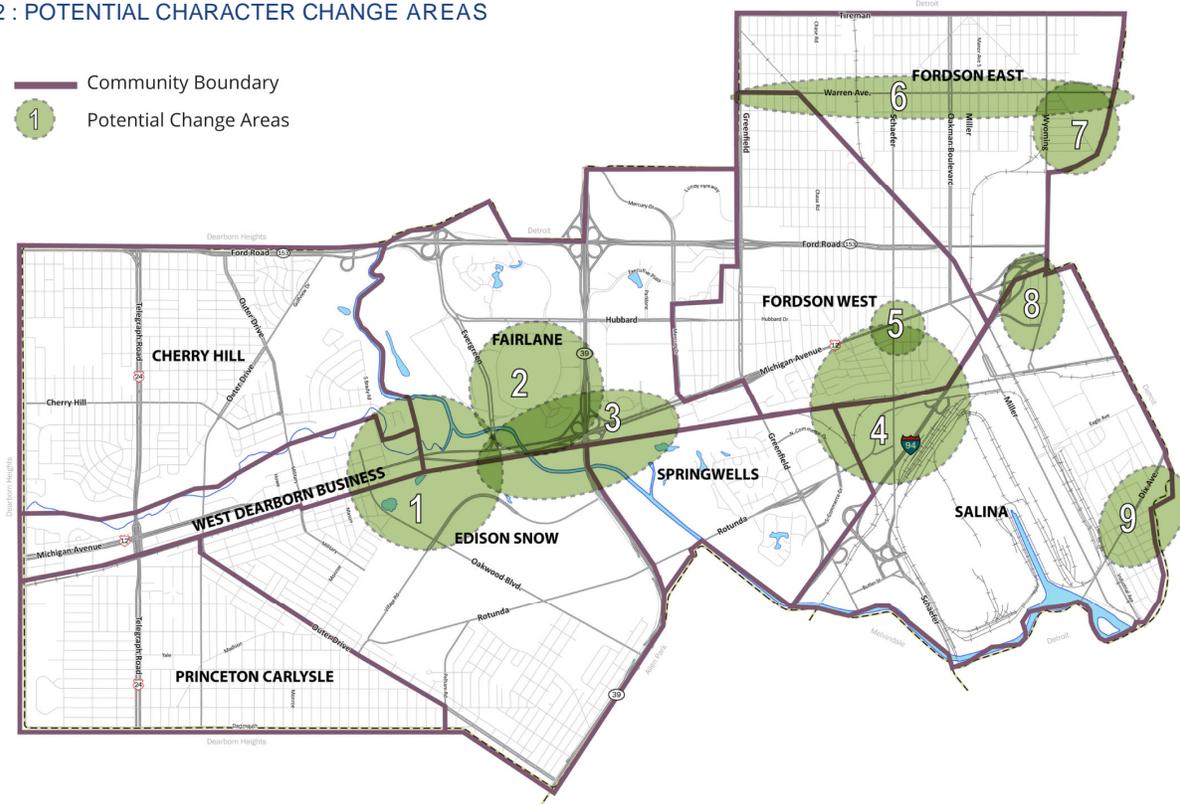
Over the past several decades many of Dearborn's neighborhoods have experienced some change to their original character or are beginning to feel pressure to change their character. Change in the city's neighborhoods has primarily resulted from residents' desire to modify existing homes to add on living space, attach garages, second stories, and so on. For many neighborhoods, permitting these changes will provide the opportunity to encourage investment, attract new residents and generally improve existing neighborhood conditions, while in other neighborhoods permitting change to the established character may be detrimental to the identity and ability to encourage new investment.

To preserve, stabilize and transform neighborhoods in Dearborn, the following should be considered:

- Maintain existing infrastructure
- Encourage energy efficiency
- Encourage the “greening” of buildings and sites compatible with the established character
- Enforce building codes and site maintenance related codes
- Create Zoning Ordinance regulations to require future development to be consistent with established key elements of character
- Ensure buffers and appropriate transitions exist between competing land uses
- Existing landscaping and tree canopies contribute to established neighborhood character and should be preserved
- Remove/rehabilitate unappealing structures to encourage the development of homes with attractive and modern amenities

The areas identified below are envisioned to experience a significant amount of change and will require additional studies for potential redevelopment in the near future. These areas and their potential for change are described on [pages 46-47](#).

MAP 2.2 : POTENTIAL CHARACTER CHANGE AREAS



// TRANSIT ORIENTED DEVELOPMENT (TOD) SITES (#1, #4)

In addition to Dearborn's new intermodal passenger rail station in West Dearborn Downtown, a second transit oriented development future "hub" may be feasible in the vicinity of Schaefer and the railroad, south of the East Dearborn Downtown. Key areas should be determined for the increased density, needed to support the TODs. Plans should be created and marketing campaigns initiated to promote interest in these areas.

// FAIRLANE AREA (#2)

While there are approximately 1,500 enclosed malls in the United States, since 2009, only two new ones have been completed and since 2013, approximately 60 have been transformed. Transformations take malls from single, retail-only structures into urban neighborhood developments characterized by compact, pedestrian-friendly mixed use design that focus on public spaces and establish a sense of place.

The auto-oriented design of an enclosed mall discourages pedestrian activity while expansive parking lots contribute to excess runoff from impermeable surfaces. The Fairlane Community already possesses many of the elements of a mixed-use town center. Creating access to safe and clearly delineated pedestrian and bicycle connections between non-retail development such as the recent University of Michigan student housing, the University of Michigan and Henry Ford Community College campuses, existing Henry Ford Medical Center, and adjacent hotels and office uses is imperative to creating a more sustainable model. Dearborn needs to serve as a catalyst to support redevelopment projects that integrate the mall site with the rest of the community.

// CONNECTING EAST AND WEST DEARBORN (#3)

The modern Dearborn community is the result of combining two distinct entities, the City of Fordson (previously Springwells Township) and much of Dearborn Township (the remainder becoming Dearborn Heights). The natural, built and cultural environments all contribute to the division that exists between the east and west areas of the City. The physical separation is defined by the Rouge River, its' floodplain and the differences in urban form. East Dearborn was developed at a higher density; similar to Detroit, while west Dearborn features strong suburban characteristics such as larger lots and an auto-orientation. The cultural differences of over 80 ethnicities also contribute to perceived divisions, even though many initially settled here in the early twentieth century.

The Guiding Principles of this plan envision a community that is Unified, Diverse and Sustainable, directing us to celebrate the uniqueness of our many cultures, neighborhoods and offerings by connecting Dearborn around concepts like great neighborhoods and jobs, excellent shopping, premium attractions and a high quality of life that accommodates many tastes and desires. One of our best opportunities to illustrate the concept of uniting Dearborn is the connectivity potential along Michigan Avenue - Dearborn's Main Street and identity to the outside world. Dearborn's two downtown districts, civic center, Fairlane Town Center, Ford World Headquarters and the Henry Ford; America's Greatest History Attraction are an extensive collection of destinations and amenities of which all Dearbornites can be proud. Promoting this corridor as the heart and the soul of Dearborn provides the Unified, Diverse and Sustainable image we wish to convey.

// CITY HALL / ARTSPACE DEVELOPMENT (#5)

As of November 2013, Artspace secured \$6.9 million in funding from the Michigan State Housing Development Authority Low Income Housing Tax Credit to develop the existing City Hall into an affordable live/work facility for artists. The project will transform City Hall into an arts campus with 46 units of affordable live/work housing for artists and their families, along with non-residential space for working studios, incubator space, galleries and creative businesses. The project is expected to bring economic and cultural advantages to Dearborn, especially the East Dearborn Downtown district which will experience a significant transformation.

// REVITALIZING AND ENHANCING CORRIDORS (#6, #9)

The Warren and Dix-Vernor Business Improvement Districts have been established. Their existing character will be inventoried and plans for the future strategically set when the appropriate boards are appointed and officially launched.

// POTENTIAL NEIGHBORHOOD TRANSFORMATIONS (#7, #8)

Two predominantly residential neighborhoods, Eugene/Porath and Gary/Shaddick, are located in areas where most of the surrounding uses are intensive commercial or industrial in nature. Strategies to redevelop these areas need to be addressed in the form of a Neighborhood Revitalization Plan.

// REDEVELOPMENT STUDIES

The study of redevelopment sites will include general land use patterns and trends, history of the area, zoning changes over time and review of City records relating to zoning, building permits, subdivision records, vacancy inventories and analyses. Consideration will be given to surrounding land uses and development patterns, zoning and allowable uses, size of the site, market analysis, visibility, environmental conditions, quality of infrastructure and municipal services. Site specific visioning activities will be done for appropriate areas to gain resident and stakeholder input.

The outcome of the research and community outreach efforts will be a redevelopment strategy or plan for each area containing problem statements, goals and objectives and a 2 to 5 year time frame for implementation. Identifying financial redevelopment tools and the appropriate use of these will be a component of the redevelopment strategy or plan. These documents will become part of the Dearborn 2030 Master Plan by reference. Infrastructure recommendations, if made, will be included in the Annual Capital Improvement Plan (CIP). Marketing to potential developers, business owners and tenants on the redevelopment site should be undertaken if appropriate with information maintained, updated and made available on the City website.

Describing the progress of meeting specified time frames and benchmarks will be detailed as part of the Annual Reporting process once a redevelopment strategy has been completed.



Dearborn City Hall

// PUBLIC PARTICIPATION/COMMUNITY AND STAKEHOLDER OUTREACH

In addition to studies on the sites identified for potential redevelopment, an outreach process will be undertaken by the City to gather both resident and stakeholder perspectives. Activities may include, but are not limited to: interactive decision making exercises, consensus building, public comment sessions, design charrettes, open houses, town hall meetings, one-on-one interviews, focus or task groups, crowdsourcing, surveys, canvassing, and utilizing social networks (Facebook/Twitter, etc.). The most appropriate method of involving stakeholders is determined on a project-by-project basis.

Participants may be invited via a phone call, letter or postcard, e-mail, newsletter/newspaper articles, web-based announcement, posters and signs placed in various establishments and civic buildings, cable/television advertising or as a message on official City correspondence, such as water bills or through a group, neighborhood, school or business organization.

Involving stakeholders and residents at the beginning of the redevelopment process offers the opportunity for good ideas, better decisions, transparency and builds the sense of community that makes each place in Dearborn unique.

Sharing the results of public engagement and participation efforts is vital to the success and support of any redevelopment strategy. This offers opportunity for feedback and additional comments and keeps the lines of communication open. Evaluating the process and measuring outcomes is critical in tracking the success of approaches utilized to gain public participation and input.





DEARBORN 2030 | IMPLEMENTATION

The Dearborn 2030 Master Plan represents a vision for the future of the City of Dearborn – a vision to preserve and enhance the best characteristics of the City while making the most of opportunities that come with new development. The Plan is based upon the [visions](#) and should be considered in daily decision-making by the City.

- [Great Neighborhoods](#)
- [Main Street Michigan Avenue](#)
- [Destination Commercial Districts](#)
- [Knowledge Economy](#)
- [Advanced Manufacturing & Logistics](#)
- [Natural Resources](#)
- [Regional Collaboration](#)

Successful implementation of this Plan will be the result of actions taken by elected and appointed officials, City staff, public sector agencies, and private citizens and organizations.

This chapter includes an [implementation chart](#) summarizing the recommended actions or strategies along with the entities primarily responsible for implementing each action or strategy; a [zoning plan](#) presenting short-term zoning implementation actions; and a brief description of [implementation tools](#) that can be used by the City to implement the Plan.

Summary of Recommendations

Actions and tools available to implement the visions created in the Dearborn 2030 Master Plan are as follows:

// PLANNING AND ZONING

Evaluate the City's Zoning Ordinance, and if necessary, make amendments to City regulations as necessary to implement the recommendations of this Plan. Continuous evaluation of the recommendations of this Plan must occur at regular intervals to ensure that the overall vision for the future development of the City remains relevant.

// CIVIC IMPROVEMENTS

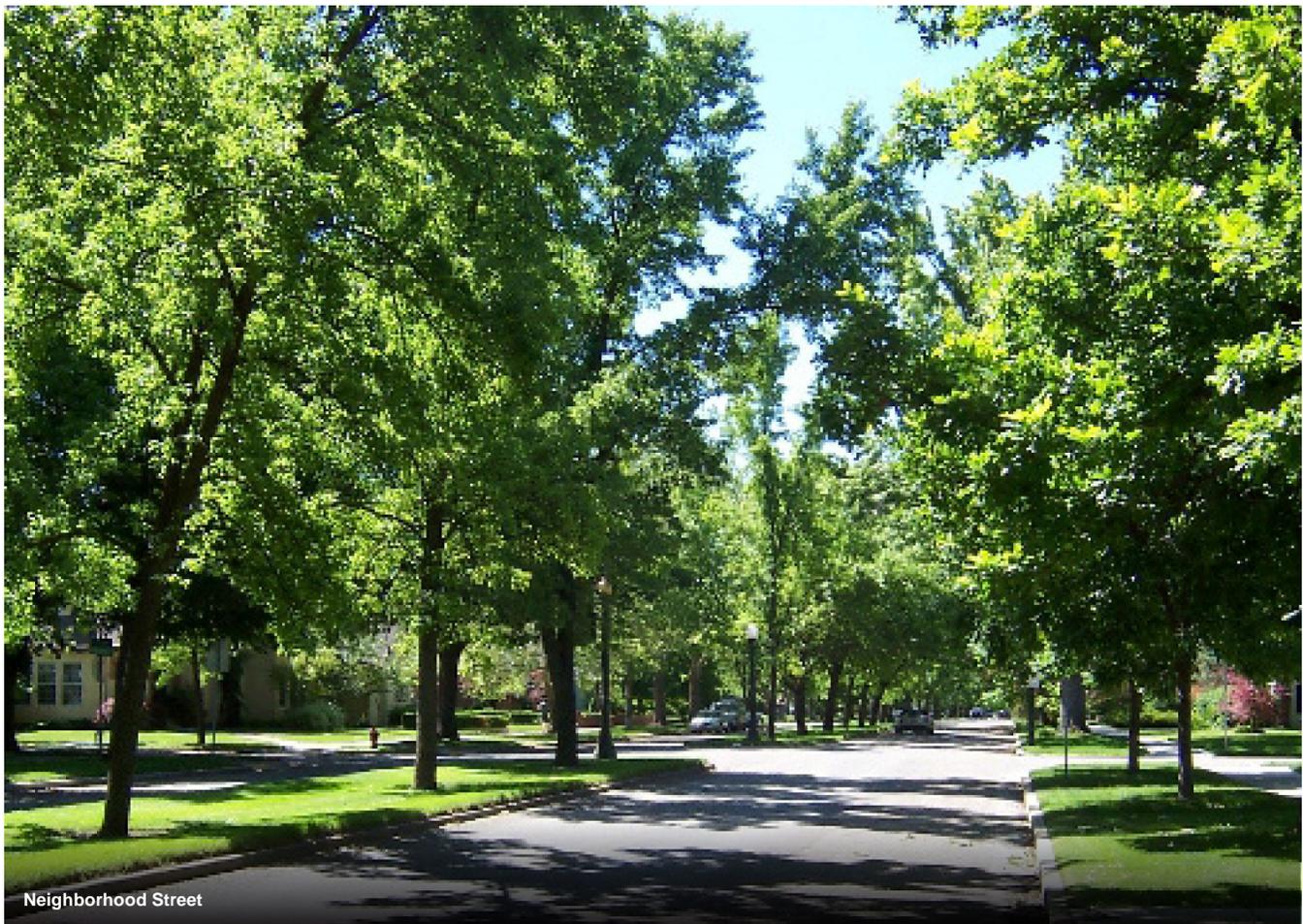
Improvements such as parks, public spaces, and utility systems fall into this category. Civic improvements are generally funded through public funds and are tangible "bricks and mortar" projects.

// CIRCULATION IMPROVEMENTS

Improvements to the City's motorized and non-motorized circulation system fall into this category.

// ECONOMIC DEVELOPMENT

This category includes the economic and physical development of the City. These improvements include a wide range of activities from physical development activity to promotion and marketing, and may be completed by public or private entities, or some combination thereof.



// SMART GROWTH

All development, especially future land uses, is intended to conform to the Principles of Smart Growth as defined by Smart Growth Online. (www.smartgrowth.org). All of these principles have been addressed throughout the Dearborn 2030 Master Plan. Consideration to each of the Smart Growth Principles should be given to any proposed development in coordination with the Dearborn 2030 Visions.

1. **Mix Land Uses**
Neighborhoods need to have a mix of homes, retail, business and recreational opportunities.
2. **Take Advantage of Compact Building Design**
Well-designed, compact neighborhoods allow residents to live, work, shop and play in close proximity. Local business is supported by neighborhoods and viable transit.
3. **Create a Range of Housing Opportunities and Choices**
Allows for people in different family types, life stages and income levels to afford a home in the neighborhood of their choice.
4. **Create Walkable Neighborhoods**
Utilize Complete Streets, among other techniques, to make non-motorized transportation such as bicycling or walking a viable transportation option.
5. **Foster Distinctive, Attractive Communities with a Strong Sense of Place**
Continue enabling neighborhoods to keep their individual identity while maintaining what makes them unique, vibrant, diverse and inclusive.
6. **Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas**
Ensure that development respects and protects natural landscape features and ecosystems.
7. **Strengthen and Direct Development Toward Existing Communities**
Encourage growth in existing neighborhoods, ensure investments in infrastructure such as roads and schools are used efficiently and developments do not take up new land.
8. **Provide a Variety of Transportation Options**
Neighborhoods are attractive and have safe, accessible infrastructure for walking, biking, transit and automobiles.
9. **Make Development Decisions Predictable, Fair and Cost Effective**
Define and refine the development review process clearly and concisely so both the City and developer can meet or exceed expectations. Keep communication consistent and open.
10. **Encourage community and stakeholder collaboration in development decisions**
Nurture engaged citizens so that they participate in community life and decision making. Places belong to those living, working and playing in them.

Implementation Program

Finishing and adopting the Dearborn 2030 Master Plan is not the end of the process. Stakeholders in the master planning process have chosen a future that signifies the importance of traditional, walkable neighborhoods; sustainable mixed-use commercial districts and a range of viable transportation choices. Maintaining cultural diversity, preserving our history, and enhancing the best characteristics of the City while making the most of opportunities that come with new development, are also integral components of the visions for the future.

The chart that follows establishes the priorities in three categories: high priority from 1-5 years; 2nd priority within 10 years and long-term priorities within 10-15 years. The fact that the Master Plan will be updated every 5 years means that, over time, the priorities may change.

FIGURE 3.1 : IMPLEMENTATION CHART

RESPONSIBILITY		LAND USE VISIONS	
A	Administration	GN	Great Neighborhoods
CC	City Council	MSM	Main Street Michigan Avenue
PC	Planning Commission	DCD	Destination Commercial Districts
CP	City Plan	KE	Knowledge Economy
ECD	Economic & Community Development	AML	Advanced Manufacturing & Logistics
PR	Parks and Recreation	NR	Natural Resources
PW	Public Works	RC	Regional Collaboration
EDDDA	East Dearborn Downtown Development Authority		
WDDDA	West Dearborn Downtown Development Authority		
WBDIA	Warren Business District Improvement Authority		
DVBDA	Dix-Vernor Business District Improvement Authority		
MDOT	Michigan Department of Transportation		
HA	Homeowners Associations		
NA	Neighborhood Associations		
SEMCOG	Southeast Michigan Council of Governments		
COD	City of Detroit		
S	Schools (Public/Private)		
WC	Wayne County		
RP	Regional Partners		
NC	Neighboring Communities (Allen Park, Dearborn Heights, Detroit, Melvindale)		

FIGURE 3.1 – IMPLEMENTATION CHART CONT.

HIGH PRIORITY (1-5 YEARS)

PROJECT	RESPONSIBILITY			VISION
	City	Other Gov't	Private	
Zoning Ordinance/Map Update Form Based Codes	ECD CP PC		NA	All visions
Sub Area Plans Corridor Plans Downtowns/Mich Ave. TOD Fairlane Area	CP ECD PC EDDDA WDDDA ECD WBDIA DVBDIA		NA	MSM DCD KE AML
Housing/Neighborhood Revitalization Strategy	ECD CP PC		HA NA	GN
Intermodal (including Non-Motorized Transportation) Plan	ECD CP PC	MDOT WC SEMCOG		MSM DCD KE AML NR RC
Strategic Plan for Detroit Intermodal Freight Terminal (DIFT)/Supply Chain	ECD CP PC	MDOT WC COD SEMCOG		KE AML RC
Rouge Corridor Study	CP PR PC	RP	NA	NR RC
Economic Development Strategy	ECD CP	RP		MSM DCD KE AML RC
Master Plan Evaluation and Amendment	CP PC			All visions

FIGURE 3.1 – IMPLEMENTATION CHART CONT.

2ND PRIORITY (10 YEARS)

PROJECT	RESPONSIBILITY			VISION
	City	Other Gov't	Private	
DIFT	ECD CP PW PC	MDOT WC COD SEMCOG		KE AML RC
Regional Collaboration and Potential Consolidation	A CC	WC NC		RC
Neighborhood Plans	CP PC			GN NR
Planning, Development and CIP Alignment	CP ECD PC			All Visions
Knowledge Based Economy Analysis	CP ECD PC			KE
Right-Size Commercial Sector	CP ECD EDDDA WDDDA WBDIA DVBDIA PC			MSM DCD KE AML
Develop Quality of Life Model	CP ECD PC			All Visions
CIP Process Improvements	CP A PC			All Visions
Joint City/School Parks and Recreation Planning	CP PR A S			GN NR

FIGURE 3.1 – IMPLEMENTATION CHART CONT.

LONG-TERM (10-15 YEARS)

PROJECT	RESPONSIBILITY			VISION
	City	Other Gov't	Private	
Industrial Repositioning	ECD CP PC			KE AML
Urban Storm Water Management Strategy	PW A			NR
Natural Resources Management Plan	CP PR A			NR
Reform Capital Improvement Plan Process	CP A PC			All Visions
Urban Tree Canopy Management Plan	CP A PR PW			NR

HIGH PRIORITY: 1-5 YEARS

// ZONING ORDINANCE / MAP UPDATE / FORM-BASED CODES

The Zoning Ordinance and accompanying Zoning Map are essential tools in the implementation of the Dearborn 2030 Master Plan. Dearborn's current Zoning Ordinance went through its last major overhaul in 1997 and was recodified in 2006. Since that time, both rezoning and text amendments have occurred allowing staff to identify areas that may need to be addressed. A comprehensive technical audit of the Zoning Ordinance needs to be performed to compare it with the objectives of the Dearborn 2030 Master Plan prior to making appropriate text and zoning district map amendments.

Incorporating flexibility in the zoning regulations should be given particular attention as well as considering the application of form based codes in districts where they would be most advantageous to guide development.

// SUB AREA PLANS

The Dearborn 2030 Master Plan is essentially a plan of plans in that it will dictate the requirement to perform additional studies to make determinations of the most appropriate actions in a specific area. Among the initial sub areas that were identified for more comprehensive planning endeavors are:

- Corridor Plans: Warren Avenue and Dix-Vernor
- Downtowns/Michigan Avenue: Exploring the concept of linking the east and west downtowns and creating an integrated and coordinated gateway and wayfinding signage plan
- TOD: In addition to the new Intermodal Passenger Rail Station, explore the potential for another station in the east end of the City and the surrounding development that will follow
- Fairlane Area: Address the potential transformation of the mall as a more inclusive part of the overall community

// HOUSING / NEIGHBORHOOD REVITALIZATION STRATEGY

The recent surge of rental properties have caused great concern among established traditional neighborhoods. A study to determine the effects of rental properties and the condition of Dearborn's housing stock overall needs to be performed. Dearborn also needs to continue to address the consequences of an aging housing stock. Desired residential densities should be determined through examining recent home sale prices on a square foot basis and contrasting how design influences value in Dearborn and other similar communities.

// INTERMODAL (INCLUDING NON-MOTORIZED) PLAN

A separate plan for the area surrounding the new Intermodal Passenger Rail Station will need to be developed in conjunction with Dearborn's Non-Motorized Transportation Plan and corresponding financing methods. The Non-Motorized Transportation Plan should include a natural resources component.

// STRATEGIC PLAN FOR DIFT / SUPPLY CHAIN

There is a current lack of adequate intermodal capacity in Southeast Michigan. The purpose of the Detroit Intermodal Freight Terminal (DIFT) project is to support the economic competitiveness of Southeast Michigan and the State by improving intermodal freight transportation opportunities and efficiencies to benefit business, industry and residents. The location of the DIFT directly affects Dearborn as a portion of the project is in East Dearborn.

The goal of the DIFT is to develop a regional intermodal facility with sufficient capacity to provide for existing and future demand and that supports the residential neighborhoods and businesses of Southwest Detroit/East Dearborn consistent with both terminal and community development objectives.

Terminal development objectives include: stimulating economic development and redevelopment through job creation, increasing the tax base and lowering the price of consumer goods; reducing truck "vehicle miles traveled" which saves lives, reduces pollution and conserves highway capacity; provide infrastructure to support current and future distribution needs of auto manufacturing and other Southeast Michigan businesses; and focus federal, state, local and private investments and resources at a single, world-class intermodal freight terminal district.

Community development objectives focus on Southwest Detroit and East Dearborn and include: strengthening the communities by reducing the impact of intermodal terminal expansion on residents and businesses; stimulating economic redevelopment with an associated increase in jobs for local residents; investing in infrastructure that improves safety by eliminating rail crossings and correcting drainage problems at a number of streets passing under rail lines; removing intermodal truck terminal-related truck traffic from local streets of the nearby neighborhood so that quality of life issues, such as air pollution and safety, are addressed; buffer the intermodal facility from nearby neighborhoods through improvements that reduce noise and utilize trees, vegetation and other enhancements to improve the terminal's exterior appearance.

As the DIFT moves towards construction, Dearborn will need to develop a strategic plan that addresses its impact on the community and allows for opportunities for related intermodal and supply chain management growth.

// ROUGE CORRIDOR STUDY

An inventory of land uses and conditions surrounding the Rouge River needs to be conducted to ascertain future development prospects. Specifically, Dearborn would like to consider utilizing this corridor not only as a recreational advantage, but as another community gathering place with the potential for a light commercial component.

// ECONOMIC DEVELOPMENT STRATEGY

Dearborn must continue its cooperative and constructive interaction with federal, state and neighboring communities to ensure growth as a region.

// MASTER PLAN EVALUATION AND REVISION

As mandated by Michigan's Municipal Planning Act, the Planning Commission must review the Master Plan at least every five years. Procedures to determine how progress toward meeting objectives will be developed as regular review meetings become standard practice to keep the Master Plan up to date.

It is important to note that as the City prepares additional studies and analyses, they should be officially adopted as amendments to the Master Plan. Individual studies adopted as part of the Master Plan shall be referenced appropriately.

2ND PRIORITY: WITHIN 10 YEARS

// DIFT

Allow for opportunities for related intermodal and supply chain management growth within the community based upon the strategic DIFT/Supply Chain Management Plan.

// REGIONAL COLLABORATION AND POTENTIAL CONSOLIDATION

Continue to investigate and implement mutually beneficial service consolidation with adjacent municipalities to reduce repetitiveness and costs.

// NEIGHBORHOOD PLANS

Much like the community profiles that are a part of this Master Plan, neighborhood plans that take individual characteristics into account are essential to determine the feasibility of development and redevelopment within each neighborhood. Components of these plans should include: historic preservation, housing, transportation, public safety, education, neighborhood livability and commercial development.

// PLANNING, DEVELOPMENT AND CAPITAL IMPROVEMENT PLAN (CIP) ALIGNMENT

One of Dearborn's planning goals is to achieve an alignment between master planning objectives, public infrastructure, needs and improvements, and capital funding for those activities as specified in phased CIP approvals. While each of these elements tends to function independently today, a coordinated planning approach will be a more effective and efficient way to plan for future community investment.

// KNOWLEDGE BASED ECONOMY ANALYSIS

Conduct an analysis and develop a Knowledge Economy Profile. Review, modernize and potentially revise the Zoning Ordinance, Capital Improvement Plan, Recreation Master Plan operating budget and other City functions to eliminate barriers to growth and determine how they can best support amenities that will attract and retain knowledge economy entrepreneurs and workers. Perform market analysis relating to college towns to determine the demand for student housing and other amenities and incorporate findings into the overall housing and development plan for the City.

// RIGHT-SIZE COMMERCIAL SECTOR

Inventory commercial districts and uses, clarify desired role and form for each district, perform a market analysis and determine areas prime for redevelopment as something other than commercial. Review density limitations, allow for mixed uses with a residential component and develop marketing programs and guidelines for addressing sustainability issues.

// DEVELOP QUALITY OF LIFE MODEL

Promote understanding of the Master Plan as it relates to maintaining and retaining a sense of place within the community. Identify metrics and promote changes that improve quality of life.

// CIP PROCESS IMPROVEMENTS

Increase the influence of the Planning Commission in the current CIP process. Ensure that all projects are directly tied to an objective within the Dearborn 2030 Master Plan.

// JOINT CITY / SCHOOL PARK / RECREATION PLANNING

Partner with the schools to ensure that park and recreation planning is more cost effective and not duplicative in nature.

LONG-TERM: 10-15 YEARS

// INDUSTRIAL REPOSITIONING

Historical industrial development patterns of the 20th Century are changing, and becoming obsolete. As modern manufacturing and supply chain needs are met within the former industrial districts, other more varied and flexible uses will be accommodated through an industrial repositioning strategy for Dearborn.

// URBAN STORM WATER MANAGEMENT STRATEGY

In conjunction with the Natural Resources Inventory and utilizing BMP's (best management practices) and LID (low impact development) standards, develop a plan to more effectively and efficiently manage stormwater.

// NATURAL RESOURCES MANAGEMENT PLAN

Following the completion of a Natural Resources Inventory, a plan must be devised to determine the most appropriate actions for preserving and protecting these resources for future generations.

// REFORM CIP

Based on the information obtained from the Planning, Development and CIP Alignment study, additionally ensure that the Planning Commission continues and strengthens its participation in the process; there is appropriate staff training; and that Dearborn's Capital Improvement Plan is directly tied to the Master Plan as the reference for proposal, prioritization and implementation of projects.

// URBAN TREE CANOPY MANAGEMENT PLAN

An urban tree canopy (UTC) is defined as the layer of leaves, branches, and stems of trees that cover the ground when viewed from above. Trees provide a stormwater management function by intercepting rainfall and reducing surface runoff. After completing a tree inventory, the City needs to develop a plan to determine funding for areas defined as lacking appropriate coverage while ensuring that the existing canopy is well maintained and preserved.

Zoning Plan

A "Zoning Plan" is required by the Michigan Planning and Zoning Enabling Acts. Section 33(d) of the Michigan Planning Enabling Act, PA 33 of 2008, as amended, and requires that the plan prepared under this act serve as the basis for this zoning plan. The Michigan Zoning Enabling Act, PA 110 of 2006, as amended, requires a zoning plan be prepared as the basis for the Zoning Ordinance. It must be based on an inventory of conditions pertinent to zoning in the municipality, such as vacant land available and/or underutilized land by zoning category, and the purposes for which zoning may be adopted (as described in Section 201 of the Michigan Zoning Enabling Act).

The [Zoning Plan](#) is a key implementation tool to achieve the vision of the Master Plan. In order to realize that vision, the City must ensure that ordinances and regulations permit and direct the type and style of development recommended by the Master Plan.

// RELATIONSHIP TO THE MASTER PLAN

The Dearborn 2030 Master Plan establishes the vision, goals, objectives, and strategies for the City of Dearborn for the next twenty years and beyond. It includes specific strategies for managing change in land use and infrastructure over this period as well as the physical character of development. This zoning plan is intended to guide the implementation of these strategies through future changes to the City's Zoning Ordinance.

// FUTURE LAND USE DESIGNATION CORRELATION TO ZONING DISTRICTS

The following table summarizes the existing zoning districts that most closely correspond with each of the future land use designations found in the [City Character Plan](#) chapter of this plan. Specific recommendations for changes to height, area, bulk, or location requirements for various areas of the City are described in the [Yesterday and Today](#) chapter.

The City will need to reconcile the future land use designation descriptions with the existing zoning districts. This may include amendments to uses allowed within the existing zoning districts as well as development standards for specific uses.

// ZONING DISTRICTS WITH NO CORRESPONDING LAND USE DESIGNATIONS

The Residential Preservation (RP), Vehicular Parking (VP) and Vehicular Parking- Class A Auto Dealer (VPD) Districts do not have corresponding future land use designations. The RP district is intended to be a transitional use between more intensive land uses and less intensive residential uses. The RP district was formed to protect a particular architectural character, allowing added flexibility of uses while retaining the existing residential façade therefore preserving the character of the area. The RP District permits the construction or conversion of structures for combined office and residential use, provided the residential character of the structure and the parcel is maintained.

The VP District provides areas used solely for off-street parking as an incidental use for an abutting commercial, office, or industrial use. It is intended to supplement the parking needs of businesses that do not have adequate parking, due to initial site limitations or business growth. The VPD District is intended to accommodate storage of new and good-condition used vehicles for sale, but VPD Districts do not allow any activities that negatively impact adjacent residential property.

FIGURE 3.2 : ZONING PLAN

Current Zoning District	Great Neighborhoods			Main Street Michigan Avenue & Destination Commercial				Knowledge Economy		Advanced Manufacturing & Logistics		Natural Resources		
	Low Density	Medium Density	High Density	Town Center	Vehicle Oriented	Shopfront	Artisan	T.O.D.	Employment, Research & Development	Civic, Cultural, Medical, Higher Education and Tourism	Logistics	Manufacturing	Recreation & Natural Features	Rouge River
R-A, One Family Residential	X												X	
R-B, One Family Residential	X													
R-C, Multiple Family Residential		X												
R-D, Multiple Family Residential		X		X										
R-E, Multiple Family Residential			X	X				X						
R-P, Preservation														
O-S, Business Office						X								
B-A, Local Business						X								
B-B, Community Business		X	X		X	X				X				
B-C, General Business		X	X	X	X	X	X	X	X	X				
B-D, Downtown				X		X		X	X	X				
I-A, Light Industrial							X		X		X			
I-B, Medium Industrial							X		X		X	X		
I-C, Intensive Industrial									X		X	X		
I-D, General Industrial									X			X		
T-R, Technology Research							X		X					
PUD, Planned Unit Development/Mixed Use		X	X	X		X	X	X		X				
FP, Floodplain													X	X
VP, Vehicular Parking														
VPD, Vehicular Parking – Class A Auto Dealer														

FINANCING TOOLS

Grants and private donations are always sources to be pursued to generate project funds. However, in a tough, competitive economy, they cannot always be relied upon as resources to complete necessary projects. There are a number of different financing tools that may be available to implement various portions of the Dearborn 2030 Master Plan involving physical improvements.

// TAX INCREMENT FINANCING

Tax Increment Financing (TIF) is a funding method that authorized bodies may use for public purposes. This tool is often implemented through the creation of a TIF district with the goal of improving infrastructure. The City currently has two DDA's and two CIA's that utilize this tool.

// DOWNTOWN DEVELOPMENT AUTHORITY (PUBLIC ACT 197 OF 1975)

A Downtown Development Authority (DDA) is a non-profit development corporation which exists for the purpose of promoting a desirable environment for businesses and residents as well as implementing economic development projects and preventing blight. A variety of financing techniques are available to DDAs, including bond issues, Tax Increment Financing (TIF), and public and private contributions.

// CORRIDOR IMPROVEMENT AUTHORITY (PUBLIC ACT 280 OF 2005)

This is a relatively new method of improving older commercial corridors. The Corridor Improvement Authority Act allows local governments to create one or more Corridor Improvement Authorities (CIA) to address established, deteriorating commercial corridors located outside their downtown areas. This tool gives local governments the option to use TIF for improvements in the district and to undertake a wide range of activities to promote economic development and redevelopment in commercial areas.

// BROWNFIELD REDEVELOPMENT AUTHORITY (PUBLIC ACTS 381, 382, AND 383 OF 1996)

Communities are authorized to create one or more Brownfield Redevelopment Authorities (BRA). BRAs may be used to finance the cleanup and reuse of contaminated property. A BRA may cover some costs of redevelopment including the demolition of buildings necessary to remove hazardous substances and new construction if needed to protect against exposure to hazardous substances that are to remain.

OTHER FINANCING TOOLS

// PRINCIPAL SHOPPING DISTRICT / BUSINESS IMPROVEMENT DISTRICT (PUBLIC ACT 120 OF 1961)

A Principal Shopping District (PSD) or Business Improvement District (BID) provides for the implementation of certain activities within these districts. Municipalities may implement street and pedestrian improvements, acquire property for and construct parking lots or garages, and other facilities that "serve the public interest." Through a Downtown Management Board, the community may assist in ongoing activities including initiatives to promote economic development (i.e. market studies, public relations campaigns, and retail and institutional promotions). The maintenance, security, and operation of the principal shopping district may be carried out through this board. PSD's do not, however, possess the authority to conduct broad redevelopment or public infrastructure development activities. They do not have access to a dedicated property tax millage or the ability to undertake TIF. The implementation of a PSD/BID may be used in conjunction with a DDA or CIA as each tool can achieve different goals within a commercial area. A PSD/BID may be funded through a special assessment within the district, grants, and/or public/private donations.

// COMMERCIAL REHABILITATION ACT (PUBLIC ACT 210 OF 2005)

The Commercial Rehabilitation Act enables local units of government to create one or more rehabilitation districts in which rehabilitated commercial property may receive property tax reductions for one to 10 years from the municipality (excluding personal property and the land upon which the rehabilitated facility is located). These tax reductions or abatements may be used to encourage redevelopment in the community; however, they do reduce the amount of tax revenues collected by the City and other taxing entities that would approve the reductions or abatements. Therefore, this tool should be used judiciously.

// LOCAL DEVELOPMENT FINANCING AUTHORITY (PUBLIC ACT 281 OF 1986)

A Local Development Financing Authority (LDFA) is intended to assist industrial development, promote economic growth, and prevent conditions of unemployment. Eligible activities include the support of business investment in districts where the primary activity is the manufacture of goods or materials, agricultural processing, or high-tech activities such as product development, engineering, product testing, or research and development. An LDFA may also use a TIF.

// NEIGHBORHOOD IMPROVEMENT AUTHORITY (PUBLIC ACT 61 OF 2007)

A Neighborhood Improvement Authority (NIA) is intended to assist communities correct and prevent deterioration in residential neighborhoods and certain other areas. Eligible activities include the support of neighborhood investment in and growth including the construction, renovation, repair, remodeling, rehabilitation, restoration, preservation, or reconstruction of a public facility, an existing building, or a multiple-family dwelling unit in the district. An NIA may also use a TIF.



4

DEARBORN 2030 | YESTERDAY AND TODAY

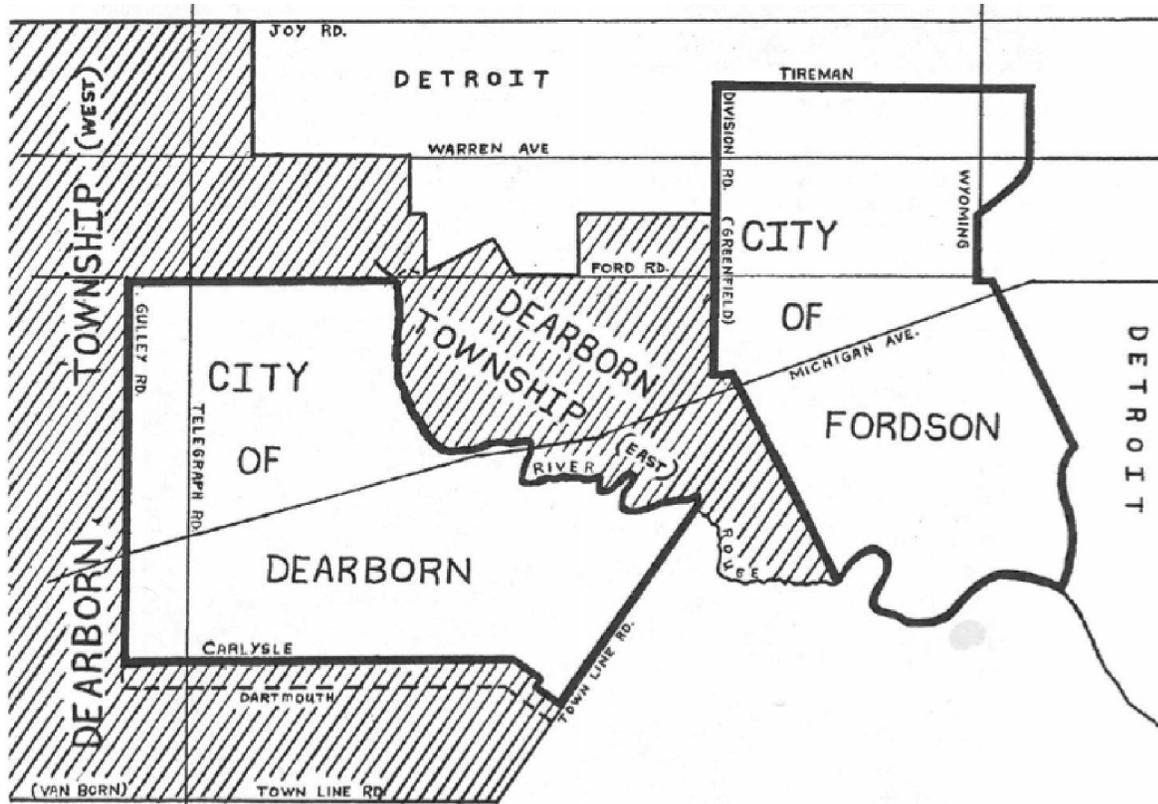
The City of Dearborn is a mix of stately institutional campuses, parks, traditional shopping areas, commercial corridors, features a range of housing options, from affordably modest homes to large elegant mansions, and is home to historic industrial manufacturing facilities. This pattern of land uses and the character of these land uses did not happen overnight. Dearborn has a longstanding history – even before the automobile – of a community that prides itself on hard work and diversity.

Dearborn's location is at the center of or in very close proximity to major institutional, cultural, economic and natural assets in Southeast Michigan. The City is bound by Detroit, Dearborn Heights, Melvindale, and Allen Park and is within a 30 minute drive of Ann Arbor and Windsor, Ontario, Canada and less than an hour away from other major cities in Michigan and Ohio. Needless to say, Dearborn's location is a significant asset.

A Quick Historical Review¹ 2

From the Native American builders of the Springwells Mounds to the historically know Potawatomi, the shores of the Rouge River have been home to communities of people for centuries. The City of Dearborn's humble beginnings date to the late 18th century when pioneering families laid claim to land along the banks of the Rouge River and began their farmsteads. By the mid-19th century, Dearborn Township was a fledgling farming community located near the intersection of the Rouge River and the Chicago Road (Michigan Avenue). Due to the growth of Detroit's population and to take precautions against enemy capture, the U.S. Government chose this intersection to become the location of the new Detroit Arsenal (1833-1875). In the ensuing years the growth of community, business and industry steadily developed in Dearborn.

MAP 4.1 : AREAS CONSOLIDATED TO CREATE MODERN DEARBORN



Source: City of Dearborn

1 Source: Dearborn Historical Museum – Winfield H. Arneson and Staff, October-November 2001, and Kirt D. Gross, Curator of Research, June 17, 2004.

2 Note: It should be noted that the Village of Dearborn was initially incorporated in 1837. The incorporation was repealed in 1846 and then, it was then re-incorporated in 1893. The original boundaries of Dearbornville were concentrated to the area immediately surrounding the Military Reserve and its neighboring business district and neighborhoods. However, the Village annexed territory to its west in 1925, which included the Princeton-Carlyle Community and portions of the Cherry Hill Community. In 1929, the Village was incorporated as a City. Essentially then, the Village of Dearborn seceded from the larger Dearborn Township. The remaining Dearborn Township territory became Dearborn Heights in 1962.

In 2009 the City of Dearborn celebrated the 80th Anniversary of consolidation. The creation of the new city, with its modern borders, involved the consolidation of three autonomous areas. These areas included the City of Fordson (formerly Springwells), the City of Dearborn and a portion of Dearborn Township.

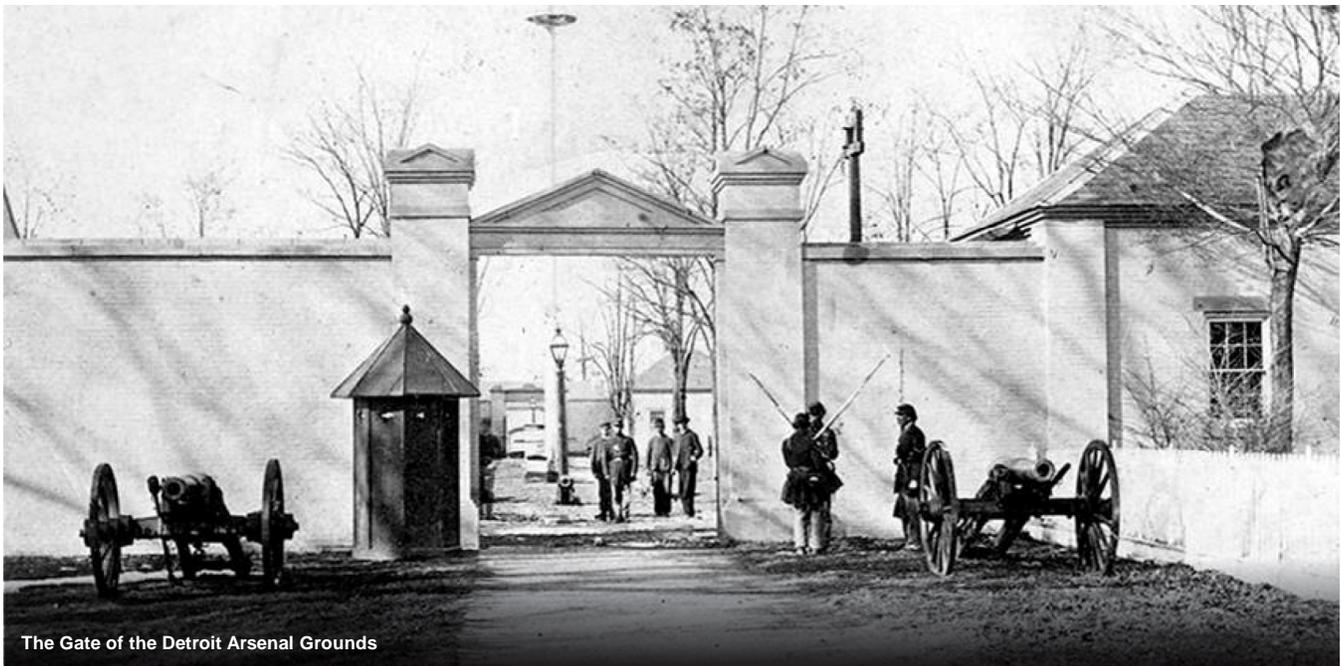
Henry Ford and the construction of the Ford Rouge Plant in 1917 had a tremendous impact on the infrastructure of the City of Springwells. Ford provided considerable assistance to the City of Springwells regarding public works and other projects. As a gesture of thanks to Henry and in honor of his son Edsel, the name of Springwells was changed to Fordson in 1925. Because Henry Ford's business interests were deeply rooted in Springwells and due to his sentimental attachment to Dearborn, it was he who had originally proposed the merger of the cities to the recently elected first mayor of Springwells, Joseph M. Karmann. Henry Ford contended that consolidation would provide a bigger, better and more efficient city. Rumors circulated that the consolidation would feature the Rouge Plant serving as anchor for the east end and "aeroplane factories" anchoring the west. Proponents of the merger further argued that consolidation would offer "...lower taxes, more efficient transportation, better city planning, improved business conditions, development of the Rouge River, and [the] establishment of a municipal hospital" (Ralph G. Fader, "Consolidation: From Rumor to Reality," Dearborn Historian, Vol. 19, No.2 1979: 41).

However, support for the proposed consolidation was not universal. Many Fordson residents and business leaders initially feared that the consolidation would benefit the smaller City of Dearborn at the expense of Fordson. The population in Fordson was approximately 26,000 residents, whereas Dearborn had approximately 9,000. Dearborn residents also had concerns regarding tax issues, control over the consolidated government and the retention of the Dearborn name.

The State of Michigan mandated that the consolidation would be approved by a simple majority vote in the four affected areas. When the dust settled in June of 1928, Fordson voters approved the consolidation by a slim margin of 87 votes. The City of Dearborn, on the other hand, voted decisively in favor of the consolidation with 1,263 votes for and 685 against. Both the eastern and western sections of Dearborn Township also strongly supported consolidation.

A nine member Charter Commission was also elected in June. A draft of the new City Charter was organized for voter approval. In this Charter the issue of the city's name was addressed and after reviewing several other propositions, the name Dearborn was entered into the Charter. Another important issue that the Charter resolved concerned voter representation. Given the unequal distribution of voters between the east and west end, the first election provided that "... five Councilmen must reside in either the Fordson or the Dearborn Township area and two councilmen must live in old Dearborn. After the first election all of the Councilmen would be elected at large".

The Charter was brought to the people on December 12, 1928 and was ratified by the people of Greater Dearborn on January 9, 1929, when voters elected Clyde Ford to preside as the first mayor of the new City of Dearborn.



The Gate of the Detroit Arsenal Grounds

City Form

As an organizing framework for our analysis of Dearborn, we have classified each area of the City as a Neighborhood, District, Corridor or Natural Feature. These classifications are broad, and are based on the design, function, and character of the land and how it is used.

- **Neighborhoods** are pedestrian-friendly residential areas that contain supporting uses or features, and that are designed such that they are usable and hospitable to pedestrians and vehicles. A mixture of uses is usually present within a neighborhood.
- **Districts** are larger areas that specialize in one activity, such as a regional shopping center, industrial area, large apartment complex, or institutional use like a hospital or college campus. Due to their size and single purpose of use, travel to and from districts is accomplished by automobile or public transit. Districts may be walkable within their boundaries (like a college campus or apartment complex), but cannot be walked to by the vast majority of users of the district.
- **Corridors** are located along roads, rivers, and transit lines. Corridors are important because they connect neighborhoods and districts. This means that their character and appearance help determine how residents and visitors experience and form impressions of Dearborn.
- **Natural Features** are areas located within the floodplain of the Rouge River. The floodplain is the low land near a watercourse which has been, or may be, covered by water of a flood of 100-year frequency as determined by the Federal Emergency Management Agency (FEMA).

The following map shows that Dearborn can roughly be divided into thirds. Dearborn's neighborhoods are concentrated along the western third and northeast thirds of the City. The middle third of the City is a regional shopping, education, and employment area oriented along M-39. The southeastern third of the City is dominated by industrial uses, most notably the Rouge Plant Complex.

MAP 4.2 : DEARBORN NEIGHBORHOODS, DISTRICTS AND CORRIDORS



NEIGHBORHOOD ELEMENTS

Neighborhoods are at their most basic level defined by residential uses. In this analysis, an area can only be considered a neighborhood if it contains residential land uses. However, residential land uses alone do not create a neighborhood. A true neighborhood offers its residents a center that serves as a focal point for a community identity and destinations that meet daily needs within a reasonable walking distance. This neighborhood analysis examines the City's neighborhoods, identifies existing and potential centers, and offers suggestions for how existing strengths can be capitalized upon and how deficiencies can be overcome.

Neighborhoods are the basic unit of a city. There is no standard method of defining what a neighborhood is and how its boundaries are determined because people are not confined to the area in which they live, and nearly always travel outside of their immediate neighborhood for work or other reasons. Yet, neighborhoods are important because the immediate area surrounding where we live has a direct impact on the quality of our lives. For this reason, neighborhoods are the basic spatial unit of an urban area.

Most often, a neighborhood is defined by the walking distance between where people live and the goods and services they need on a daily basis, usually an area with a quarter to half mile radius – a distance that can be traversed by a 5 to 10 minute walk. The advantages to designing neighborhoods as a function of walking distance are many and varied, and include encouraging walking, reducing automobile trips, creating a stronger locally based identity, creating a shared civic culture, increased physical health, independence for those who do not or cannot drive, and the ability to provide a continuum of housing options suited to persons in all life stages.

The ideal walkable neighborhood includes:

- A center, where public and local institutional uses such as community centers are located
- Edges, which are meant to provide definition and connection, not exclusion
- A mixture of housing types designed to help ensure social diversity
- A mixture of functions, especially a school, parks, and local shopping
- A hierarchy of streets separating local and through traffic, but also providing connections across edges.



// PRINCIPLES OF DESIGN

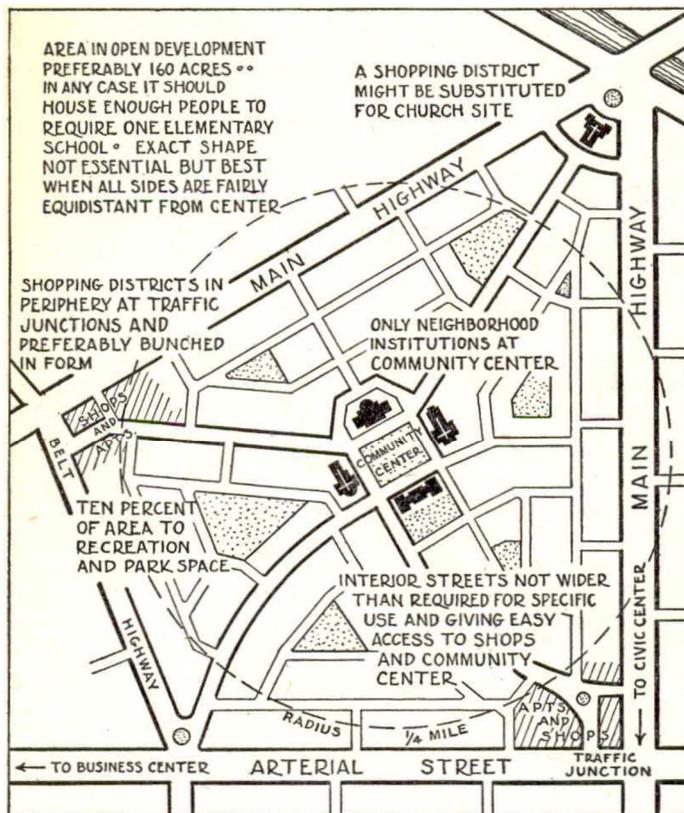
When city planning is organized around the idea of the walkable neighborhood, there are certain principles of design related to neighborhood elements that come into play, identified on the previous page.

The neighborhood elements are always present in some form or another within a city. However, where those elements are located and how they are designed determine whether the city's neighborhoods are walkable or not. The ideal neighborhood will include all of these elements, but most neighborhoods do not. Still, a neighborhood can be walkable even if it only has some or a few of the elements. The most important thing in creating a walkable neighborhood is that there are destinations within the neighborhood that people want to walk to, and that those destinations fulfill some need of daily living for the residents of the neighborhood.

It is important to note that many "neighborhoods" built during the past 50 years typically do not contain any of the neighborhood elements. The "subdivision" has come to replace the neighborhood as the basic unit of identity within cities. When all of the neighborhood elements are missing from a neighborhood, the only way for residents to meet their needs of daily life is to get into an automobile for every trip and purpose. While this is desirable to many, this form of development effectively eliminates modal choice. Well-designed neighborhoods can accommodate neighborhood elements while still providing residents with a choice to walk, drive, or utilize alternative modes of transportation to get to their ultimate destinations.

The neighborhood as the basic unit of planning is not a new concept, in fact, its development dates back to the end of the 19th century. Perhaps its most famous expression was in Clarence Perry's neighborhood unit concept, first developed in 1929. Perry's neighborhood unit includes all of the necessary elements to create a walkable neighborhood, yet his concept also recognized the need and desire for automobile travel. Accordingly, commercial uses and apartments are located at the intersection of major streets, and the major streets serve as neighborhood edges. Community and institutional uses are located within the neighborhood unit at a walkable distance from all points within the neighborhood.

FIGURE 4. 1 : NEIGHBORHOOD UNIT CONCEPT



Reproduced from New York Regional Survey, Volume 7

THE NEIGHBORHOOD UNIT AS SEEN BY CLARENCE A. PERRY



Dearborn Home

District and Character Analysis

Districts are characterized by their size and singularity of purpose. Unlike neighborhoods, which ideally combine a variety of uses within walking distance, districts are large enough that they preclude walking. This means that the majority of visitors or users of a district will arrive and leave by automobile. Districts typically have a regional focus or purpose given their size and the scale of development that occurs within them.

The discussion of Dearborn's districts is directly correlated to the existing land use and ultimately land use is the most important determining factor of the district's character. Notable examples of districts include industrial areas, regional shopping centers, large apartment complexes, college campuses, hospitals, etc.

INTRODUCTION TO CHARACTER ANALYSIS

For the purposes of this analysis, the character of different areas is examined rather than just land uses. When assessing character, both land uses and the physical layout of buildings are considered. When evaluating both of these factors together, the fact that similar land uses can feel very different based on the disposition, size, and layout of the buildings they are located in becomes evident.

The photos below illustrate how retail land uses can have very different character depending on the type of building they are housed in. The buildings in the image below are located at the sidewalk and the sidewalks are very generous. In this case, the buildings are considered to have a streetfront character, which is suitable for retail and office uses on first floors and office and residential uses on upper floors. The right-side image shows buildings with a front parking character, where the building faces an off-street parking lot. Notice how the size and mass of the buildings in the two images is similar, but the overall character of the space is different because of how the site was designed. When examining character, building frontage and uses are considered as two major elements.



// BUILDING FRONTAGE

Building frontage refers to how the building and site improvements are located on the lot and how they relate to the street. For the purposes of this analysis, the following frontages have been identified that are common in Dearborn:

FIGURE 4.2 : BUILDING FRONTAGES

Large Yard

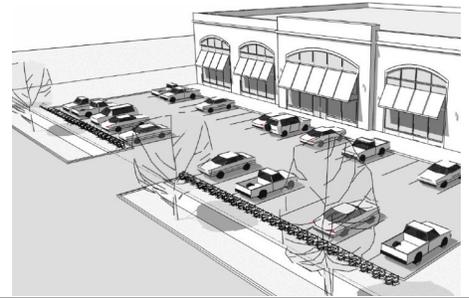
Large yard frontages occur where the building has a significant setback from the street frontage line, more than 25 feet. The area between the building and the street is landscaped and has a green character. Single family residential structures nearly always have a large yard frontage, and some non-residential uses such as smaller-scale office buildings can have large yard frontages.



Front Parking

Front parking frontages occur when parking lots are located between the building and the street. This is a common frontage for non-residential uses along major streets where visible off-street parking is a key element of the site design.

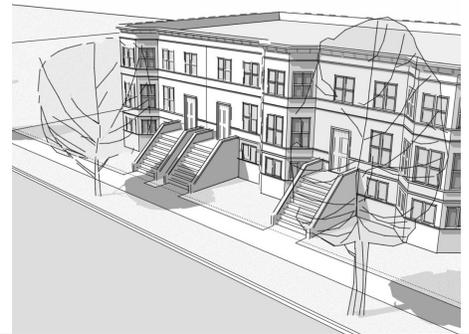
This frontage type is suitable for vehicle-oriented development, and is much less suitable for pedestrian or transit-oriented development.



Small Yard

Small yard frontages occur where the building has a small setback from the street frontage line with a small landscaped or paved area between the building and the street. This frontage type is suitable for attached residential uses (such as townhomes), mixed use buildings such as live/work units, or for smaller-scale pedestrian oriented nonresidential buildings.

The character of the building and use is determined by the design of the building and how the space between the building and the street is treated. Residential uses will typically have green space in front of the building, while non-residential uses may have paved outdoor use areas or green space.



Streetfront

Streetfront frontages occur when the building is located at or very near to the right-of-way line. These frontages are suitable for non-residential uses on the first floor, with residential or non-residential uses being appropriate on upper stories (if upper stories exist).

Off-street parking is accommodated in rear-yard lots or side-yard lots, although side-yard lots should not be wider than a single aisle of parking.

On-street parking is critically important as it both provides parking spaces near the front doors of uses and also provides a buffer between the sidewalk and vehicle travel lanes, creating a much more appealing pedestrian environment on the sidewalk.



FIGURE 4.3 : DEVELOPMENT CHARACTERISTICS AND REAL WORLD EXAMPLES

LARGE YARD

Setbacks

- Front: 25+ feet
- Side: 5+ feet
- Rear: 20+ feet

Parking Location

- Driveway
- Off-street (side or rear yard)
- On-street (on local streets)

Building Character

- Low or high-speed legibility, depending on location and use



FRONT PARKING

Setbacks

- Front: 50+ feet
- Side: 5+ feet
- Rear: Depends on adjacent land uses

Parking Location

- Off-street (any yard)

Building Character

- High-speed legibility



SMALL YARD

Setbacks

- Front: 5+ feet
- Side: No minimum
- Rear: Depends on adjacent land uses

Parking Location

- Off-street (side or rear yard)
- On-street (on local streets)

Building Character

- Low-speed legibility



STREETFRONT

Setbacks

- Front: 0-5 feet
- Side: No minimum
- Rear: Depends on adjacent land uses

Parking Location

- Off-street (side or rear yard)
- On-street

Building Character

- Low-speed legibility



// EXISTING LAND USE DESCRIPTIONS

Land uses are classified into broad categories as follows:

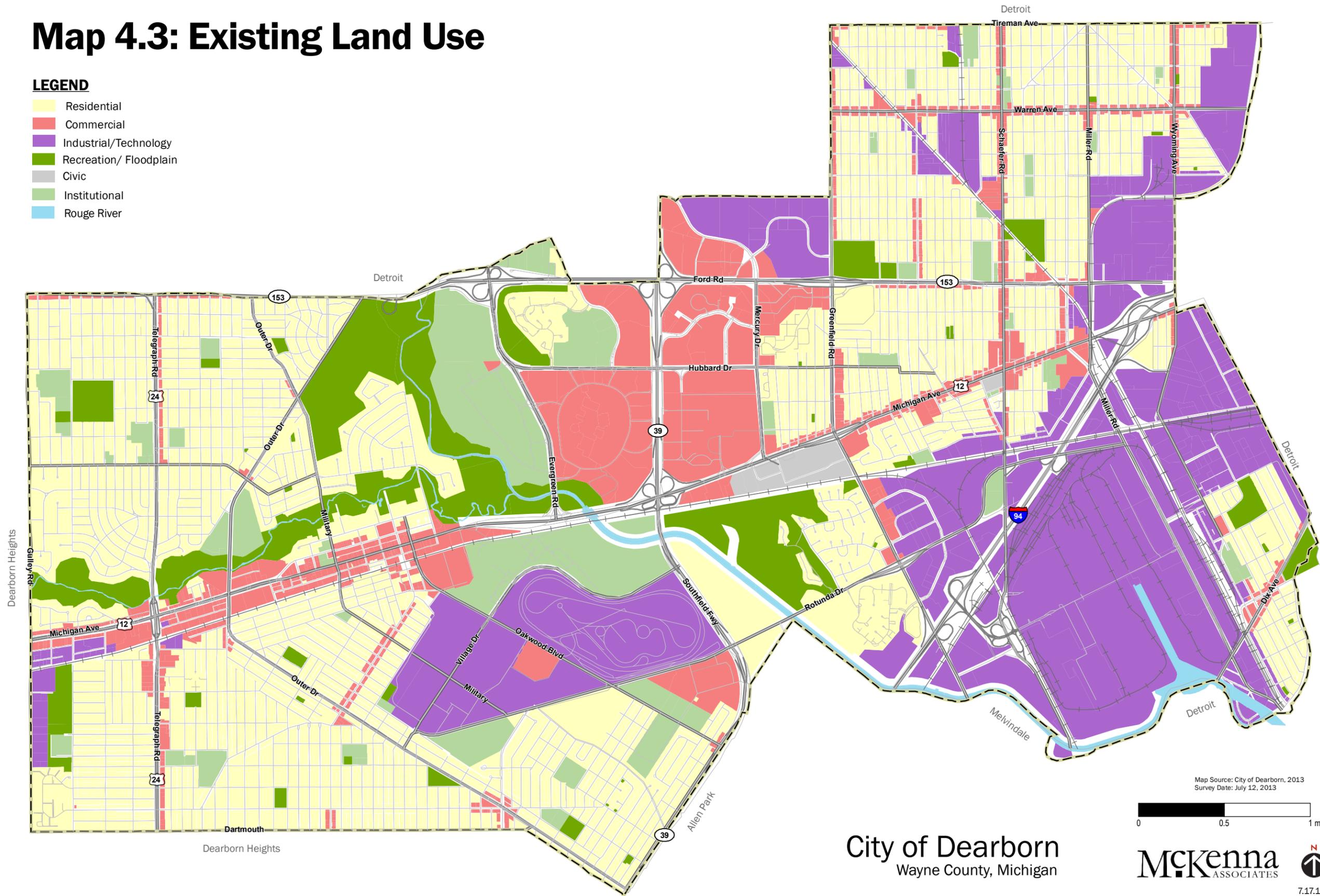
- **Residential.** A single-family, two-family or multi-family district where a majority of the land area or floor area is dedicated to residential uses.
- **Commercial.** Neighborhood, community, highway, and service areas characterized by commercial office activities, services and retail sales.
- **Industrial/Technology.** Land uses characterized by production, manufacturing, distribution or fabrication activities and businesses that engage in research, development and innovative ideas in technology-intensive fields.
- **Recreation/Floodplain.** Parks, land and buildings where active and passive recreational activities take place. Low land near a watercourse which has been, or may be, covered by water of a flood of 100-year frequency as determined by the Federal Emergency Management Agency (FEMA).
- **Civic.** Civic institutions, transportation systems or facilities, water and wastewater systems, fire, police, court, electric, gas, cable and phone facilities.
- **Institutional.** Public and public/private uses including houses of worship (greater than two acres), nonprofit cultural centers, charitable organizations, schools, colleges, universities and historically and culturally significant city establishments.



Map 4.3: Existing Land Use

LEGEND

- Residential
- Commercial
- Industrial/Technology
- Recreation/ Floodplain
- Civic
- Institutional
- Rouge River



Map Source: City of Dearborn, 2013
Survey Date: July 12, 2013



City of Dearborn
Wayne County, Michigan



7.17.14

Intentionally left blank

// DESCRIPTION OF EXISTING LAND USES

The following figure summarizes the character and building frontages found in the various land uses shown on the Existing Land Use Map. A representative photograph showing an example of what development looks like in each area is also provided.

FIGURE 4.4 : EXISTING LAND USE SUMMARY

Land Use	Character	Typical Building Frontages	Representative Image
Residential	Single family	Large yard	
Residential	Multiple family	Large yard Small yard	
Commercial	Shopping center retail (local, community and regional commercial) Local office Corporate office	Large yard Small yard Front parking	
Commercial	Town center (local and community commercial) Local office	Small yard Streetfront	
Industrial/Technology	Light industrial Heavy industrial Research and development	Large yard Small yard	
Recreation/Floodplain	Parks and recreation Natural land	None	
Civic	Civic	Large yard Small yard Streetfront	
Institutional	Educational Cultural Tourist	Large yard Small yard	

CURRENT INITIATIVES

// TRANSIT ORIENTED DEVELOPMENT (TOD)

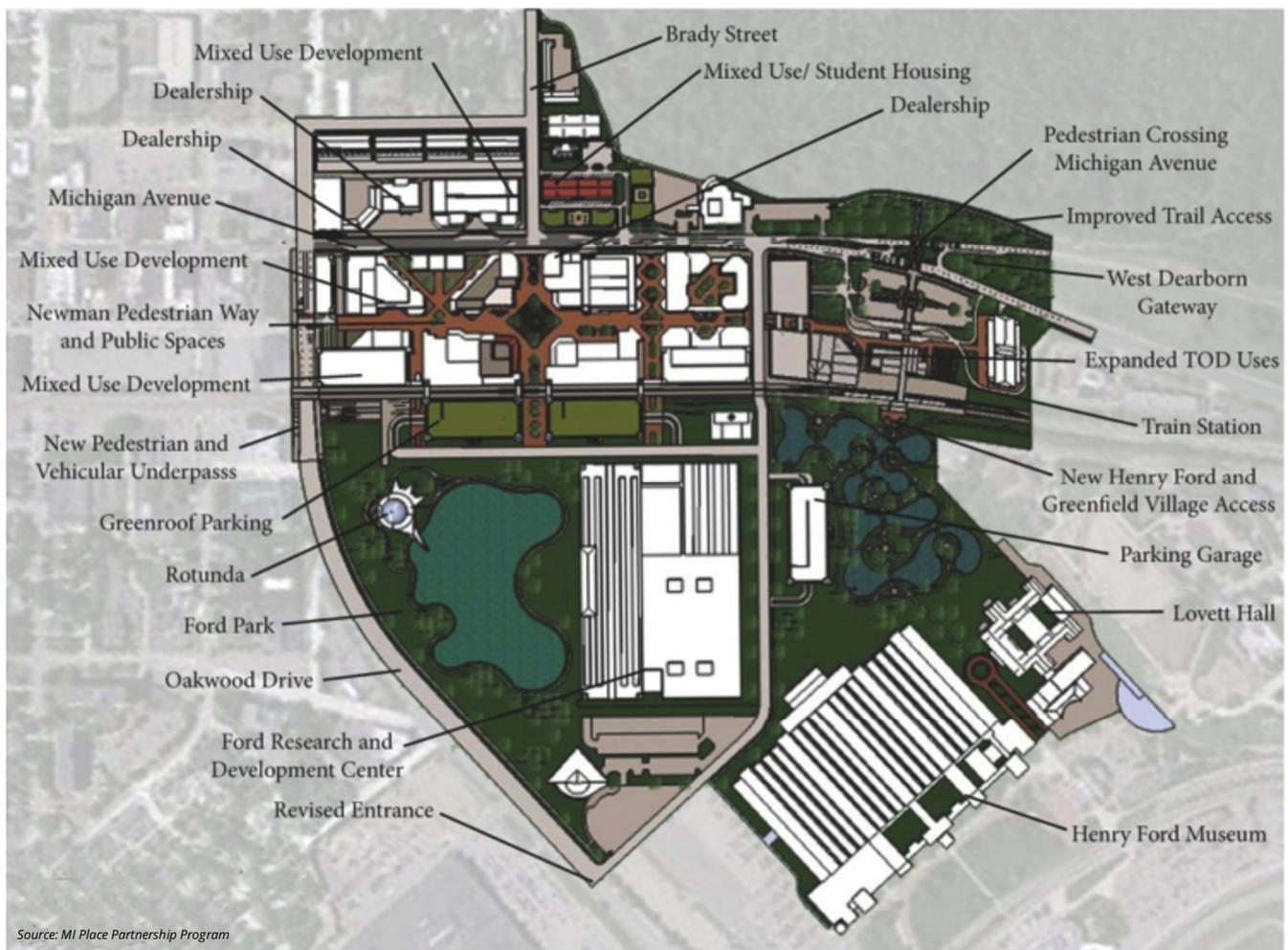
Development that may occur around the new train station is typically called Transit Oriented Development or TOD. In many cases around the country, TOD has resulted in a great deal of development activity related to the proximity to the rail transit systems. The Washington Metro system is a great example, where each place a transit stop has been added, significant housing, retail and mixed-use development follows.

In Dearborn's case, we are hopeful that the new transit center will attract additional development that will enhance, not supplant our existing downtown district. In most TOD areas, the improved pedestrian linkages and proximity to transit systems increase property values and therefore demand for improving the "place" we call downtown.

// PLACE PLANS

The City received a grant from the State of Michigan to look at Place Making, per the Governor's MI Place Partnership program. Technical experts from the Michigan Municipal League, the Michigan State Housing Development Authority and a design team from Michigan State University worked on the TOD project. Through extensive community participation, the team brought many successful ideas to the table to show what has happened in other places and how some of those things could potentially work in Dearborn.

MAP 4.4 : WEST DEARBORN TOD FINAL CONCEPT PLAN



Source: MI Place Partnership Program

The Dearborn TOD area around the new Intermodal Station is a long-term plan, and will rely on private investment being interested in building new or enhanced projects around the station. The City usually participates in these types of investments by improving infrastructure to connect the projects to the district and the other destinations.

These infrastructure improvements are financed through the use of downtown development funds aimed at enhancing and improving the downtown districts. That will continue to be the case with both the West Downtown district and the TOD area. The TOD area and the existing West Dearborn Downtown district will be receiving much additional planning and development attention over the next few years. As activity builds at the new Intermodal Station, it is likely that interest will be shown by private developers in the sites around the station. The combination of our large tourist attraction at the Henry Ford, our very viable West Dearborn Downtown district and the linkages to the college campuses and Fairlane Town Center should provide many opportunities for Dearborn to continue to thrive as a destination and employment center in Southeast Michigan.

// INDUSTRIAL COMPETITIVENESS

After a long period of industrial decline, a recent forecast from International Strategy and Investment Group (ISI), a research organization that publishes investment trends, indicates that the United States may be about to witness a rebirth of manufacturing. At a time when U.S. labor costs are now more competitive than ever and the dollar has fallen to a 30-year low in trade-weighted terms, the United States has several competitive advantages that could result in stronger exports, lower demand for imports, and more foreign investment. Some of these advantages are listed below:

- Lower wages than in the past
- Weakened currency relative to the past
- Labor market stability
- An educated labor force
- Economic and accounting transparency
- The rule of law
- Absence of major corruption
- Deep and liquid capital markets
- Well-developed infrastructure
- Favorable shipping costs
- Targeted tax incentives



Since 2008, emerging-market economies have actually accounted for more U.S. exports than developed economies. With the assistance of booming emerging markets and stabilized domestic demand, recent manufacturing indexes produced by the Federal Reserve show that U.S. manufacturing purchases and employment are well on their way back to above-average growth after an anemic last half-decade that severely impacted U.S. manufacturing.

These broad national trends have benefitted Dearborn as witnessed by the transformation of the Rouge Complex since the year 2000. Henry Ford's vision for a vertically integrated manufacturing facility that loaded raw materials at one end and churned out finished automobiles at the other was realized in the early 1920's. This 1,200 acre site produced millions of vehicles for nearly eighty years before Bill Ford, Jr. revitalized the plant with a vision for a 21st Century Rouge complex that would respect his Great Grandfather's legacy while re-positioning the plant for an environmentally sustainable future. After \$2 billion in new investment in the north half of the Rouge over several years beginning in 2000, the Ford Truck Plant is one of the most modern and environmentally innovative manufacturing facilities in the world.

The south half of the Rouge Complex, the steel works, was purchased out of bankruptcy in 2004 by Severstal North America, a subsidiary of the Russian steel giant. Severstal's vision for making steel globally resulted in nearly \$2 billion additional investment to modernize the aging steelmaking facilities into the most advanced manufacturing of its kind in the world. This plant now produces the very highest quality steel for the auto industry; and is positioned to do so for the next half-century based on the investments made. The next innovation in the planning stages for the Dearborn mill is a Continuous Annealing Line (CAL), which will allow the production of high strength, lightweight steel. This product will allow dramatic reductions in vehicle weight without sacrificing safety, thereby positively contributing to ever increasing goals to make autos and trucks more fuel efficient into the future.

The modernization of the Rouge Complex is a functioning icon of American advanced manufacturing within our community. However, it represents less than half of the total acreage devoted to industrial use in the Dearborn 2030 Master Plan. The future of the remaining industrially zoned properties is mixed and somewhat uncertain as a variety of enterprises currently occupy several hundred acres of underutilized sites. Some of the possibilities for industrial sector include:

- Additional advanced manufacturing investment (in and around the Rouge Complex)
- Supply chain and logistics management investment
- Innovative industrial and entrepreneurial investment in ideas and technologies on the cutting edge
- Re-thinking the "industrial" zoning classification and its relative advantages and disadvantages to the Dearborn community based on recent developments regarding state and local tax policies



Sunflowers at Ford Motor Company World Headquarters

// INNOVATION INVESTMENT

When Henry Ford visualized the Rouge Complex happening in Dearborn, he was the only one that saw that vision. Dearborn has traditionally been a center of innovation related investment and intends to build that kind of flexibility into our Master Planning process and policies going forward. Dreamers with new and innovative ideas are welcome in Dearborn. Consequently, this planning process is recommending a comprehensive rewrite of the Zoning Ordinance to incorporate the flexibility to encourage innovators to settle in Dearborn. This provides the opportunity to mix traditional and new ways of thinking about industrial activity into the vision for Dearborn in 2030. No one is sure exactly what that mix of uses will be at present, but Dearborn will retain the flexibility in continuing its long history of innovation in industrial and related development.

// INDUSTRIAL ZONING AND TAX POLICY

An important consideration for Dearborn in planning for the industrial development of the future is how decisions by the State of Michigan impacting taxation policy may impact local communities. This means that recent legislation phasing out personal property taxes to encourage industries to invest in Michigan represents a strong disincentive to local communities to encourage large segments of the community to be zoned for industrial development when they will generate minimal revenues to contribute to providing local services. While the state continues to engage in discussions with local communities about how an overall revamped tax structure can be constructed to treat local communities fairly in this and other regards, these policy decisions will need to be factored into Dearborn's Master Planning process. Obviously, new and retained jobs and additional investment are desirable in the industrial sector and are offsetting considerations to the tax issues dialog. This complexity highlights the ongoing need to view the Master Plan as a living document, with broad and inter-related causes and effects that must be carefully balanced for sustainable community development into the future.

// ADVANCED MANUFACTURING

Dearborn is well positioned for additional investments in advanced manufacturing and welcomes this sector as an element of the future land use plan. The City is well positioned geographically with easy access to transportation networks, ample utility connections, a well-trained workforce and all of the support mechanisms needed to succeed in this arena. Such major facility investments are few and far between, and often require large tracts of land which is a limitation in Dearborn. Smaller support facilities related to the advanced manufacturing sector are more likely and desirable in Dearborn.

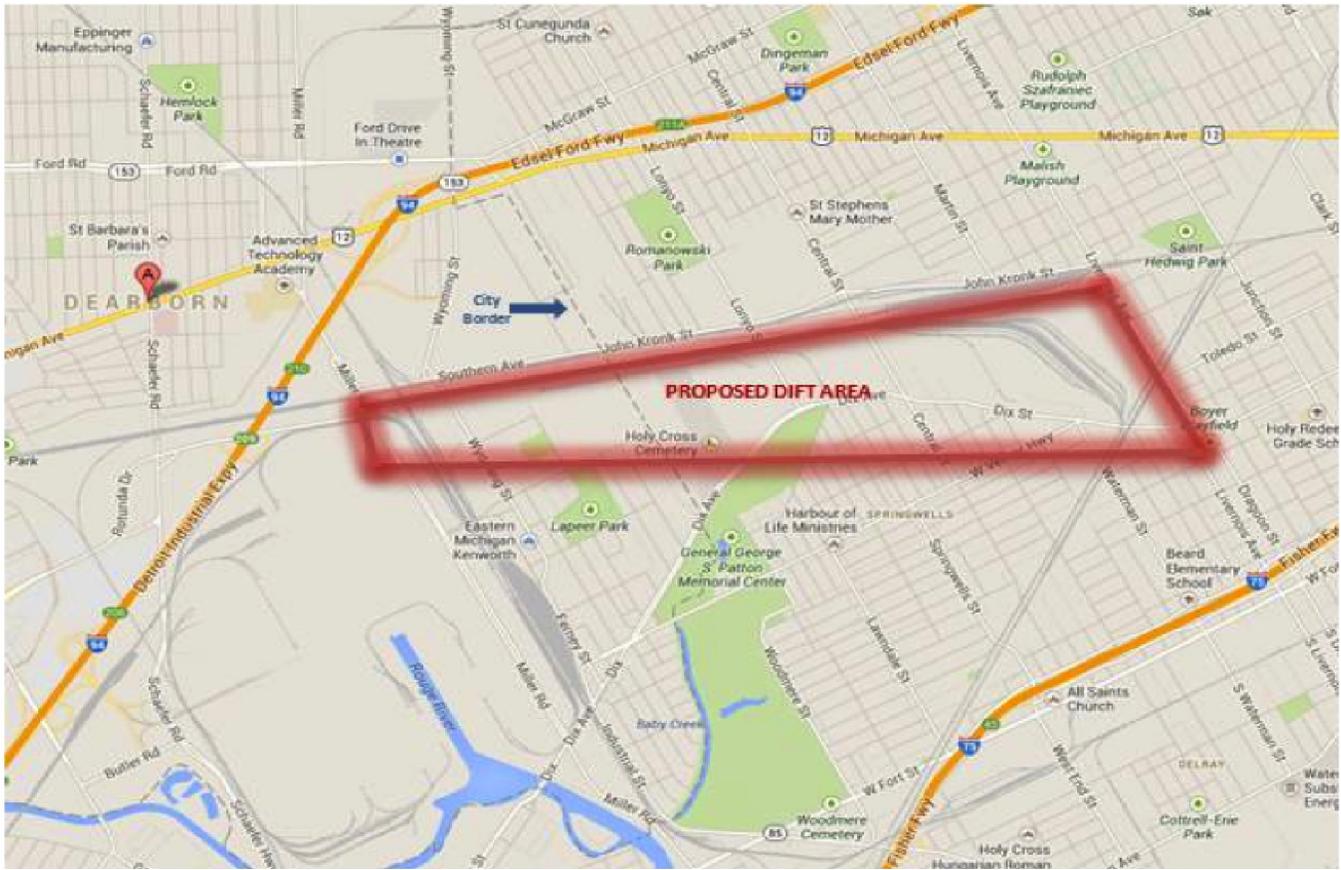
// SUPPLY CHAIN AND LOGISTICS

The global supply chain of goods and services is now a reality and an important opportunity for Dearborn. Extensive studies of the potential linkages to East Coast ports like Halifax, Nova Scotia in Canada, the North American Free Trade corridor between the United States, Canada and Mexico, and local improvements including the Detroit Intermodal Freight Terminal (DIFT) and the New International Trade Crossing (NITC-new bridge to Canada) indicate perhaps the best opportunity for Dearborn to re-position its industrial sector.

Canada is America's largest trading partner, and the linkage between Detroit and Windsor, Ontario is the busiest trading point between the nations. Dearborn is located within three miles of this critical international connection, ten minutes from Detroit Metropolitan Airport and imbedded in the related land, sea and air trade infrastructure. Consequently, our community has a tremendous opportunity to benefit from the management of the global supply chain and related logistics.

Specifically, Detroit and Dearborn are part of the planning team for the Detroit Intermodal Freight Terminal (DIFT), a cooperative partnership between the Michigan Department of Transportation (MDOT) and four major freight railroads aggregated into an intermodal truck/train yard for the easy transfer of container shipping. The West Gate for this massive facility is located in Dearborn at the intersection of Wyoming and Interstate Highway 94, the Detroit Industrial Freeway. Once completed, several thousand trucks will pass through this DIFT gate on a daily basis.

MAP 4.5 : PROPOSED DIFT AREA BOUNDARIES



BASE MAP SOURCE: Google

Overall, the DIFT is a ten+ year project that will be implemented in several phases. The next step in DIFT planning is the preparation of an Economic Development Strategic Plan by the project partners including MDOT, Detroit and Dearborn. The strategy will serve as a blueprint to assist both local communities in planning for the magnitude and types of related investment that can be attracted to this intermodal facility. The Strategic Plan should be completed by 2015 and also has a relationship to planning for the New International Trade Crossing (NITC).

The NITC project is a complex planning process being jointly undertaken by the State of Michigan and the Province of Ontario to add a second bridge crossing between the U.S. and Canada near the confluence of the Detroit and Rouge Rivers. The second bridge is a \$5 billion investment and an economic development anchor in the international transportation network. Dearborn's close proximity to this new crossing point will make it an attractive location for additional logistics firms and activities near the international border. Dearborn is well positioned to be an active partner in these projects and the overall supply chain and logistics management strategy for Southeast Michigan.



5

DEARBORN 2030 | TRANSPORTATION

While all components and recommendations in this Master Plan are important, transportation and land use may have the most significant impact on how the City of Dearborn transforms. How land is developed or redeveloped in different locations within the City directly affects the structure of Dearborn's transportation system, and the convenience of accessing destinations within the City and the region. Therefore, transportation and land use must form a cohesive relationship to create a well-functioning community where residents can quickly and easily travel to school, work, local businesses, and other destinations within and around the City.

As Dearborn looks to the future, it is important to remember that the type, location, density, and design of the community's land uses impact the people who live here and the businesses the City will likely attract. A functioning, multi-modal transportation network that is designed to facilitate all applicable user capabilities, also known as a "Complete Street" is imperative to the success of our businesses and institutions, the quality of life of our residents, and the City's image.

Complete Streets

In March of 2012, the City was among the first communities to adopt a resolution encouraging Complete Streets, a nationwide initiative, developed by Smart Growth America. Complete Streets are defined as roadways that are planned, designed and constructed to provide appropriate access to all legal users in a manner that promotes safe and efficient movement of people and goods. Complete Streets enables convenient access for all users, including pedestrians, bicyclists, transit riders, freight movers and drivers of all ages and abilities. Careful planning and coordinated development of Complete Streets infrastructure benefits public health by increasing mobility equity, access and choices providing a safer, more convenient, and more integrated transportation network for all users.

The result of Complete Streets can be seen in a wide variety of societal challenges, including the reduction of vehicle miles traveled and increases in alternative modes of transportation which reduces pollution and traffic congestion, and positively impacts climate change, social isolation, obesity, sprawl, population growth, and safety. Complete Streets also offers long-term cost savings for local and state government and provides financial benefits to property owners, businesses, and investors.

Corridor Analysis

Corridors are linear features that serve as edges or seams within the City. There are two types of corridors, road corridors and natural features corridors. Road corridors are defined as developed areas that can serve the adjacent neighborhoods, but also serve passing traffic. Natural feature corridors or environmental corridors are areas in the landscape that contain and connect natural areas, open space and scenic or other resources. They often lie along streams, rivers or other natural features and provide linkages and potential buffers between natural and/or human populations while offering passage for wildlife, protection of natural resources and support to both human and wildlife communities as “lifelines for living.”

Corridors are characterized by:

1. The way the building sits relative to the street,
2. The size of the building, and
3. The size and design of the street.

The corridor analysis focuses on how these three factors combine to create different character along Dearborn's streets.

STREET DESIGN ELEMENTS

In addition to facilitating the movement of pedestrians, automobiles, bicyclists and public transportation, street design elements combine to create a street character. In addition to facilitating the movement of pedestrians, automobiles, bicyclists and public transportation, street design elements combine to create a street character. The consequences of planning for transportation and land uses as separate entities rather than planning holistically include:

- lack of a sense of place
- fragmented community ties
- increased fossil fuel use
- less time available for leisure
- increased obesity and increased respiratory disease
- increased excessive storm-water runoff from impermeable surfaces
- increased burdens on aging municipal infrastructure
- a proliferation of developments that will not remain economically sustainable over time

Streets are a key public space that shape the user's experience and directly affect public health and welfare, and as well as providing the framework for current and future development.

The combination of street design elements helps determine character and usability. The intent of this plan is to enhance the City's existing street and greenway network. Creating Complete Streets can be as simple as road re-striping, while in other cases construction of physical improvements may be necessary. Different types of solutions should be examined to determine which method best fits the transformation objective, ultimately improving the pedestrian experience.

The following is a description of the street design elements that are referenced in the Dearborn 2030 Master Plan:

FIGURE 5.1 : STREET DESIGN ELEMENTS

EXAMPLE

Travel Lanes

The primary function of a travel lane is to efficiently carry vehicular traffic at a reasonable speed with a generally unimpeded flow.



Medians

A median increases vehicular safety by creating a physical barrier between opposing lanes of traffic. This barrier reduces the chance of an accident by minimizing traffic conflict points. It can also serve as a pedestrian refuge island.



Bike Facilities

This is a broad category of amenities catering to cyclists. Typical bicycle facilities include Class I bike paths, Class II bike lanes, Class III bike routes, bicycle boulevards, sharrows, bike boxes, bicycle parking, bicycle repair facilities, and showers. These terms are defined within the [Non-Motorized Transportation Elements](#) section.



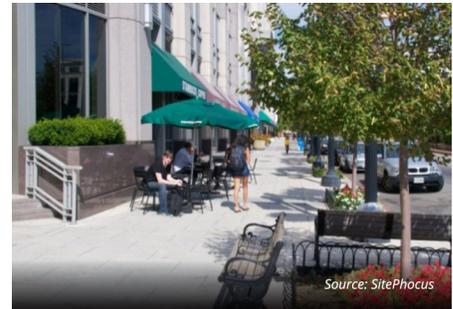
On-Street Parking

On-street parking is typically found on streets with low to moderate traffic volumes. Different types of on-street parking include parallel, angled, and reverse angled parking. On-street parking has a significant impact on the character and pedestrian safety of a particular street.



Tree Planting + Furnishings

Trees and street furniture are used to create a comfortable, shaded, and safe walking environment for pedestrians. The style of landscaping and street furniture also helps to define the character of a community. Types of street furniture include tables, benches, bicycle parking, bollards, bus shelters, clocks, drinking fountains, kiosks, lighting, newspaper racks, planters, and trash and recycling containers.



Sidewalks/Pathways

Sidewalks and pathways are the primary means of access for pedestrians. Although secondary sidewalk uses such as outdoor seating are encouraged in commercial districts, the portion of sidewalk dedicated as pedestrian travel right-of-way should be level, smooth, free of obstructions, and ADA accessible. The width of sidewalks varies from five feet to 15 feet based on the expected volume of pedestrian traffic and character of the area.



// STREET TYPES AND FUNCTION

The next consideration in the corridor analysis is to examine how existing street design relates to the purpose and function of the street.

Ideally, the allocation of space within the right-of-way will support the context created by land uses and buildings that are adjacent to the right-of-way. A very common mismatch that exists in many parts of Dearborn is buildings located at the sidewalk without the availability of on-street parking. Without on-street parking, buildings being located at the street suffer because their public face and primary entrance is not conveniently located close to parking. Further, the lack of on-street parking eliminates an important buffer area that separates pedestrians from vehicle traffic.

Perhaps the most notable example of this situation is in the West Dearborn Downtown. In this area the buildings have a traditional zero lot line construction pattern and are located at the street. Yet, there is no on-street parking and upwards of 30,000 cars per day zip by on Michigan Avenue. This combination of no buffer space between vehicle travel lanes and no on-street parking means that the sidewalk is a hostile environment for pedestrians. This in turn robs the sidewalk of activity and vitality and decreases the overall value of the West Dearborn Downtown district.

Ensuring that the street design is compatible with the context created by buildings and land uses is key to the land use plan. It is a primary goal of this plan to remedy those places where incompatibilities exist today, either by changing the street design, or by planning for context changes adjacent to the street.

STREET TYPES

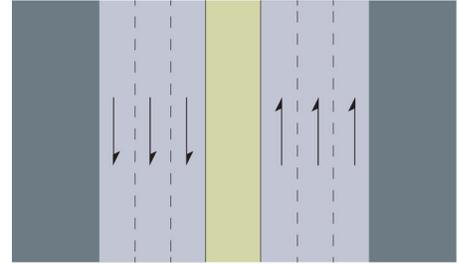
Six street types are identified in this plan. Each street type assembles different combinations of street design elements to create an appropriate character for the street. The character of the street in turn provides context and supports the character of development adjacent to the street. When street character and building context are in concert, great streets and transportation networks result. However, when streets are designed inappropriately relative to the building context, the design can negatively impact future development and revitalization efforts.

The following street types are planned for or existing in the City of Dearborn:

FIGURE 5.2 : STREET TYPES

Highways

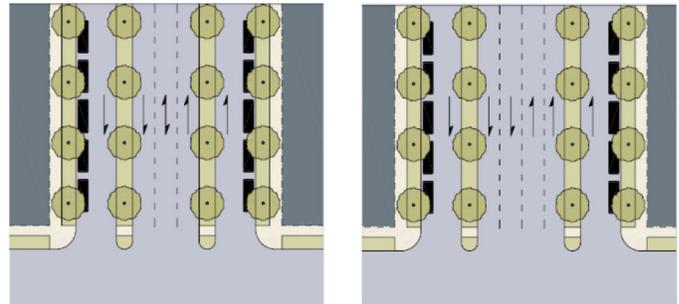
Highways have directional travel lanes usually separated by some type of physical barrier, and their access and egress points are limited to on- and off-ramp locations or a very limited number of at-grade intersections. These roadways are designed and constructed to maximize their mobility function, and abutting land uses are not directly served by them.



Source: McKenna Associates

Regional Mobility

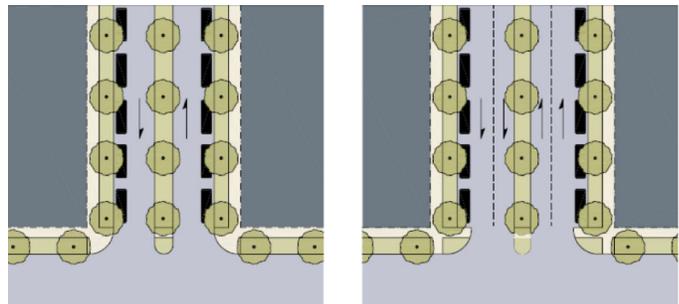
Regional mobility streets link city districts to each other and to surrounding communities. Although they must be accessible and attractive to all modes, they are designed to provide city-wide and regional access for transit, cars and truck trips. They typically have speed limits above 45 mph and move high volumes of traffic. Regional mobility streets may be designed with Class II bike lanes. A minimum six foot sidewalk should be present on both sides of the street. The FHWA Functional Classification equivalent is Minor Arterial or Principal Arterial.



Source: Complete Streets Thoroughfare Assemblies SmartCode Module

Distributor

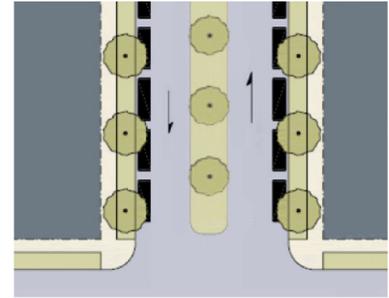
Distributor streets provide connections between residential areas and local destinations. They typically have speed limits between 35 mph and 45 mph and move medium to high volumes of traffic. On-street parking may be allowed on one or both sides of the street but is not recommended for higher speed thoroughfares. Distributor streets may be designed with Class II bike lanes. A minimum six foot sidewalk should be present on both sides of the street. The FHWA Functional Classification equivalent is a Collector.



Source: Complete Streets Thoroughfare Assemblies SmartCode Module

Major Multi-Use Street

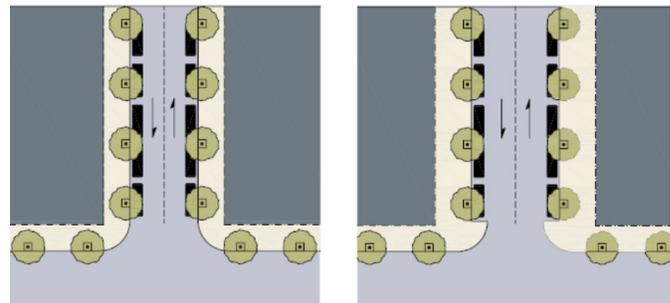
Major multi-use streets provide connections between commercial business districts. They typically have speed limits between 35 mph and 45 mph and move medium volumes of traffic. On-street parking may be allowed on one or both sides of the street. Major multi-use streets may be one-way or two-ways, and may be designed with Class II bike lanes. A minimum 10 foot sidewalk should be present on both sides of the street. The FHWA Functional Classification equivalent is Minor Arterial or Major Arterial.



Source: Complete Streets Thoroughfare Assemblies SmartCode Module

Local Multi-Use Street

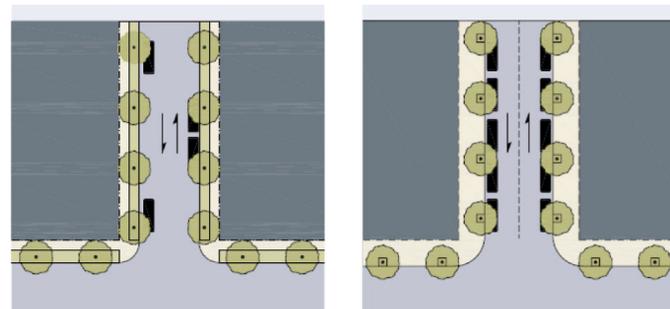
Local multi-use streets are found in local commercial or mixed-use districts and emphasize pedestrian features and traffic calming. They typically have speed limits of 30 mph and move low volumes of traffic. Usually, on-street parking is allowed on one or both sides of the street. Local multi-use streets may be one-way or two-ways, and may be designed with Class III bike routes. A minimum 10 foot sidewalk should be present on both sides of the street. The FHWA Functional Classification equivalents are Local Streets or Collectors.



Source: Complete Streets Thoroughfare Assemblies SmartCode Module

Local Access

Local access streets are primarily located in residential neighborhoods and emphasize pedestrian facilities, landscaping, and traffic calming. They typically have speed limits of 25 mph and move low volumes of traffic. Usually on-street parking is allowed on one or both sides of the street. Local access streets may be one-way or two-ways, and may be designed with Class III bike routes or as a bicycle boulevard. A minimum five foot sidewalk should be present on both sides of the street. The FHWA Functional Classification equivalents are Local Streets.



Source: Complete Streets Thoroughfare Assemblies SmartCode Module

// STREET FUNCTION

The following street function categories have been adapted from the Institute of Transportation Engineers' *Context Sensitive Solutions for Major Urban Thoroughfares* recommended practice. Figure 5.3 provides specific recommendations for street design templates that are appropriate based on the street's function. The [Street Type Classification](#) map identifies the most appropriate function for streets in the City. The map is not intended to reflect the existing design of streets, but rather the function that they are serving.

FIGURE 5.3 : STREET FUNCTION

TYPE	FUNCTION							
	Priority	Daily Traffic	Target Speed (mph)	Travel Lanes	On-Street Parking	Appropriate Frontage(s)	Pedestrian Facilities	Bicycle Facilities
Highway	Vehicle	30,000+	60+	<3 limited access	Not appropriate	Large yard	Not appropriate	Parallel Route possible
Regional Mobility	Vehicle	30,000+	45+	>4 w/ turn lane or boulevard	Not appropriate	Large yard Front parking	Optional Separated Pathway or Sidewalk	Optional Separated Pathway, Bike Lanes, or Parallel Route
Distributor	Vehicle	15,000+	35+	4 w/ turn lane	Not appropriate	Large yard Front parking	Sidewalk	Bike Lanes or Parallel Route
Major Multi-Use Street	Mixed	30,000+	30	4 w/ turn lane	Recommended	Small yard Front parking Streetfront	Sidewalk	Bike Lanes or Parallel Route
Local Multi-Use Street	Mixed	<20,000	<30	2-4	Recommended	Small yard Streetfront	Sidewalk	Bike Lanes or Shared
Local Access	Mixed	<7,500	20	2	Recommended	Small yard Streetfront	Sidewalk	Bike Lanes or Shared

STREET NETWORK

The [On-Street Parking](#) and [Traffic Counts](#) maps identify important characteristics of the street network. Traffic counts are an important consideration for both street function and character. Streets that carry high volumes of traffic will have different priorities and design considerations than roads that carry lower traffic volumes. Similarly, there are street design implications where buildings are located close to the street without off-street parking in between the building and the curb. In such a case on-street parking is very useful as it provides both accessible and visible parking in front of the building, and also serves as a buffer between travel lanes and the sidewalk, which increases pedestrian comfort and walkability.

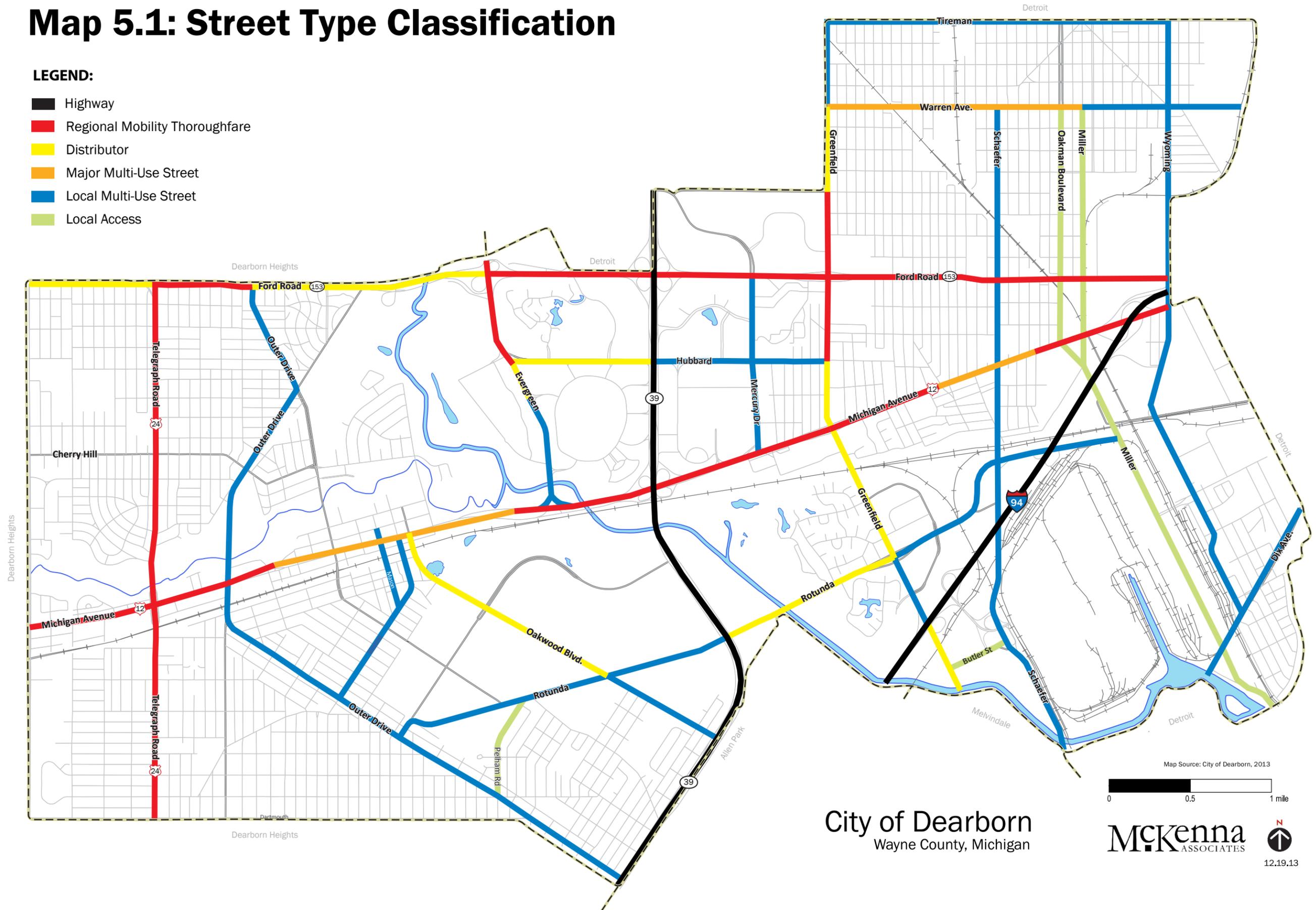
The Traffic Counts map shows traffic counts from the SEMCOG database for road segments in the City. Traffic counts are a first consideration in planning for street design and development character for buildings and uses adjacent to streets.

Intentionally left blank

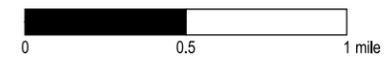
Map 5.1: Street Type Classification

LEGEND:

- Highway
- Regional Mobility Thoroughfare
- Distributor
- Major Multi-Use Street
- Local Multi-Use Street
- Local Access



Map Source: City of Dearborn, 2013



City of Dearborn
Wayne County, Michigan



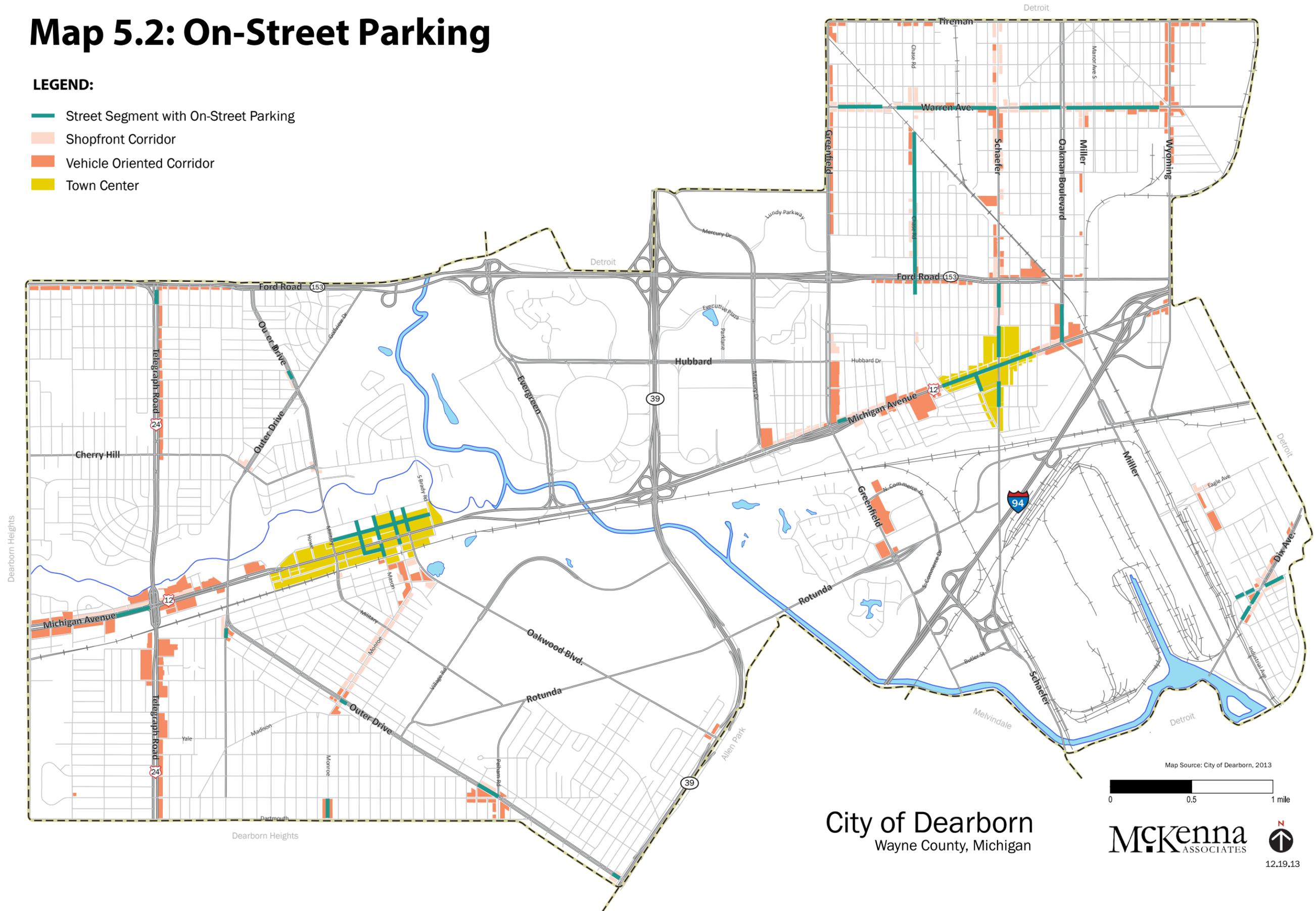
12.19.13

Intentionally left blank

Map 5.2: On-Street Parking

LEGEND:

- Street Segment with On-Street Parking
- Shopfront Corridor
- Vehicle Oriented Corridor
- Town Center



Intentionally left blank

Intentionally left blank

TRANSIT

As the center of the auto industry for nearly a century, the existing infrastructure in Southeast Michigan is geared towards accommodating automobiles. For several decades there wasn't much wrong with that model, but going forward, it is proving to be an unsustainable approach. Young people today are seeking communities where they have a variety of transportation options and something called "sense of place," which most Michigan communities have been lacking because of their sprawling, low density, auto oriented development patterns. For Dearborn to remain sustainable, broader transportation alternatives and the creation of interesting, walkable places must be provided to improve our quality of life and attractiveness to residents and visitors.

// REGIONAL TRANSIT AUTHORITY (RTA)

PA 387 of 2012, MCL 124.541, et. seq, establishes the Regional Transit Authority Act which creates a Regional Transit Authority (RTA) for Southeast Michigan. The RTA is composed of the counties of Wayne, Oakland, Macomb and Washtenaw. It is governed by a 10-member board with two representatives from each of the participating counties, one representative from the City of Detroit, and one non-voting member appointed by the governor who acts as the chair.

The responsibilities of the RTA include adopting a public transit plan by integrating existing plans into a single regional master transit plan for the entire public transit region. The RTA will be the designated recipient of Act 51 funding and coordinates services, rates, routing and scheduling between authorities, agencies and owners or operators of public transportation facilities. The authority also has the power to levy assessments as approved by the board and majority of electors and collect a motor vehicle registration tax dedicated to the purpose of public transportation.

The RTA may plan, design, develop, construct and operate a rolling rapid transit system on at least one or more corridors combining the technology of intelligent transportation systems, traffic signal priority, cleaner and quieter vehicles, rapid and convenient fare collection and integration with land use policy. Rolling rapid transit may include exclusive rights-of-way, rapid boarding and alighting and integration with other modes of transportation. The corridors include Woodward (Campus Martius to downtown Pontiac), Gratiot (downtown Detroit to Mt. Clemens), Pontiac to Mt. Clemens (with stations along Big Beaver in Troy and Highway 59 in portions of Oakland and Macomb), and Detroit to Ann Arbor (including Ypsilanti, Detroit Wayne County metropolitan airport and the City of Dearborn).

The overall goal is to provide effective and efficient transportation services throughout the public transit region.

// DEARBORN'S INTERMODAL PASSENGER RAIL STATION

The new Dearborn Intermodal Passenger Rail Station is the culmination of twelve years of planning by the City, the Henry Ford, the University of Michigan-Dearborn, Ford Land and the Michigan Department of Transportation (MDOT) to prepare for a modern intermodal facility that will position Dearborn for a bright transportation future.



The Intermodal Passenger Rail Station (IPRS) is, currently, being constructed at Elm Street and Michigan Avenue. This station will replace the existing Amtrak station, located near the Police Station and 19th District Court at Michigan Avenue and Greenfield. The future station provides the City of Dearborn with a unique opportunity to create a transit oriented development (TOD) node in the heart of the City. TOD is a form of land use located within a half mile of a transit station. Such development typically has higher densities than areas without transit, to support increased amounts of retail and services that support ridership.

The station is identified as an intermodal center because it will be a full service transportation center, referring to the connections between the trains and other modes including buses, shuttles, taxis, limousines and non-motorized traffic like bicycles and pedestrians. The station is being funded 100% by the Federal Railroad Administration High-Speed Intercity Passenger Rail Program with Amtrak as the main tenant. The \$28.2 million, 16,000 square foot station is designed to meet the standards of the United States Green Building Council (USGBC) Leadership in Environmental and Energy Design (LEED®) program. The building is anticipated to reach LEED Silver certification and will include a metal roof with solar collectors, energy efficient lighting, geo-thermal heating and cooling and storm water management features.

Amtrak will pay 100% of the operating costs of the station per the lease between Amtrak and the City of Dearborn for the next 20 years. The City will be leasing one acre at the corner of Elm and Michigan Ave. for a restaurant, and plans to use the proceeds from that lease to build a capital reserve fund for repairs the station may need into the future. So, overall the plan for the station is to not have to lean on the City's General Fund for support.

The intermodal station will be a stop along the region's first commuter rail between Ann Arbor and Detroit. The station will serve not only the commuter rail, but provide connecting services for a range of transportation options.

The new station will create a great arrival and destination point that is very well connected to several important aspects of our community. First, it will be directly connected to the Henry Ford, meaning that it can be used to market additional trips and visitors to Michigan's largest tourist attraction. Their annual attendance is approaching 2 million people per year, and they are considered a "Gateway" attraction within the State's Pure Michigan tourism campaign. This direct connection will provide a new opportunity to encourage more Chicago to Detroit (Dearborn) visitors to easily come and experience what we have to offer.

Second, the station was placed in its new location because it is walkable to our West Dearborn Downtown district. This will make it easy for persons arriving in Dearborn to visit our local shops and businesses without having to find other transportation, contributing to creating the sense of place.

Third, the new station will connect to the Rouge River Greenway Trail, a 21-mile greenway that stretches to Northville through Hines Drive, provides a centralized non-motorized connection and is located across Michigan Avenue from the station. Part of the new station construction includes traffic signals and a pedestrian connection to the trail system. Again, within easy biking or walking distance, visitors arriving at the station can connect to the University of Michigan - Dearborn and Henry Ford College campuses. We have nearly 30,000 students at the two campuses currently, so it will be a convenient means for linking them, their staff and faculty to the rail passenger system. Additionally, there is a new segment of the trail being built to connect the UM-D Main Campus to the UM-D Fairlane Campus via the new student housing project at the Fairlane Town Center. As the trails are extended, this gives the community more and more access to non-motorized transportation, which is an important contributor to improved quality of life.



// RAIL CAPACITY

Although there are only six intercity Amtrak trains that stop in Dearborn today (three from Detroit to Chicago and three from Chicago to Detroit), Dearborn is the second busiest stop on the Wolverine Line in Michigan after Ann Arbor, servicing about 100,000 visitors per year from the existing station. As Amtrak and MDOT improve service on the Detroit to Chicago line, the trains will increase to 110 mph, which will bring the Dearborn to Chicago travel time to less than four hours. Along with the service improvement, there is an anticipated frequency of trains, moving to six pairs a day and eventually to nine pairs a day or eighteen trains. Stations like Dearborn's in other parts of the country that provide that kind of service, typically see 250,000 - 300,000 or more passengers per year.

// COMMUTER RAIL TRANSIT

Dearborn's station will also be a commuter stop on the Ann Arbor to Detroit commuter line, which is being planned jointly by MDOT, SEMCOG and the Regional Transit Authority. The commuter trains have been purchased and refurbished by MDOT and are being planned to run for special events in the next year or so. Once the remainder of the funding is in place for commuter rail, these trains will begin running four times a day - morning rush hour, noon, afternoon rush hour and evening. Later, as demand builds, the eight trains will double to sixteen, and there could be as many as 30 commuter trains per day. Commuter trains would serve a number of riders including workers, students, university faculty, tourists and current auto commuters.

// SMART SYSTEM

Dearborn is served by a number of SMART bus routes that provide both intra-city and regional transit. Additionally, there is a major SMART hub at Fairlane Town Center.

Dearborn is not, however, well or easily connected to Oakland County because SMART routes run generally east and west in Wayne County due to transit agency jurisdictional boundaries. DDOT provides bus service in the City of Detroit, which precludes SMART from running many north-south bus routes that would connect Dearborn to Oakland County destinations.

One exception to the limited north-south connectivity provided by SMART in Dearborn is the 275 route, which does travel north to Southfield along Telegraph Road. However, this route also highlights one of the limitations of the SMART system: it is a 45 minute bus ride to get from Michigan and Outer Drive to 10 Mile and Telegraph in Southfield, while the same trip takes approximately 20 minutes by private vehicle. This fact means that those with private cars overwhelmingly choose to forego available bus transit, limiting the potential to leverage existing SMART bus routes to support transit oriented development policies in Dearborn.

MAP 5.4 : SMART REGIONAL BUS ROUTES



Source: SMART

NON-MOTORIZED TRANSPORTATION

The Complete Streets resolution further directed city staff to develop a Non-Motorized Transportation Plan, currently underway. The City has created a [Conceptual Non-Motorized Transportation Connections](#) map, an important component of the Non-Motorized Transportation Plan, which indicates existing and future connections to the City's parks, open and green spaces, town centers, and other areas of the City via pathways, sidewalks, greenways, and blueways (water). These connections tie to the regional system expanding the recreational opportunities and connectivity. During the development of the Non-Motorized Transportation Plan, the routes will need to be aligned with the non-motorized elements.

The City will pursue adoption of a Complete Streets Ordinance which will result in the development of an implementation plan known as a Non-Motorized Transportation Improvement Program that identifies funding and other available resources to specific projects. As a component of the Dearborn 2030 Master Plan, this document must be reviewed and updated every five years by the Planning Commission to ensure that identified project goals are being met or are revised to reflect the most current needs of the community.



NON-MOTORIZED TRANSPORTATION ELEMENTS

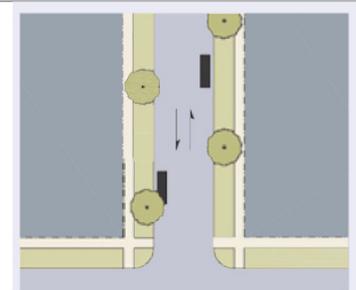
Five non-motorized transportation elements are identified in this plan. Different non-motorized elements are appropriate for different settings such as urban, neighborhood, or parkland/open space. Attractive and safe non-motorized transportation facilities must be carefully planned to account for the needs of both those who cannot and choose not to drive. A significant segment of Dearborn's population is excluded from driving including children, the elderly, individuals with disabilities, those who cannot afford to own a car, and those who do not have a driver's license. In addition, walking or riding a bicycle is a primary source of recreation and exercise for residents and is a healthier choice than driving a car. Therefore, non-motorized transportation should be supported by providing a well-connected network of pedestrian and bicycle facilities throughout the City. The City has already moved toward advancing this initiative with the adoption of the Complete Streets resolution.

The following non-motorized transportation elements are planned or existing in the City of Dearborn:

FIGURE 5.4 : NON-MOTORIZED TRANSPORTATION ELEMENTS

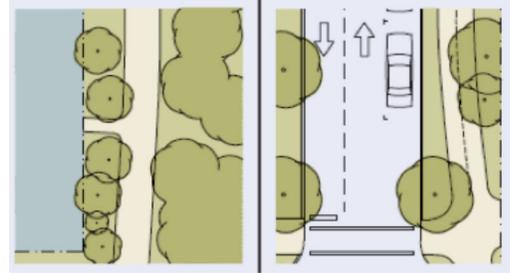
Sidewalks

Sidewalks are the primary means of access for pedestrians. Although secondary sidewalk uses such as outdoor seating are encouraged in commercial districts, the portion of sidewalk dedicated as pedestrian travel right-of-way should be level, smooth, free of obstructions, and ADA accessible. Sidewalks should be located on both sides of a street. The width of sidewalks varies from five feet to 15 feet based on the expected volume of pedestrian traffic and character of the area.



Class I Bicycle/Multi-Use Pathways and Trails

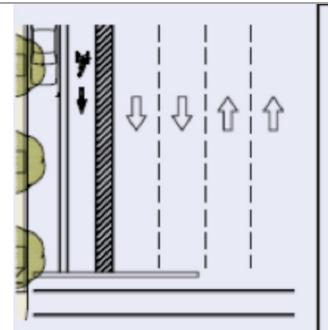
Class I bicycle/multi-use pathways and trails should create connections for pedestrians and cyclists where roads do not go. Multi-use pathways and trails are not substitutes for adequate on-street facilities and should be treated as supplemental facilities. Pathways and trails are separated from vehicular traffic and may be paved or covered in crushed aggregate depending on expected use and traffic volume. One-way segments of multi-use pathways should have a minimum width of 10 feet, and if short two-way segments of multi-use pathways and trails are necessary they should have a minimum width of 12 feet. The use of bollards for access restriction is discouraged due to safety issues. Pathways may be designed for commuting or for recreation and should be ADA accessible.



Source: *Bicycling SmartCode Module*

Class II Bicycle Lanes

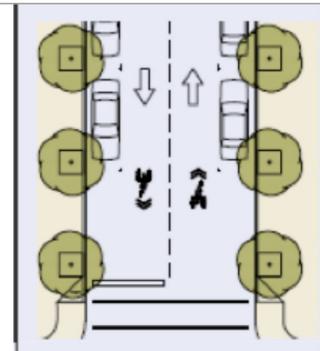
Class II bicycle lanes are on-street facilities primarily used for commuting. New bicycle lanes should have a minimum width of six feet. Although bicycle lanes adjacent to on-street parking are not recommended due to safety concerns, if a bicycle lane is adjacent to a door zone then a total of 18 feet from the curb to the traffic lane edge of the bicycle lane is needed. Bicycle lanes are generally found on distributors and major commercial streets.



Source: *Bicycling SmartCode Module*

Class III Bicycle Routes/Shared Lanes

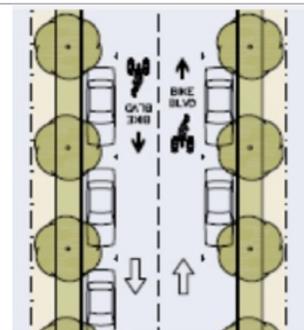
Class III bicycle routes/shared lanes are on-street facilities marked with signs or pavement-stenciled “sharrows”. These facilities are typically used when the street width is not wide enough to accommodate Class II facilities and/or when vehicular traffic volumes and speeds are relatively low. Bicycle routes/shared lanes are generally found on local streets.



Source: *Bicycling SmartCode Module*

Bicycle Boulevards

Bicycle boulevards are related to Class III facilities but differ in that they give priority to the bicycle as the dominant mode of transportation on a street. This can also be used as an effective traffic-calming device because vehicular through-traffic is typically diverted onto other streets. Bicycle boulevards are found on local streets.



Source: *Bicycling SmartCode Module*

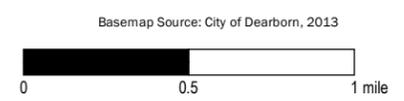
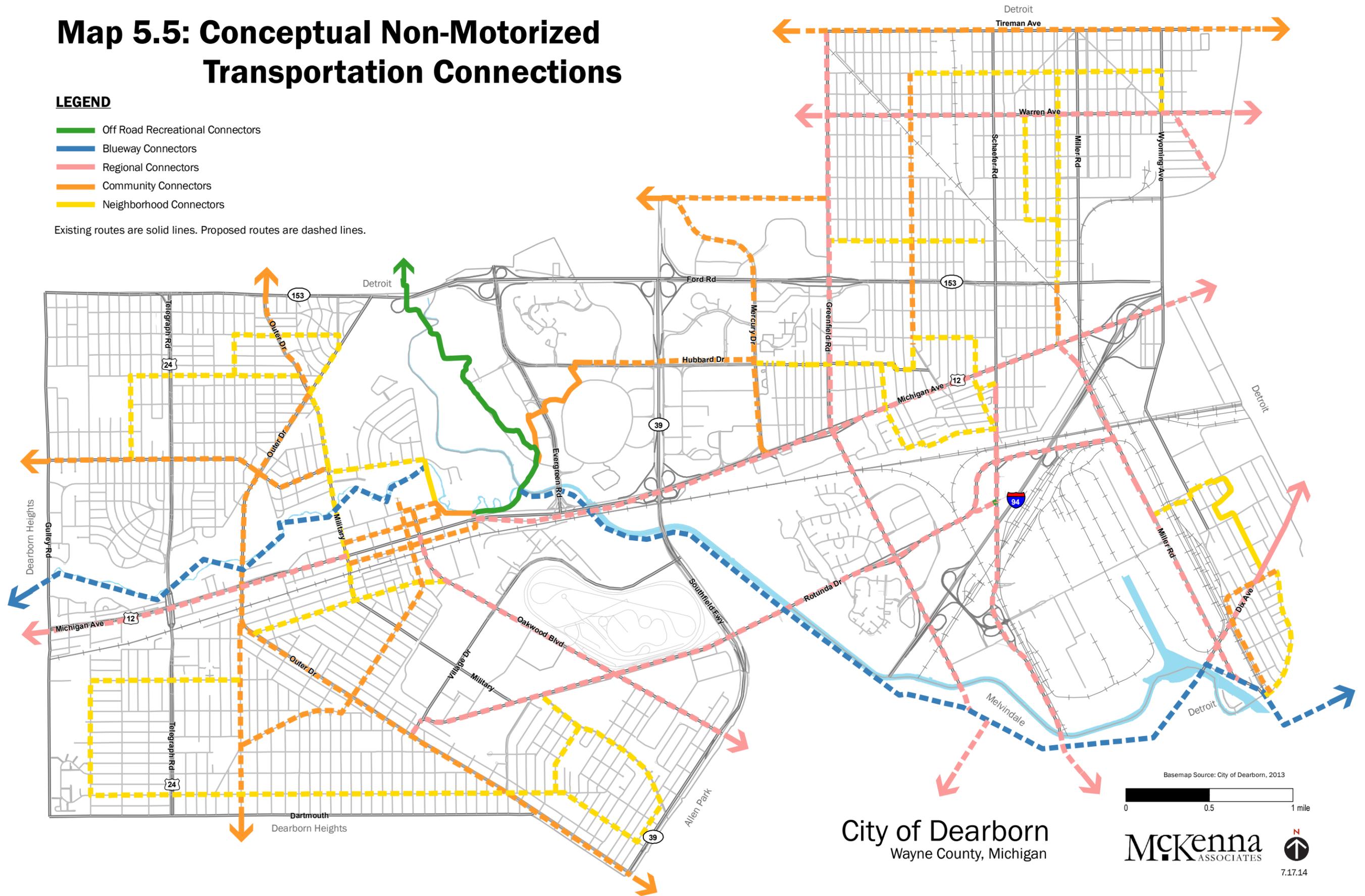
Intentionally left blank

Map 5.5: Conceptual Non-Motorized Transportation Connections

LEGEND

- Off Road Recreational Connectors
- Blueway Connectors
- Regional Connectors
- Community Connectors
- Neighborhood Connectors

Existing routes are solid lines. Proposed routes are dashed lines.



City of Dearborn
Wayne County, Michigan



7.17.14

Intentionally left blank



DEARBORN 2030 | SUSTAINABILITY

Now more than ever it is imperative that Dearborn continue to build a solid foundation of tools and policies that improve its ability to be sustainable. A sustainable Dearborn is more than just buildings constructed with energy efficient materials or residents that recycle. A sustainable Dearborn encourages development projects that protect and enhance the overall health, natural environment, and quality of life in the City. It promotes the location and design of neighborhoods and buildings that reduce auto dependence by providing jobs and services that are accessible by foot, bicycle, and mass transit.

From a land use perspective, Dearborn encourages development that can enhance the natural environment and is sensitive to its impacts on neighboring property owners. Additionally, the City strongly supports development that advances the recommendations of the City's Climate Action Plan. The City also strongly supports projects that leverage the City's current programs, projects, and policies to advance sustainability in the private sector.

Widely accepted as the de facto definition of sustainability, the 1987 Brundtland Commission defined sustainable development as "development which meets the needs of current generations without compromising the ability of future generations to meet their own needs." The future of success and quality of life provided to current and future residents and businesses in the City is directly related to economic prosperity, social equity, and environmental quality, also known as the three "E's" of sustainability.

A sustainable Dearborn will provide the balance necessary to market the City as a premier place to live and do business. It will balance land use and transportation needs, preserve and enhance natural resources, make arts, culture, and leisure activities available, make and preserve great neighborhoods, and lay the foundation for a successful economy. People have a myriad of choices of where to live and do business, and Dearborn must establish itself as the “place to be.”

A sustainable Dearborn will:

- Evaluate land use and transportation needs
- Preserve and enhance natural resources
- Continue to make arts, culture and leisure activities available
- Create and preserve great neighborhoods
- Lay the foundation for a successful economy
- Provide the balance necessary to market the City as a premier place to live and do business



Components of Sustainable Development

Dearborn is in a great position to leverage its existing assets to be a local and national leader in sustainable practices. Dearborn’s Sustainability Office, known as “Green Dearborn,” has already undertaken a number of innovative projects that will help attract residents and business to the City, and ultimately help ensure its long-term sustainability.

- **Sustainability Coordinator.** Responsible for facilitating the transformation of Dearborn into a more sustainable community. The main task is to create a Sustainability Plan that catalyzes change in both the public and private sectors by promoting advances in energy efficiency and conservation. Included are municipal operations, local regulations and ordinances, private sector investment and incentives, green workforce training and career advancement, business development, education and marketing.
- **Environmental Commission.** The City is in the process of forming an Environmental Commission to advise the City Administration and Council about sustainable policies, practices, programs, ideas and trends.

The City of Dearborn will continue to be a role model for the rest of the community by leading the charge to be sustainable through preservation of city-owned space, environmentally responsible modifications to existing facilities, and by building new facilities that showcase “green building” best practices. “Green building” is a collection of design and construction strategies that significantly reduce or eliminate environmental impacts of a building while providing healthy indoor spaces for its occupants. Building green requires an integrated design approach that examines all components of the building project and evaluates the interrelationships among the building, its specific components, its surroundings and its occupants. Not only will this approach create a healthier, cleaner, and more energy and cost-efficient community with a reduced carbon footprint, it also gives residents another reason to take pride in their hometown and reason for new people to move to the community.

Plans, Grants and Organizations

U.S. Green Building Council (USGBC). USGBC is a national organization with the mission “to transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life.” (www.usgbc.org) The USGBC created the Leadership in Energy and Environmental Design (LEED) rating systems which measure the sustainability of buildings and neighborhood development. The rating systems are recognized as the industry standard for green building, intended to promote healthy and environmentally friendly buildings that are also durable, affordable and high-performing by focusing on six key areas: sustainable site management, water efficiency, energy and atmosphere impacts, materials and resource use, indoor environmental quality and innovations in operations. A building/development can get certified through any of the nine LEED rating systems (New Construction and Major Renovations, Existing Buildings Operations and Maintenance, Commercial Interiors, Core and Shell Development, Retail, Schools, Homes, Neighborhood Development, and Healthcare) as Certified, Silver, Gold or Platinum.

The City is an active member of the USGBC National and Local, Detroit Regional, Chapter. Specifically, the City has partnered with the local chapter to develop a Climate Action Plan.

Climate Action Plan. As part of this process, the City worked with the Clean Energy Coalition to conduct a community-wide greenhouse gas (GHG) emissions inventory. The inventory quantified all GHG emissions generated within the City's boundaries during 2009 to establish an emissions baseline and develop policies to reduce effects of harmful emissions on our environment.

West Dearborn Downtown Neighborhood Assessment. This grant was provided by Global Green USA and the U.S. Environmental Protection Agency's (EPA) Building Blocks for Sustainable Communities Program to perform a sustainable neighborhood assessment on the West Dearborn Downtown and TOD area. Dearborn was one of eight communities selected nationwide to determine ways future development can achieve high levels of environmental, economic and social sustainability through the application of a Sustainable Neighborhood Assessment Tool developed by Global Green USA utilizing the LEED for Neighborhood Development (LEED-ND) rating system. The Intermodal Passenger Rail Station is the catalytic project creating huge potential for redevelopment and transformation of the area. The outcome of this grant included sustainability-related recommendations that the City is pursuing.

MI Place Partnership PlacePlans Grant. Dearborn was one of five communities statewide to win a competitive grant through the first round of the MI Place Partnership to help communities design and plan for transformative placemaking projects. In Dearborn, the area of focus was surrounding the new train station, known as the TOD or transit oriented development area. The Governor has focused on "place" as a critical component of Michigan's economic and community development strategy and approved the creation of the partnership between the Michigan State Housing Development Authority (MSHDA), the Michigan Municipal League (MML) and Michigan State University's School of Planning, Design and Construction (MSU) in May 2012. The interactive, collaborative public process from December 2012 through July 2013 culminated in a design plan that would substantially impact the quality of place surrounding the train station when implemented.

Green City: Environmentally Sensitive Design

The Rouge River Project. The Rouge River has benefited from extensive restoration efforts. These efforts have helped transform portions of the river from a channeled, industrial waterway, to a natural amenity that can be enjoyed once again for recreational use.

Fordson Island-CSO's-Severstal Improvements. When Henry Ford constructed his massive manufacturing facility along the Rouge River, he straightened the river to accommodate shipping of raw materials to the plant. The straightening process created an island that is known as Fordson Island. The island was mostly residential, but, over time, developed into a support area for manufacturing in south Dearborn including a large distribution point for Marathon Oil. Currently, a marine salvage company occupies a significant portion of the island.

The City now perceives the island as part of a larger plan to engage the river for recreational and economic purposes. Many communities along the Rouge River have invested millions of dollars to clean the river and now consider the waterway an asset, not a liability. The area around the island has been cleaned up and now supports fisheries and other water sports. The occupants and owners of the island, in partnership with the City, have prepared plans to remove all development from the island so it can return to a natural state. The long-term plan is for the island to host a kayak/canoe resting place and only allow pedestrian and biking access to the island.



Green and Open Space. The City of Dearborn has addressed the need to preserve and enhance the natural environment through maintaining and retaining portions of land in their natural state and to restrict their use and development by entering into agreements with owners. The resulting greenbelts are consistent with sound planning principles following existing Zoning and Building Code regulations.

Examples of existing residential developments with greenbelts:

- Fairlane East: Greenfield Road and Rotunda Drive
- Fairlane Meadows: Mercury Drive and Hubbard Drive
- Fairlane Woods: Evergreen and Ford Road

Additional developments featuring green and open space:

- Springwells Park Neighborhood
- Dearborn Hills Golf Course
- TPC Golf Course
- Dearborn Country Club Golf Course
- Ford Motor Company's Research and Engineering Complex
- Ford Motor Company World Headquarters

Community Gardens. The community gardens provide vegetables and plants as well as satisfying labor in a place where all residents can interact on a casual basis and form friendships that improve the quality of their lives. The gardens are located in residential neighborhoods on property owned by the City of Dearborn.

Tree Canopy. The public participation during the creation of this Master Plan identified trees as one of the City's greatest assets. Neighborhoods are home to many mature trees which results in a canopy that creates a character that is appreciated by residents today and desired by many. The City of Dearborn has been proactive in creating ordinances and regulations that limit the removal of trees and require appropriate mitigation if removed.

The City's tree canopy provides many benefits to the community including improved water quality, conservation of energy, lower city temperatures, reducing air pollution, enhancing property values, providing wildlife habitat, facilitating social and educational opportunities and providing aesthetic benefits.

The City will continue to be proactive and protect this valuable natural resource, while at the same time providing opportunities for enhancing the established tree canopy.



Tree City USA. Dearborn has also been a Tree City for 26 years through the Arbor Day Foundation's Tree City USA Program. To qualify for the program, a city must meet four standards established by The Arbor Day Foundation and the National Association of State Foresters:

1. A Tree Board or Department
2. A Tree Care Ordinance
3. A Community Forestry Program with an Annual Budget of at least \$2 per capita
4. An Arbor Day Observance and Proclamation



Urban Canopy Management. The recognition of being named a Tree City is in response to the City's long-term commitment to maintaining a healthy and growing urban canopy. As challenges arise that negatively impact our urban forest, the City has been proactive in implementing solutions to mitigate the damage and reduce future challenges to our trees. A critical component to the City's success is an active Urban Canopy Management Plan (UCMP). The City will incorporate the tenets of sustainability-environment, economics, and equity into the plan. The goal is to produce a UCMP that serves the community for the next ten years.

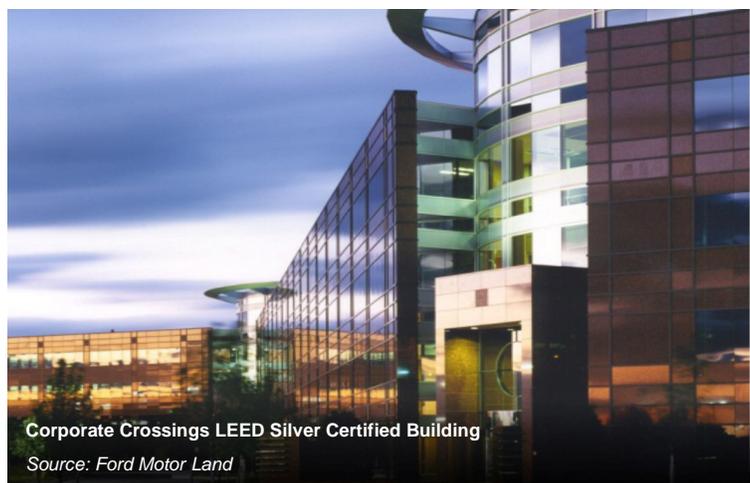
GREEN BUILDINGS

It is not uncommon to find buildings in historic Michigan town centers that are 100+ years old. These buildings can cost twice as much to construct initially, but over the long run they will generate far more return on investment because of their longer life cycle.

On the other hand, automobile-oriented strip retail buildings are not easily repurposed for varied uses, are not constructed to stand the test of time, and rely entirely upon the automobile for accessibility. These buildings, when they decline, are not well-suited for adaptation to other uses. In short, commercial centers that contain buildings that contribute to street life, contain human-scale design, and that are constructed to stand the test of time end up being much more green and sustainable than low-cost, single-purpose disposable building construction.

LOCAL BUSINESSES

Our sustainable development practices are ahead of many communities' commitments to future sustainability. Local businesses are also making strides to be more sustainable. Ford Motor Company is a leader in green building, the company's largest green-building initiative was the redevelopment of the 600-acre Rouge Plant. The Rouge Plant is the first assembly plant in the state to become LEED Gold-Certified and includes vegetation that treat decades of soil pollution, maximization of natural light, one of the world's largest "living" roofs composed of sedum plants that decrease energy consumption by 7 percent and improve air quality by as much as 40 percent, and a rainwater filtration system capable of cleaning up to 20 billion gallons of water every year. This is an example that can be used to promote the benefits of sustainable building design to other businesses and residents in the community.



Severstal Steel North America purchased the Rouge Steel plant in 2004. The facility was in need of significant upgrades and modernization. To date Severstal has spent over \$1.5 billion to make this facility its flagship steelmaking plant in North America. Included in this investment is a new blast furnace, cold rolling plant, and hot dip facility. Severstal also invested over \$600 million in environmental improvements including bag houses that remove particulates from the exhaust gases. This is a critical improvement for the City of Dearborn because the facility is located near a thriving neighborhood and a large middle/elementary school campus.

The LEED Silver-Certified Corporate Crossings office building was the first Ford facility to achieve the LEED rating. The LEED Silver-Certified Ford Product Review Center incorporates an innovative grey water system to recycle water for irrigation and cooling, large windows to maximize daylight, and extensive use of local and recycled materials.

Midwest Medical Center, located at Michigan Ave. and Schaefer, an anchor corner of the East Dearborn Downtown, is a LEED Silver Certified building. The 125,000 square foot building features a surgery center, 24-hour Urgent Care Center and various other health care related suites, even retail. The building's sustainable features include brownfield redevelopment, stormwater control (90% treated), water use reduction, construction waste management (75% of construction waste diverted from landfills), use of recycled products, low-emitting and certified wood materials.

The LaFontaine Volkswagen Dealership is LEED Silver-Certified, utilizing daylighting techniques, reducing potable landscape and indoor water usage, using recycled and locally extracted/recovered and manufactured materials, certified wood products, and diverting 75% of construction/demolition debris from landfills. In addition, a number of proposed developments in Dearborn such as the Severstal Conference Center, Ford Research Innovation Center, and the Dearborn Intermodal Transit Center are LEED registered.

The University of Michigan-Dearborn's Environmental Interpretive Center promotes environmental sustainability through community education and scientific research. The center facilitates field-oriented environmental research in southeastern Michigan and promotes the conservation of ecosystems, especially the Rouge River watershed.

EFFICIENT & RENEWABLE ENERGY

The City of Dearborn has been and should continue to be a leader in researching alternative energy sources to meet its energy needs. Solar, wind, and biomass are just a few of the non-petroleum based energy choices that Dearborn has at its fingertips. Planting trees also helps to reduce the use of energy and provides not just environmental benefit, but aesthetic benefits as well.

Dearborn can continue to strive towards energy efficiency by encouraging the following:

- Create a community-wide Urban Canopy Management Program.
- Develop standards and regulations permitting the installation of solar panels on new and existing buildings. Although Michigan receives less sunlight than other states, the solar panels actually capture sunlight more efficiently in colder climates like Michigan than in warm climates. Future installation of such panels should be compatible with the character of the structure and neighborhood in which they will be located.
- Develop standards and regulations permitting the installation of wind turbines. Similar to solar panels, the installation of wind turbines must be done in a manner that is compatible with the established land use patterns and neighborhood character.
- Transitioning city-owned vehicles to fuel efficient hybrids or other more fuel efficient vehicles.

Alternative Heat and Power Research. Currently the City is researching the feasibility of geothermal heat and solar panels for civic uses, as well as exploring the development of a waste-to-energy facility at one of two locations – the Department of Public Works near Butler and Greenfield, or the powerhouse near Miller and Ford roads.

LED Streetlights. The City is pursuing several energy savings retrofits for publicly owned facilities. A primary example is the project to replace up to 500 175-watt mercury vapor street lights with 97-watt LED fixtures. This project will not only save the City energy costs and reduce greenhouse gas emissions; it will also significantly reduce maintenance costs due to the expected 10 year life span of the fixtures. The City is also pursuing a project to eventually replace all 14,000 street lights with LED fixtures.

Adopt-A-Watt. Due to budget challenges, the City of Dearborn is always seeking ways to install energy saving retrofits that have little or no impact on the City's General Fund. A good example of this is the City's partnership with Adopt-A-Watt (AAW).

AAW's model is to solicit local sponsors that are interested in investing in their local community to be more efficient with funds expended on energy. The initial project involved the replacement of 102 metal halide lights in the West Dearborn Downtown parking decks with 102 high efficiency induction lights. Additionally, an electric vehicle charging station was installed in the eastern parking deck.

Since this project was completed in 2011, AAW has completed another lighting project at the Henry Ford Centennial Library. This project consisted of the replacement of 25 metal halide parking lot lights with 25 high efficiency induction lights. An electric vehicle charging station was also added to the project. This project received recognition from the U.S. Department of Energy and the White House for its unique accomplishment of combining community involvement and energy efficiency retrofits.

Electric Vehicle Charging Stations (EVCS). Electric vehicle chargers have been installed in public parking facilities. The City of Dearborn has also been a leader in developing ordinance language and standards for Electric Vehicle Charging Stations statewide through the Plug-In Ready Michigan/Clean Energy Coalition partnership. To date, eleven (11) city-owned EVCS's have been installed in the City.

WATER AND SEWAGE

The preservation of water resources is imperative to a healthy environment. Water resources are an integral component of natural areas in the City and are part of the community's character, recreation network, economic success, and general quality of life. The City of Dearborn lies within the Rouge River watershed. As a result, any policies or procedures enacted by the City may indirectly affect other communities within the watershed.

Ecologically sensitive water and sewer practices are lessening the adverse effects of stormwater pollution runoff, save money by reducing water use, and decrease flooding. Each June, Dearborn and other river communities participate in an event to clean up trash, remove invasive species, plant native species, and stabilize the banks along the Rouge River known as the Rouge River Rescue. The City of Dearborn has committed over \$300 million to clean up the Rouge River. Although this project is part of a larger effort to clean the Rouge River watershed, the result for the City and its residents is the return of a forgotten asset.

Combined Sewer Overflow Systems (CSO). As part of the CSO abatement program, the City has removed sanitary leads connected to the existing combined sewer and reconnected them to the existing and/or new sanitary sewer. Execution of this project converted existing combined sewers to strictly storm sewers thereby eliminating CSO generated from its drainage area to the lower Rouge River.

Rain Gardens. The City's Department of Public Works designed the rain garden system to treat stormwater before reaching the Rouge River. The system captures parking lot stormwater, in three gardens, and treats the water through a debris removal system prior to reaching the flow of the river.

Sustainable methods of water conservation and sewage treatment include:

- **Establishing BMP and LID Standards.** Integrate best management practices (BMPs) and low impact design (LID) standards into the development process.
 - Best Management Practices (BMPs) are those practices determined to be the most efficient, practical, and cost-effective measures identified to guide a particular activity or to address a particular problem.
 - Low Impact Design (LID) is an approach to land development/redevelopment that naturally manages stormwater in order to reduce the impact of built areas on the environment and improve the natural movement of water. Traditional LID standards contain guiding principles that: 1) reduce impervious cover; 2) prevent impacts to natural systems; 3) manage water close to the source; 4) utilize less complex, non-structural BMP's; and 5) create a multi-functional landscape.
- **Lawn Irrigation.** Educate the public on the benefits of reusing water or harvesting rainwater for irrigation and eliminating irrigation completely to reduce water consumption throughout the City.
- **Prevent Illicit Discharge.** Work to educate the public of the impacts of discharging anything but stormwater into storm drains.
- **Alternative Fertilization.** Adopt regulations to limit phosphorus lawn fertilizer use and encourage natural fertilization methods.



Storm Drain Decal

Fertilizer from lawns is a primary contributor of phosphorus to our urban waterbodies. Under the General Stormwater Management Permit process, local communities must — as part of the watershed planning process and storm water pollution prevention initiative — identify pollutant sources to their water resources and implement practices to reduce pollutants.

Adopting a fertilizer ordinance reduces the impacts of phosphorus on local waterways. The City must determine whether an ordinance should focus on commercial applicators or be extended to property owners. To have an effective ordinance that is enforceable, it may be beneficial to have the ordinance cover commercial lawn services initially and expand the program to include landowners and residents as resources permit. Adopting an ordinance can involve licensing applicators; restricting the months that fertilizer can be applied or the number of applications per year; defining rates of phosphorus, nitrogen and potassium allowed; and prohibiting application within a certain distance from a waterbody, wetland or floodplain.

Regulations, ordinances, etc. are only one component of a program to reduce pollutants to surface waters. Without informed stakeholders, the goal of achieving improved water quality is unlikely to succeed. Many organizations are working to reduce the impacts of fertilizer through education. A local example is the Rouge River National Wet Weather Demonstration Project's (Rouge Project) Rouge Repair Kit, which is an educational booklet for residents on specific actions they can take to reduce nonpoint source pollution. In addition, the Rouge Project and Rouge Watershed communities are discussing possible outreach mechanisms including point-of-sale education with watershed retailers who sell fertilizers.

Rouge Repair Kit

A Citizen's Guide to Restore and Protect the Rouge River



Brought to you by the City of Dearborn

The City of Dearborn is providing this information to you as part of its public education efforts to reduce pollution in the Rouge River, a mandated campaign supported by grant money.

If required and properly installed, the following stormwater management concepts will improve the overall water quality and help protect the City's water resources:

FIGURE 6.1 : GREEN STORMWATER MANAGEMENT CONCEPTS



RAIN HARVESTING

Directing water from the roof into a holding container saves rainwater for future use on the lawn and garden preventing excess runoff.



GREEN ROOFS

Green roofs absorb water, provide excellent insulation, and prevent sunlight from reflecting into the atmosphere and raising temperatures.



INFILTRATION PLANTERS

Infiltration planters are structures or containers with open bottoms that allow stormwater to infiltrate into the ground.



BIOSWALES

Bioswales positioned around wetlands slow the flow of water and allow harmful materials to settle out before entering sensitive ecosystems.



RAIN GARDENS

Rain gardens collect water in low lying areas and allow it to settle slowly into the ground while taking the place of traditional planters.



PERMEABLE PAVEMENT

Permeable pavement allows water to absorb into the ground rather than flowing into storm drains.



FLOW-THROUGH PLANTERS

Flow-through planters are planter boxes that temporarily store stormwater before it is filtered through vegetation and soil and drained to a disposal point.

Contributing source. University of Michigan Taubman College of Architecture and Design Students

WASTE REDUCTION AND RECYCLING

Reducing waste and encouraging recycling is one of the easiest ways that a community can “go green”. Almost all household waste can be recycled or composted, and public awareness regarding the municipal services available and benefits of recycling are crucial to the success of Dearborn’s recycling program. The City already provides residents with a recycling service that should continue unless alternate programs are made available.

Historically, municipalities have viewed waste as something that needs to be eliminated quickly and cheaply. Recent advancements in waste management, however, now can leverage a City’s waste streams as assets to be used to reduce costs to property owners and generate economic activity. In Dearborn, sewage sludge, municipal solid waste, and yard waste have traditionally been land filled or composted. The City is currently studying the feasibility of converting Dearborn’s waste streams into energy for our commercial and industrial sector. There are several examples of this technology in North America that could apply to Dearborn. Additionally, converting waste to energy is a partnership opportunity with Dearborn’s private sector to create jobs and increase our competitive advantage.

Enhanced Curbside Recycling Program. This program has led to an increase in recycling by 50%. A part of that effort was an education program by the City’s Youth Affairs Commission consisting of videos and social networking websites.

Some other strategies the City may explore to further reduce waste in the community include:

- The development of an electronic recycling center or program;
- Develop policies for recycling building materials at project sites, such as deconstruction or demolishing;
- Creating purchasing policies that encourage businesses to use recycled materials or minimized packaging;
- Developing programs for materials that are traditionally difficult to recycle, such as Styrofoam and food waste.



Residential Rain Barrel



Recycling Brochure

GREEN ECONOMY AND JOBS INDUSTRY

The continued loss of traditional manufacturing jobs has created an opportunity for new types of industry such as “green economy” jobs to benefit from local workers looking for new ways to apply their skill sets. These jobs include everything from the manufacture of wind turbines to energy efficiency home inspectors. The list below provides options for strengthening the local economy through the “green economy” industry:

- Create a database of sustainable businesses that use best “green” practices for Dearborn residents to utilize
- Develop a program that offers financial, technical assistance, marketing, and brokering services for entrepreneurs to start up local “green” businesses
- Continue to solicit available grant monies to assist existing businesses in their efforts to become more sustainable
- Court manufacturers of solar panels, wind turbines, and other green products to set up shop in Dearborn and hire locally
- Provide incentives for businesses to construct or retrofit structures to LEED standards

GREEN CITIZENS

Oftentimes, the most effective changes in local communities start with small ideas that spread through the community and build on each other to create a full-fledged movement. Fostering the creative sustainable endeavors of local residents is one of the largest ways the City can become overall more sustainable.

Dearborn should create standards to enable residents and business owners to make the following changes to live a healthier, more sustainable lifestyle:

- Use drought-tolerant native species for private landscaping
- Retrofit flat roofs with rooftop gardens to reduce impervious surfaces and the urban heat island effect
- Convert vacant lots to community gardens
- Reduce the amount of impervious surfacing on the ground

EDUCATION AND AWARENESS

Education and awareness is a major component of successful sustainability-oriented programs. Local residents may not be aware of programs, or may not understand why living sustainably is important for their health and the health of environment.

The following list provides recommendations for getting the community involved with “green” practices and sustainability:

- Continue to educate the public and conduct workshops to involve local residents in creating sustainable policies for Dearborn
- Coordinate sustainable initiatives across multiple agencies and organizations to increase awareness and pool resources
- Organize a sustainability roundtable to provide advice and comments on local developments and government activities
- Encourage businesses and residents to analyze their own carbon footprint via a website like www.carbonfootprint.com/calculator.aspx
- Work with the local schools to incorporate lessons about sustainability into local school curriculums

Intentionally left blank



7

DEARBORN 2030 | CULTURE, RECREATION & THE ENVIRONMENT

Successful communities offer life-enhancing environments that contribute to their identity and sense of place. In addition to land use and character, the cultural, recreational, and environmental amenities a city offers also play a key role in its sense of place. Dearborn bases land use decisions on providing a quality of life that attracts both residents and businesses to the community.

A great example of this is the Artspace project. As a nationally recognized model for reinvigorating downtowns through promoting art and artists, the City and the East Dearborn Downtown Development Authority (EDDDA) have been exploring the concept since about 2010. Artspace will transform Dearborn's City Hall campus into a 24/7 center of activity with artists living on-site, feature activity on weekends, holidays and evenings, attract up to 100 more residents and complement existing attractions like the Arab American National Museum and the Ford Community and Performing Arts Center.

Dearborn understands that celebrating the City's historic and cultural amenities, providing educational, entertainment and recreational activities, and promoting its natural resources are critical to the community's vibrancy and identity. Future economic success and sustainability is directly related to its creativity and competitiveness in attracting and retaining residents and businesses.

The purpose of this chapter is to lay the foundation to enhance Dearborn's cultural, social and natural environment.

Public art, cultural amenities, parks, recreation facilities and natural areas define the public realm and help distinguish Dearborn as a premier place to live, work and play. The Dearborn 2030 Master Plan fosters the creative expression of residents and visitors as part of a commitment to a collective City identity.

The distinction of the City's institutions, amenities and the diversity represent excellence and pride and will continue to be celebrated. Dearborn will continue to provide cultural, recreational and leisure opportunities within its municipal boundaries and encourage multi-modal transportation linkages to the region.

CULTURE

Although culture can be exceptionally far-reaching in its definition, for the purposes of the Dearborn 2030 Master Plan, culture is defined as the following:

- Art
- Libraries
- Festivals and Events
- Heritage and Museums
- Natural Environment
- Ethnic Diversity
- Community Identity

Dearborn has rich and diverse culture. Almost every evening of the year, residents and visitors enjoy performances, lectures, exhibits, multi-cultural celebrations, and classes. The City projects a lively cultural image, with higher education institutions such as the University of Michigan – Dearborn and Henry Ford College, numerous festivals and events, and state of the art facilities such as the Ford Community and Performing Arts Center and the Dearborn Ice Skating Center (DISC).

An integrated approach connects and leverages the many cultural resources that exist in Dearborn today, planning to build on not only the land use and development patterns of the City, but also its history, population, institutions and resources.

// CULTURAL RESOURCES

Dearborn has a history of celebrating its culture as can be seen by its continued support of institutions such as the Ford Community and Performing Arts Center, the Dearborn Historical Museum, the Arab American National Museum, the Farmers and Artisan Market, the Dearborn Symphony Orchestra, and the City's libraries to name a few.

The City of Dearborn is also home to one of Michigan's largest cultural tourist attractions, The Henry Ford. Located in the heart of Dearborn, The Henry Ford is a cultural asset that is second to none attracting national and international visitors, in addition to local residents.





Antique Car at the Henry Ford



Children at the Park



Arab American National Museum

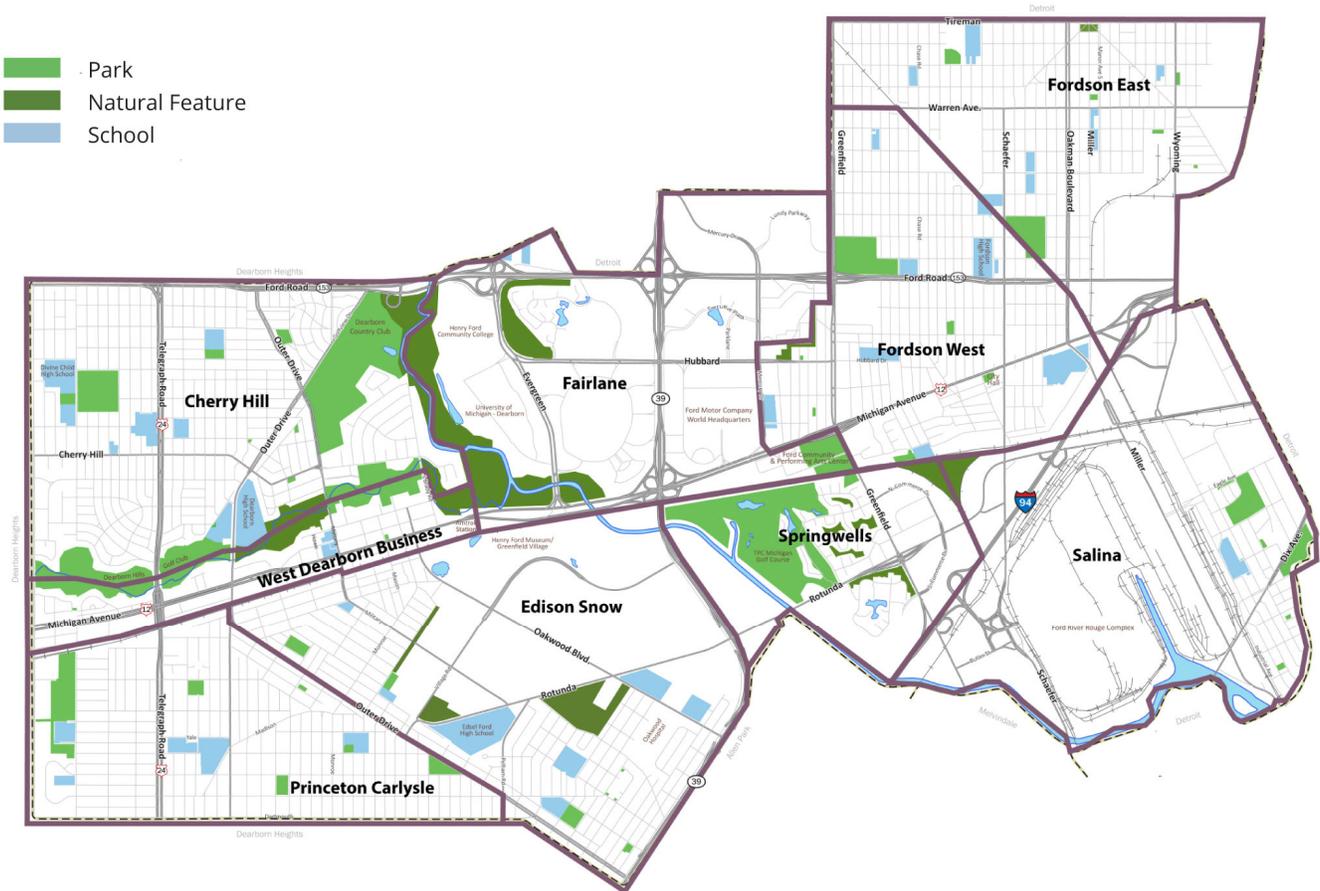


The Henry Ford

Recreation and Environment

The City of Dearborn has many recreational amenities to offer residents and visitors alike. The City offers 43 parks with amenities that include athletic fields and courts, pools, public gathering places, ice rinks, as well as natural open spaces, floodplains and the Rouge River. The City's parks and natural areas are illustrated below. The neighborhoods and communities within the City are well served by recreation facilities. There is a park or recreational area within walking distance of almost every neighborhood in Dearborn. In addition to the physical recreation improvements, the City offers residents a wide variety of recreation and leisure activities planned and offered through the City's Recreation Department. School playgrounds serve as supplemental and important access to recreational opportunities and are heavily utilized in some neighborhoods. Joint City and School park planning is a goal for future facilities and additional park information is available in the [City of Dearborn Recreation Master Plan: 2010-2015](#).

MAP 7.1 : RECREATION AND ENVIRONMENT

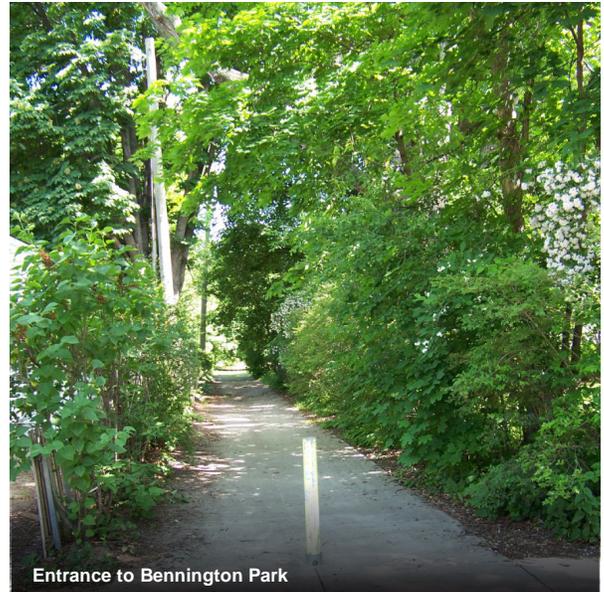


The City will continue to provide quality parks and recreational programming for all ages. New and improved park and recreational amenities and programs are designed to serve residents and attract people of all ages, physical abilities and socio-economic backgrounds and have been proven to enhance a community's appeal to new residents and private investment. As an implementation component of the Dearborn 2030 Master Plan, working with local public and private schools in developing, maintaining and utilizing park facilities is a priority.

Opportunities to connect parks and recreational facilities to natural areas continue through the adoption and implementation of Complete Streets, allowing for pedestrian access through new and improved connections and greenways. Natural areas will continue to be improved and made accessible for residents and visitors to enjoy and a Rouge Corridor study will be performed to determine further opportunities to enhance access to and environmentally sensitive use of the Rouge River.



Sledding at Ford Field



Entrance to Bennington Park



Splash Pool at the Dearborn Community and Performing Arts Center

The Rouge River

The Rouge River provides an unsurpassed recreational and economic development opportunity. The river passes through several major institutions including the West Dearborn Downtown, University of Michigan-Dearborn campus, Henry Ford Community College, The Henry Ford, and Ford Field. The river is also an industrial powerhouse for steelmaking and manufacturing as it passes by Severstal Steel and the Ford Motor Company F-150 Manufacturing Facility.

It is the City's vision to leverage investment to make these contrasting perspectives a resource for the future of the community. Additionally, a healthy Rouge River can serve to unify the community around unique recreational and business opportunities.



Army Corps of Engineers Constructed the Concrete Channel along the Rouge River

CONCEPTS

The following concepts provide a plan for how the City can position itself to celebrate its cultural, recreational, and environmental assets and use them to leverage the City's competitiveness to attract and retain residents, visitors, and businesses.

COORDINATED IDENTITY

The City of Dearborn has several key destinations that often go unnoticed by a person traveling to one particular place in the City. For example, an out of town visitor to The Henry Ford may not know how to get to the many restaurants or retail stores in the East or West Dearborn Downtowns. People need to know where places are and how to get there to visit them.

Dearborn's identity is not created by one use, destination, or location. Instead, the City's identity is a result of the different amenities and attractions within and around the community. Consequently, it is imperative to create an overall image for not only the City as a whole, but for each town center and major destination area in the City to let residents and visitors know when they are entering one area and leaving another.

The Dearborn 2030 Master Plan envisions the creation of an integrated system of gateway and wayfinding signage that connects the City's many assets. To further coordinate identity, utilizing consistent streetscape designs is essential.

// INTEGRATED GATEWAY AND WAYFINDING SIGNAGE

The City of Dearborn will create standards and policies for integrated gateway and wayfinding signage throughout the community. A coordinated signage system will permit visitors and residents to more easily identify how to get from one location to another, encourage alternate modes of transportation, promote other area destinations and attractions, and generally create a coordinated identity for places in the City.

Gateways signs are those signs that provide someone with their first impression when they enter the community. Gateways are generally the borders of the community or areas of special interest. It is a community's first chance to say "Welcome to our City." Dearborn has already incorporated gateways signs into many of its gateways. This plan does not envision re-doing these existing signs, moreover, it envisions building upon the signs in place and supplementing them with additional gateway signs and wayfinding signs to create a coordinated system throughout the community.

Dearborn has many gateways, some more traveled than others. Nonetheless, each gateway should be uniquely treated and help let people know they are entering the community. Gateways should promote an attractive and positive image of the City.

For Dearborn, there are three types of gateways: primary, secondary, and town center. Primary gateways are those located along major entryways (Telegraph, M-39, I-94, etc.); secondary gateways are those located along less traveled entryways but that still should be identified; and town center gateways are those located adjacent to town centers (East Dearborn Downtown, West Dearborn Downtown, Dix Avenue Commercial Corridor, and Warren Avenue Commercial Corridor) within the City.

The [Gateway and Wayfinding Sign Concept](#) map on the following page illustrates the conceptual location for signage in the City.

The City's gateway signage will be complementary, yet separate from the wayfinding signage. Such signage is essential for assisting people traveling from one place to another in the community. Wayfinding signage will be located in a given area of the City to show connections to other destinations or areas within the community and region.

The integrated signage system should be designed to ensure that people walking, bicycling, driving, or using public transit, will be able to find nearby local and regional attractions. Utilizing technology such as Quick Response (QR) codes that are tied to interactive web content and providing applications that are formatted for use with smart phones and Global Positioning Systems (GPS) technology is central to successful identity coordination.

MAP 7.2 : GATEWAY AND WAYFINDING SIGN CONCEPT

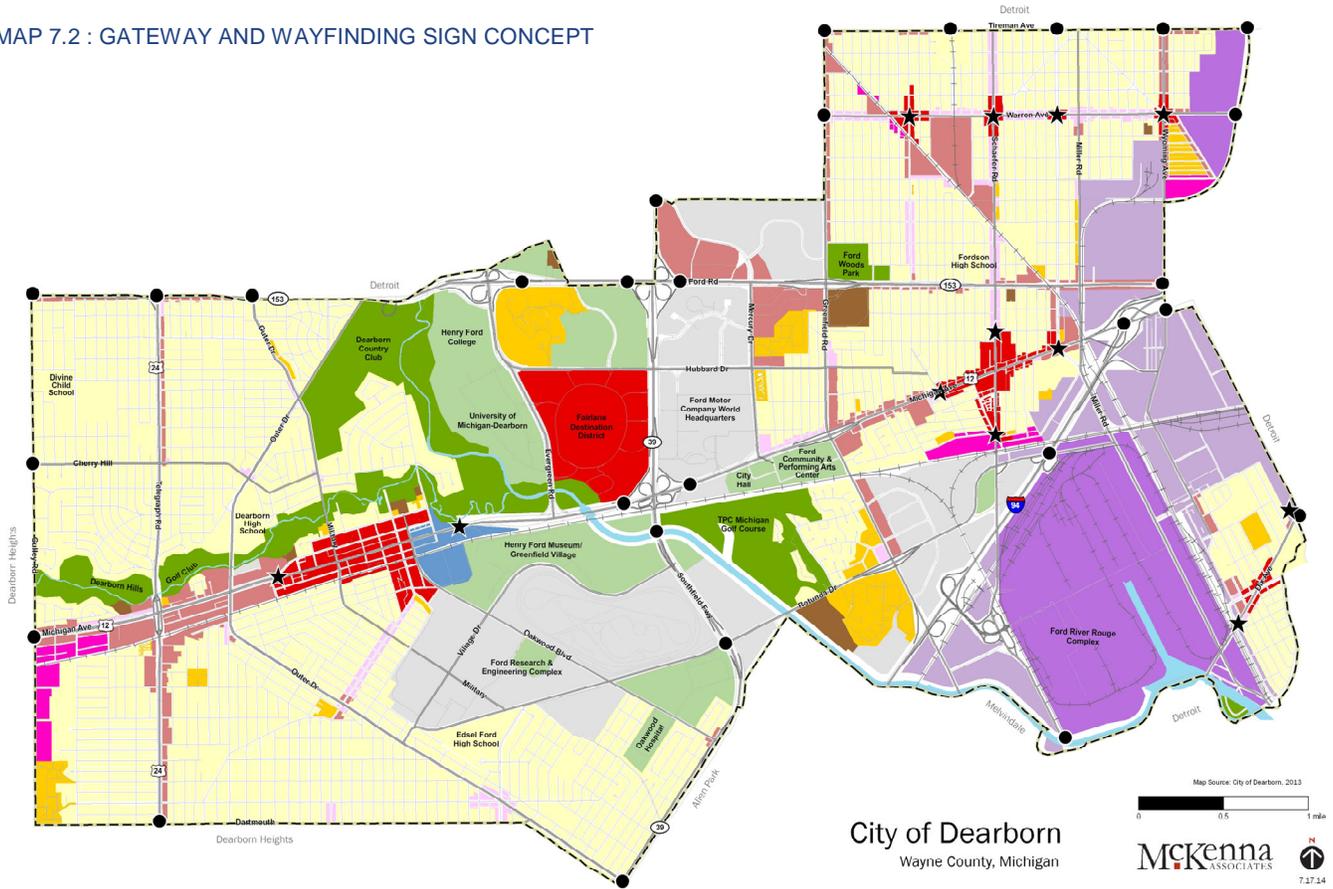
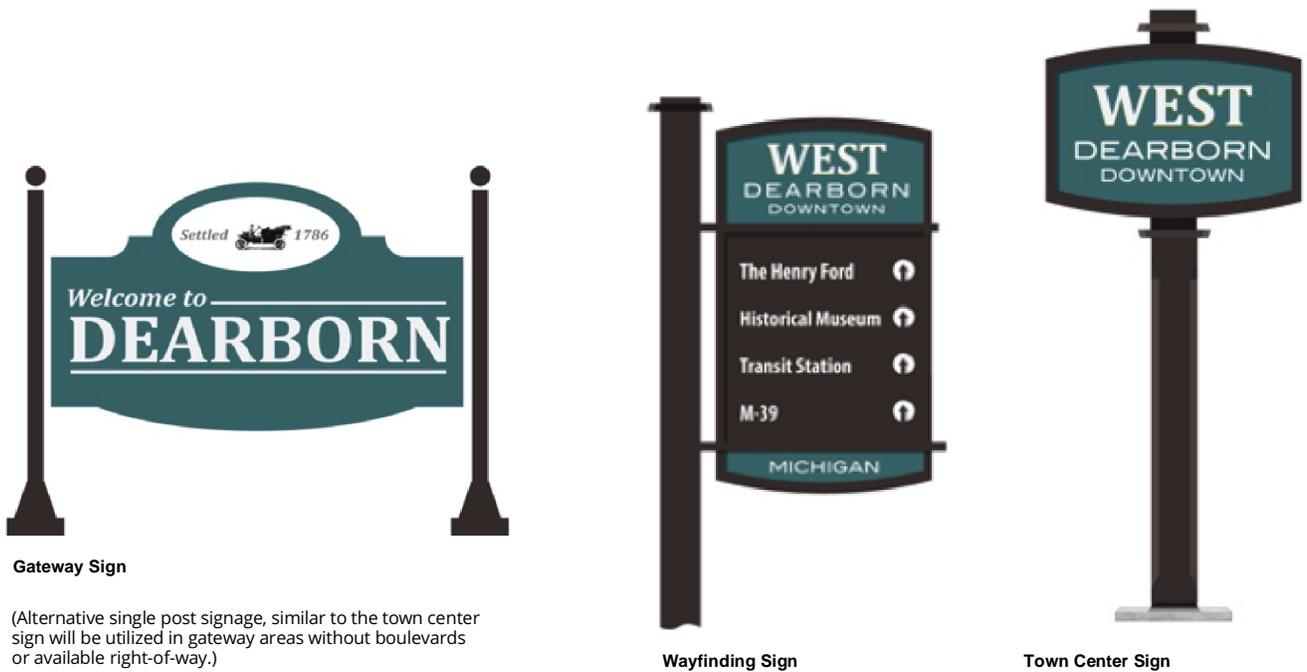


FIGURE 7.1 : GATEWAY, TOWN CENTER AND WAYFINDING SIGN EXAMPLE



(Alternative single post signage, similar to the town center sign will be utilized in gateway areas without boulevards or available right-of-way.)

// DESTINATION DISTRICTS

During the public workshops held for the Dearborn 2030 Master Plan, participants often spoke of the need to promote the City and its numerous cultural, civic, recreational and environmental amenities. Dearborn has many regional and local amenities that currently attract residents, visitors, and business owners and have the potential to attract even more. These are the places people want to be, but they must be able to find them.

The Destination Areas map illustrates the location of “places” in the City of Dearborn. These places are destinations for many visiting, living, and working in the community. The “places” are defined, in the map below.

MAP 7.3 : DESTINATION AREAS



// DESTINATION DISTRICTS (CONTINUED)

East and West Dearborn have been physically separated since the consolidation of the City of Dearborn (West Dearborn) with the City of Fordson (East Dearborn). The physical separation between the two was formerly a portion of Dearborn Township.

Michigan Avenue is the main artery running through the center of East and West Dearborn and contains its two distinct, downtown areas. Michigan Avenue's 200+ year history has seen it transform from rural crossroads to pioneer fort to town square to urban core. Anchoring the downtowns are buildings featuring rich, historical architecture from the early 20th century, which became home to department stores that used to anchor the areas. Many new businesses have taken their place, but the downtowns continue to struggle with many vacancies.

Centrally located along Michigan Avenue is the Ford Community and Performing Arts Center, the Henry Ford Centennial Library, the Police Department and the 19th District Court. The future City Hall will also be located in what will become a centralized municipal complex.

The **West Dearborn Downtown** contained the Detroit Arsenal in the early 19th century. The historically prominent Commandant's Quarters building welcomes visitors to the west downtown and accentuates the heritage of that era.

A mix of uses exists in the West Dearborn Downtown, ranging from commercial and residential to light industrial. The housing types vary from single family to apartment buildings, lofts, condominiums and townhouses. Commercial uses include office space, retail, restaurants, lounges and bars, markets and auto dealerships. Civic and recreational spaces provide a variety of places for worship, Bryant Library, a pocket park and Ford Field. West Dearborn Downtown events such as Dearborn Homecoming, the Dearborn Farmers Market, and numerous additional events are popular attractions in the summer months.

The Dearborn Intermodal Passenger Rail Station will anchor the east boundary of the district and will be a catalyst to the area. The station is predicted to increase the convenience of rail travel from the east, Detroit, and west, Ann Arbor to Chicago.



West Dearborn Downtown Plaza

The Rouge River Gateway Trail, adjacent to the rail station, supports non-motorized travel and is a recreational gem, which extends 21-miles north through a regional greenway system.

The **East Dearborn Downtown** features a variety of cultural attractions. Dearborn's City Hall anchors the East Dearborn Downtown, which will transform into the Artspace development of artist live-work spaces with a mix of performance and retail spaces. This development anticipates a revitalization of the area.

The Arab American National Museum is also prominent in the area as the first museum in the world devoted to Arab American history and culture, part of the Smithsonian Affiliations.

The district features many diverse restaurants and shops, as well as everyday necessities. The housing stock is primarily single family housing, a senior living apartment tower and recent townhouse development diversifies the residential stock. Jazz on the Ave and Music Under the Stars summer concert series are popular events in the City Hall Park.

The **Warren Avenue** commercial corridor has evolved into a unique commercial area. Many of the restaurants and businesses in this area cater to the Arab-American population and visitors looking to explore this unique and valued culture. The building design, furnishings, and signage create a unique character not found in other areas of Dearborn, let alone Southeast Michigan.

Another potential destination district is the **Dix-Vernor Avenue** commercial corridor located in the Salina community. These commercial corridors provide the City with a unique opportunity to continue to build upon the grass roots efforts occurring in these areas to establish themselves as distinct places within the greater Dearborn community.



Shatilla Bakery

// CONSISTENT STREETScape DESIGN

Each town center destination area should have a consistent palette of streetscape amenities that define the district's beginning and ending points. Streetscape enhancements can be installed over time as sites are developed or can be done all at once. The City and its Downtown Development Authorities have been working toward this objective. Obviously, the greatest impact will be achieved if it is done all at one time, but this is not always financially feasible. In either case, consistent implementation and continued maintenance of the streetscape design must be done to achieve the desired outcome. Plans for streetscape design should be created and implemented after appropriate inventories have been done and coordinated with appropriate wayfinding signage.

// PLACE LINKAGES

"Place" helps create an environment that nurtures the City's culture and provides areas for residents and visitors to experience art and culture in the community. The following concepts will help enhance this environment.

// PHYSICAL LINKAGES

Dearborn is committed to a transportation network that interconnects our various land uses and ensures safe and easy access to places and spaces both within the City and the region. This endeavor contributes to larger efforts to provide a continuous system of connected places, natural areas, open spaces and parkland throughout all of Southeast Michigan and the State of Michigan. These physical linkages can be accessed via foot, bicycle, bus, car, canoe, kayak, or boat.

EXAMPLES OF PHYSICAL LINKAGES



PROMOTE AND PROTECT OUR HERITAGE

Advancing or planning for the future cannot be accomplished without first acknowledging and celebrating Dearborn's heritage and its history. There must be a commitment to preserving our community's cultural heritage in a variety of ways.

The City is committed to working with the Historical Museum and Historical Commission to preserve our historical documents, narratives, photographs, and art in both original and digital formats, and to preserve historic structures and sites.

The City is home to a number of historic buildings, sites and neighborhoods. The preservation of these culturally significant resources should be one of the priorities in making land use decisions for the community. The available range of preservation tools (including local, state or federal designations, regulations and incentives) should be considered and implemented as appropriate to each historic asset.

AUTOMOTIVE HERITAGE

Dearborn has gained national acclaim for its historic industrial and tourist sites related to the automobile. With popular attractions such as the Automotive Hall of Fame and The Henry Ford, Dearborn presents a unique in-depth view into the history of the automobile and automotive manufacturing processes. Henry Ford, the founder of Ford Motor Company, brought the assembly line and vertical integration to Dearborn in the mid-1920s by way of the Ford River Rouge Complex. The Rouge Complex mass-produced finished vehicles within hours, feeding the rising consumer demand for automobiles.

EMBRACE ETHNIC DIVERSITY

Continuous mass immigration has influenced the United States economy and society since the first half of the 19th century. The establishment of the Ford Rouge Plant, in the early 20th century, drew immigrants from all over the world seeking to earn a decent wage. Dearborn has a long history of being an ethnically diverse community, providing a great sense of uniqueness and authenticity. Dearborn's diversity should be used as a building block for the transformation of select destination districts and neighborhoods.

Diversity is about not only differences, but also inclusiveness and the recognition that many aspirations and attributes are shared. Dearborn embraces the distinct differences (income, ethnicity, values, etc.) between people, communities and neighborhoods and will strive to link them together both physically and socially to create one "Dearborn."

ACCESS TO CULTURAL ASSETS

The City will continue to create policies and regulations that permit the integration of art, culture, and leisure amenities into our daily experiences. Access to these venues will be provided in two forms, physical linkages and places.

Linkages will physically connect people to events and locations. People can only enjoy a concert, museum exhibit, or movie if they have a means of getting there. The City will build upon the existing network to offer additional transportation options to destination districts, cultural institutions and assets within the City and in the neighboring communities.

The City also strives to create places for artists to live and exhibit their work, organizations to celebrate their history and culture, and for people to socialize.

INCUBATOR

The purpose of an incubator is to provide a lower-rent facility that allows artists to access studio spaces, performance spaces, spaces to host seminars and workshops for the public, and gallery spaces. Such an incubator would allow for complementary mixed-uses such as retail, restaurants, and additional work spaces for creative businesses.

// CITY HALL ARTSPACE LOFTS

The City Hall Artspace Lofts will build upon Dearborn's heritage as a world center of innovation by creating a new anchor institution for the region's creative economy. The project will combine 46 units of affordable live/work space for artists and their families with a cutting edge creative incubator blending studios, shared working space and galleries. Through partnership with local organizations City Hall Artspace Lofts will open creative opportunities for all of Dearborn (courtesy of Artspace) with the following project goals:

- Boost local economy by fostering creative sector jobs
- Facilitate a much-needed increase in the area's current low residential density
- Create a long-term, financially stable and sustainable community asset
- Provide affordable space where artists and arts organizations can pursue their work
- Reuse and transform an historic structure

In addition to the live/work spaces, the City Hall Artspace Lofts will be a multi-functional and cultural facility that will feature space for job training and an incubator for innovative and creative entrepreneurs. Flexible space for artists, including performances, workshops, films, readings and rehearsals will be available. An arts education program will allow artists to connect with schools throughout the State of Michigan and a global arts marketplace will be open on the weekends.

// PUBLIC ART EXHIBITS

Creating a public art exhibition outdoors is like creating an open air museum in the City. This is not a new concept for the City, however, it is one that provides residents and visitors direct access to the art community. Public art exhibitions should continue and potentially be expanded in Dearborn. The City may utilize this type of exhibit to celebrate art in public spaces and to create a uniquely accessible cultural destination where residents and visitors from around the world can come to experience art throughout the seasons. This type of opportunity emphasizes engagement, diversity, and education. Through diverse artistic mediums, aesthetic sensibilities, and cultural perspectives, a dialogue about the art and art in public spaces begins. This dialogue contributes to the creation of a place in Dearborn.

Public art can also be permanent and connected to our everyday experiences. Art can be integrated with everyday places such as transit stops, bicycle racks, and street signs (to name a few) with well thought out and creative design.

EXAMPLES OF EVERYDAY ART EXPERIENCES



// ART IN STORE FRONTS AND VACANT BUILDINGS

Many buildings and developments are in a transitional stage in Dearborn. Existing commercial centers and industrial buildings have unoccupied space that creates a void in the land use fabric. These spaces are considered to be in transition as they await suitable tenants and as a result are visually pleasing to no one. While these spaces are waiting, policies and regulations should be established to permit the conversion of these spaces (temporary or permanent) to artists' galleries and studios. By permitting the conversion of spaces, new life will be added to vacant storefronts and buildings, and ultimately help define the character of the area in which they are located.

Collaboration between the City, property owners, and local art and cultural organizations will be necessary to create this type of program. The "Art in Storefronts" program has been successfully implemented in communities across the nation. The goal of the program in Dearborn is two-fold: to spruce up non-residential areas that have seen an increased number of vacancies and to give artists access to the City.



Source: www.coopercolor.org/programs/art-storefronts

// TRANSFORM BLANK WALLS INTO CANVASSES

Public art can help improve the perception of places in the City. The use of murals can introduce life and character into blank walls in the City. Murals should celebrate the City's uniqueness and should not be used for commercial advertisement. Highly visible surfaces such as old industrial buildings, walls, or overpasses, can be transformed into canvasses for local artists. These murals can be another component of the City's collective identity and be part of the Dearborn experience.



Underpass Mural



Building Mural



8

DEARBORN 2030 | DEMOGRAPHIC PROFILE & TRENDS

Key Trends

From the outset, it is important to recognize that trends themselves are not necessarily positive or negative, rather a reflection of a constantly changing landscape. Change represents both challenges and opportunities. How the City of Dearborn responds to these trends is in the hands of residents, leaders, and policymakers.

Many of the changes Dearborn has experienced over the past 50 years have also happened in similar communities in Michigan and in older inner-ring suburban areas across the country. Nevertheless, Dearborn is unique and the City's trends need to be seen in the light of its position in Southeast Michigan, and its own history of growth, expansion, diversity, and re-growth.

As we move forward, trends regarding population and households, housing characteristics, employment, commuting patterns, industrial competitiveness, city form as well as individual neighborhoods, districts, corridors and natural feature areas combine to position Dearborn for future sustainability and prosperity.

These trends reflect what is happening in not only Dearborn, but in Wayne County and Southeast Michigan as a whole. Each trend helps to identify both the progress that has been made and the challenges the community will continue to face in the future.

POPULATION AND HOUSEHOLDS

Similar to other communities in Wayne County and Southeast Michigan, Dearborn had a slight gain in population over the last decade. SEMCOG projects the City's population to decrease over the next 30 years; however, the rate of decline will be considerably less than for Wayne County as a whole. The decrease in population for Wayne County can be attributed, in part, to the exodus of population from the City of Detroit. When the City of Detroit is excluded from the analysis, Wayne County is only projected to decrease by 5.86%. In contrast, the number of people living in within the SEMCOG region is expected to increase slightly over the same period of time.

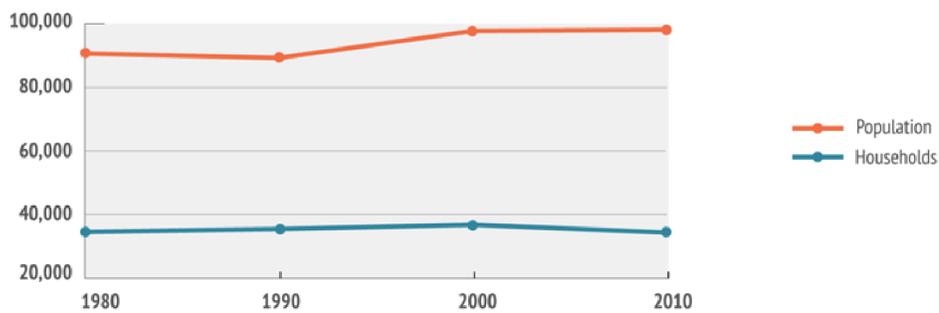
FIGURE 8.1 : PROJECTED CHANGE IN POPULATION AND HOUSEHOLDS, 2010-2040

	Dearborn	Wayne County	SEMCOG Region
Projected Population Change	-2.76%	-8.99%	0.79%
Projected Households Change	-3.42%	-1.73%	5.97%

Source: SEMCOG

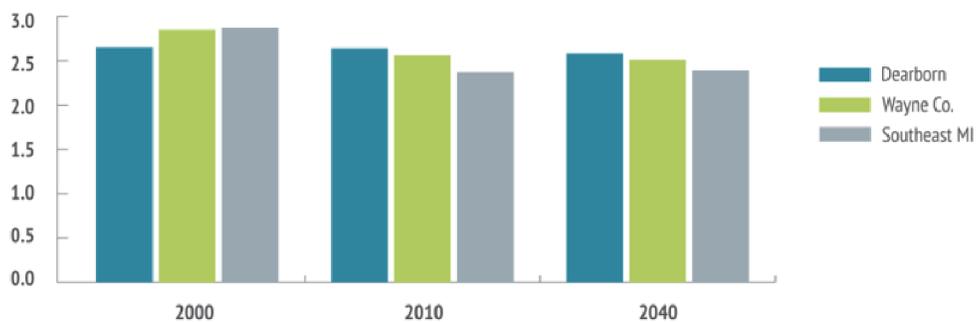
When the projected change in households and population are compared, it is apparent that the number of persons per household is decreasing in Wayne County as a whole and the SEMCOG region, while increasing slightly in Dearborn. This may be due to Dearborn's significantly younger population and larger family sizes characteristic of newer immigrant groups

FIGURE 8.2 : POPULATION AND HOUSEHOLD TRENDS, DEARBORN, 1980-2010



Source: U.S. Census Bureau, ESRI and SEMCOG

FIGURE 8.3 : AVERAGE HOUSEHOLD SIZE, 2000-2040



Source: U.S. Census Bureau, ESRI and SEMCOG

FIGURE 8.4 : POPULATION AND HOUSEHOLD CHARACTERISTICS, 2010

	Dearborn	Wayne County	SEMCOG Region
Population	98,146	1,820,650	4,704,809
Households	34,340	702,776	1,844,785
Median Age	33.0	37.3	38.7
Median Household Income*	\$47,990	\$42,241	\$53,242
Employed Population	36,619	726,556	2,091,513
Management/Business/Science/Art	40.7%	30.5%	36.9%
Service	15.5%	20.8%	17.4%
Sales/Office	24.3%	25.8%	25.5%
Natural Resources/Construction/Maintenance	6.4%	7.2%	7.1%
Production/Transportation/Material Moving	13.1%	15.8%	13.2%
Unemployment Rate	12.3%	16.2%	12.3%
Commuting Method			
Drove Alone	83.4%	82.0%	84.8%
Carpooled	11.1%	9.4%	8.5%
Public Transportation	0.7%	3.1%	1.7%
Walked	1.8%	1.9%	1.9%
Worked at Home	2.0%	2.5%	3.1%
Educational Attainment (age 25 and older)			
High School or Less	43.0%	49.0%	40.7%
Some College	26.5%	30.8%	30.9%
Bachelor's Degree	17.7%	12.5%	17.0%
Graduate Degree	12.8%	7.7%	11.5%

Source: SEMCOG and 2010 U.S. Census (100% data and American Community Survey 2006 – 2010)
 * Income in 2010 dollars

Dearborn's population is younger than that of both Wayne County and SEMCOG; has a higher median household income than that of Wayne County as a whole; and has a higher percentage of college degrees than the County and regional average. Over 40% of the City's employed population is in the management/business/science/arts professions.



HOUSING

FIGURE 8.5 : HOUSING CHARACTERISTICS, 2010

	Dearborn	Wayne County	SEMCOG Region
Housing Units	37,871	821,693	2,060,749
Owner Occupied	62.5%	55.3%	62.9%
Renter Occupied	28.1%	30.2%	26.6%
Vacant	9.3%	14.5%	10.5%
Housing Units in Structure			
1-family Detached	73.1%	68.9%	69.2%
1-family Attached	4.5%	6.1%	6.4%
2+ Units	21.9%	23.4%	21.4%
Manufactured Home	0.5%	1.7%	3.1%
Median Home Value*	\$145,300	\$121,100	\$160,544

Source: SEMCOG and 2010 U.S. Census (100% data and American Community Survey 2006-2010)
 * 2010 dollars

The City's housing units are predominantly single family detached residences, with an owner occupancy rate comparable to the SEMCOG region. Vacancies are relatively low in comparison to the area, a good indicator of healthy neighborhoods.



EMPLOYMENT

// BUSINESSES AND EMPLOYMENT SUMMARY BY SECTOR

Figure 8.6 presents the number of businesses and employees in Dearborn, Wayne County, and the SEMCOG region classified by North American Industry Classification System (NAICS) codes. NAICS was created by the Federal Office of Management and Budget as a uniform organizing system for comparisons between communities. Note that the percentage listed for each business sector is that sector's percentage of the total number of businesses or employees in the relevant geographic area.

The percentages allow comparison of the economic structure of the three geographic areas.

FIGURE 8.6 : BUSINESS AND EMPLOYMENT SUMMARY BY SECTOR

Business Sector (by NAICS code)	Dearborn	Wayne County	SEMCOG Region
Total Businesses	5,867	91,736	289,181
Employees	61,470	678,818	1,974,878
Employees per Business	10.4	7.4	6.8
Accommodation and Food Services			
Businesses	5.0%	4.7%	3.9%
Employees	5.6%	6.4%	6.0%
Administration, Etc.			
Businesses	16.1%	16.9%	17.4%
Employees	4.8%	7.1%	7.5%
Construction			
Businesses	6.0%	7.6%	9.3%
Employees	1.9%	3.9%	4.9%
Educational Services			
Businesses	1.7%	2.1%	1.9%
Employees	7.0%	8.7%	7.5%
Finance and Insurance			
Businesses	4.1%	3.4%	3.6%
Employees	1.9%	2.7%	3.2%
Health Care and Social Assistance			
Businesses	10.4%	8.4%	8.2%
Employees	8.7%	11.0%	10.9%
Information			
Businesses	2.0%	2.1%	2.1%
Employees	1.5%	2.3%	2.3%
Manufacturing			
Businesses	3.4%	3.7%	4.3%
Employees	31.0%	14.0%	14.5%
Other Services			
Businesses	8.1%	11.9%	9.7%
Employees	3.9%	6.3%	5.5%

Professional, Technical and Scientific Services			
Businesses	13.2%	12.6%	14.4%
Employees	7.1%	7.0%	9.1%
Public Administration			
Businesses	0.5%	2.1%	0.7%
Employees	3.9%	1.1%	4.5%
Real Estate, Rental and Leasing			
Businesses	3.2%	3.8%	4.0%
Employees	1.7%	2.2%	2.4%
Retail Trade			
Businesses	13.5%	11.8%	10.6%
Employees	10.1%	10.6%	11.5%
Transportation and Warehousing			
Businesses	4.9%	3.5%	2.5%
Employees	3.6%	4.2%	3.1%
Wholesale Trade			
Businesses	5.9%	4.4%	4.5%
Employees	4.5%	4.6%	4.6%

Source: 2012 Dun and Bradstreet, via ESRI

In terms of number of employees working in Dearborn, the largest three business sectors are manufacturing (e.g., Ford Motor Company and Carhartt), retail trade (e.g., Fairlane Town Center), and health care and social assistance (e.g., Oakwood Healthcare and Henry Ford Health System). The greatest numbers of businesses are in the administration, retail trade and professional, technical and scientific services categories.

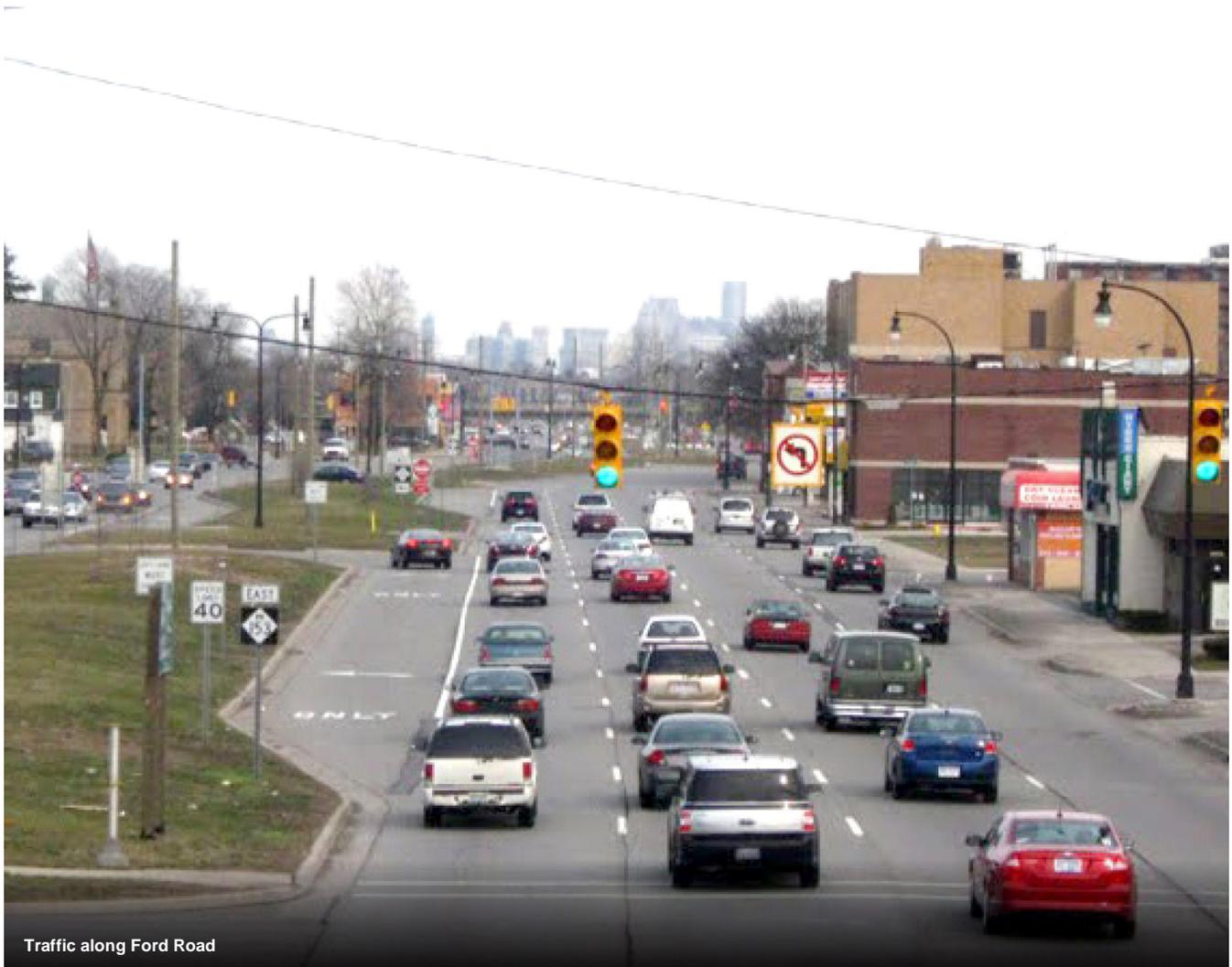


// COMMUTING PATTERNS

Generally speaking the majority of workers in Dearborn drive to work alone. When compared to Southeast Michigan and Wayne County, fewer Dearborn residents rode public transportation to their job – only 0.7% of Dearborn residents compared to 1.7% for Southeast Michigan and 3.1% for Wayne County.

While only a small percentage of Dearborn and the region's residents ride public transportation to work, there are many efforts currently underway in the City, Wayne County and Southeast Michigan to increase public transit ridership. Dearborn is centrally located within the Southeast Michigan region and, therefore, many of the transit planning efforts will directly benefit residents and business owners in the City, as well as the entire region. Dearborn's multimodal transit center will offer high speed rail connections to Chicago and Detroit, will accommodate SMART bus service and taxis, and include commuter parking.

The average commute time to work for residents in Dearborn was 20.8 minutes, four to five minutes less than the average commute time for residents of Wayne County at 24.6 minutes and Southeast Michigan at 25.6 minutes.



Traffic along Ford Road

Community Profiles

The following sections examine in detail the physical and demographic characteristics of each community. For the sake of simplicity and brevity, we have grouped communities together based on geography within the City, essentially dividing the City into five parts – the Northwest, Southwest, Fairlane, Northeast, and Southeast Planning Areas.

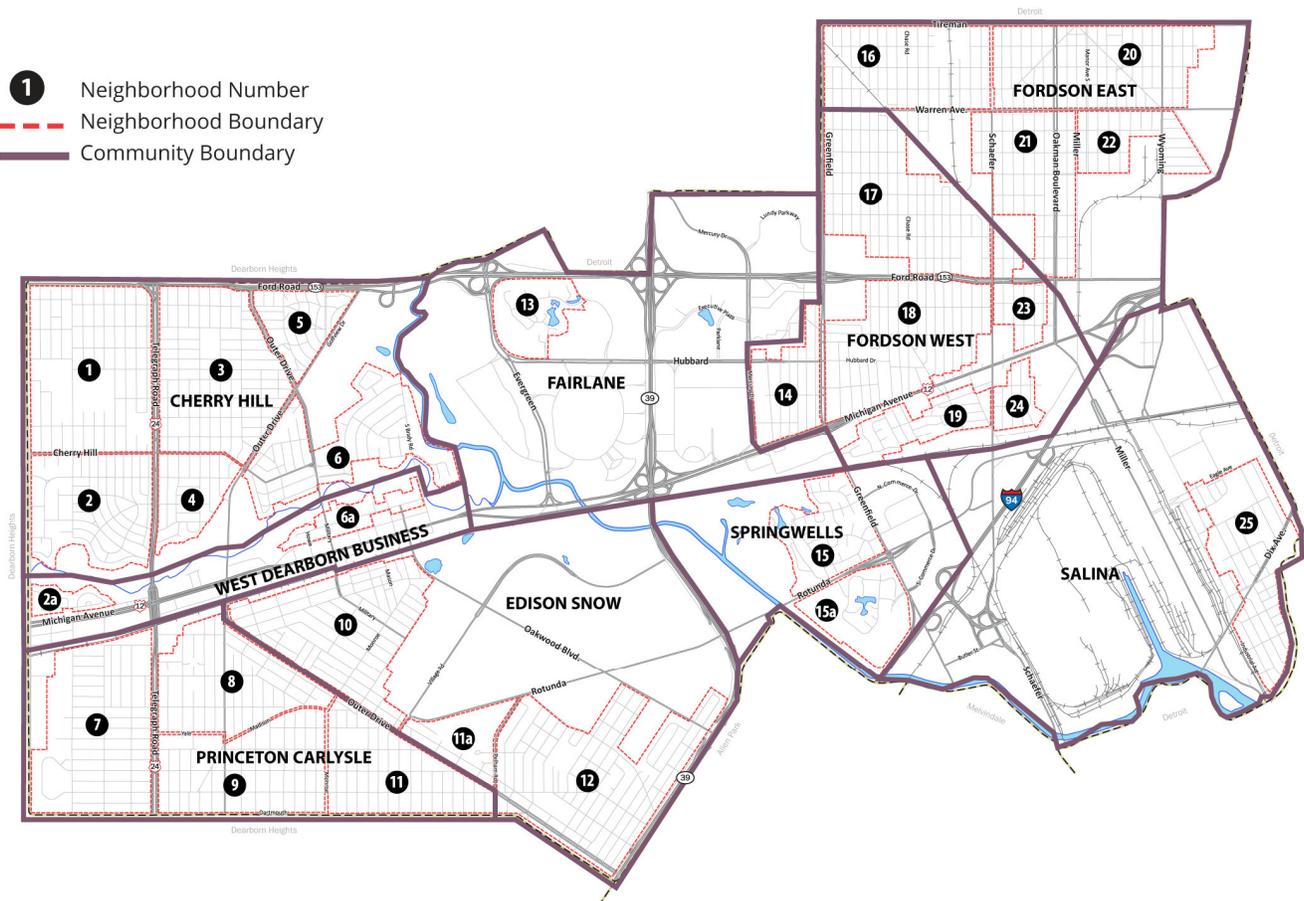
Neighborhoods

Dearborn is divided into a series of communities. Each community consists of neighborhoods, corridors and districts. The planning areas place the various communities into groupings based on shared characteristics such as age, building characteristics, development pattern, or cultural/ethnic distinctions; and/or by major edges such as rivers, natural features corridors, major roads, or railroads that define borders between multiple adjacent communities.

The boundaries of the communities typically fall along major edges within the City. These edges are significant barriers that preclude easy passage from one planning area to another. Significant edges include:

- The Rouge River
- Railroad Rights-of-Way
- I-94 Expressway
- Major Roads

MAP 8.1 : COMMUNITY AND NEIGHBORHOOD BOUNDARIES



// POPULATION AND HOUSEHOLD COMPARISON

Figure 8.7 presents a comparison between each of the communities. The characteristics of each planning area and community are discussed in more detail in the individual neighborhood analysis sections.

FIGURE 8.7 : POPULATION AND HOUSEHOLD COMPARISON BY COMMUNITY, 2010

	City of Dearborn	Cherry Hill	Edison Snow	Fairlane	Fordson East	Fordson West	Princeton Carlisle	Salina	Springwells	West Dearborn Business
Population	98,146	16,958	10,218	1,614	20,418	25,387	13,034	4,737	3,023	1,886
Households	34,340	6,425	4,477	909	5,501	7,488	5,606	1,117	1,426	1,102
Average Household Size	2.85	2.64	2.28	1.77	3.71	3.39	2.33	4.24	1.98	1.71
Median Age*	33.0	40.7	45.5	35.8	29.2	29.8	37.0	23.6	41.8	47.3
Median Household Income*	\$47,990	\$80,556	\$56,657	\$61,118	\$30,936	\$37,708	\$54,841	\$24,600	\$67,986	\$52,895
Employed Population*	36,619	8,068	5,514	973	5,912	8,316	4,322	1,396	1,277	840
Management/Business/Science/Art	40.7%	57.8%	44.7%	48.8%	24.7%	28.3%	30.7%	17.7%	68.4%	55.7%
Service	15.5%	10.1%	17.6%	11.0%	19.1%	17.6%	19.3%	18.8%	3.4%	14.5%
Sales/Office	24.3%	22.2%	19.6%	20.7%	28.2%	29.3%	27.7%	16.3%	23.3%	20.7%
Natural Resources/Construction/Maintenance	6.4%	3.8%	9.1%	6.5%	10.8%	5.6%	8.7%	3.6%	0.7%	4.0%
Production/Transportation/Material Moving	13.1%	6.1%	9.1%	12.9%	17.2%	19.2%	13.5%	43.5%	4.2%	5.1%
Unemployment Rate*	12.3%	7.6%	6.5%	12.1%	13.3%	18.1%	14.9%	20.1%	5.5%	11.9%
Commuting Method										
Drove Alone	83.4%	89.8%	86.5%	86.4%	82.0%	85.6%	88.1%	69.3%	70.2%	81.7%
Carpooled	11.1%	6.7%	5.8%	6.6%	11.7%	8.8%	9.0%	24.0%	24.1%	10.4%
Public Transportation	0.7%	0.3%	1.8%	2.6%	2.0%	1.8%	0.8%	1.4%	3.6%	2.4%
Walked	1.8%	0.5%	3.6%	1.3%	1.5%	1.6%	0.7%	5.4%	0.0%	1.6%
Worked at Home	2.0%	2.5%	1.6%	1.3%	2.8%	0.8%	1.0%	0.0%	3.9%	3.7%
Educational Attainment (age 25 and older)										
High School or Less	43.0%	20.3%	36.4%	28.4%	61.3%	54.8%	41.0%	80.2%	24.3%	29.1%
Some College	26.5%	27.8%	27.6%	26.0%	21.8%	23.2%	34.2%	11.0%	26.3%	30.2%
Bachelor's Degree	17.7%	27.5%	22.2%	23.8%	10.1%	13.9%	16.6%	6.2%	22.2%	18.7%
Graduate Degree	12.8%	24.1%	13.2%	21.8%	6.6%	8.0%	8.3%	2.6%	27.0%	21.8%

Source: 2010 U.S. Census and American Community Survey 2005 – 2009; McKenna calculations using American Community Survey 2006 – 2010 for median age, median household income, employed population and unemployment rate at the community level.

* Data at community level was derived using census tract and block group boundaries chosen to match the community boundaries as closely as possible. Census geographies may vary from community boundaries in some instances.

Note: Neighborhood Populations do not add up to total City population due to inconsistencies between Census tract boundaries and neighborhood/City boundaries.

// HOUSING COMPARISON

Figure 8.8 presents a comparison between housing characteristics in each of the communities. The housing characteristics of each planning area are discussed in more detail in the following sections.

FIGURE 8.8 : HOUSING COMPARISON BY COMMUNITY, 2010

	City of Dearborn	Cherry Hill	Edison Snow	Fairlane	Fordson East	Fordson West	Princeton Carlysle	Salina	Springwells	West Dearborn Business
Housing Units	37,871	6,742	4,822	1,075	6,292	8,447	6,046	1,219	1,646	1,280
Owner Occupied	62.5%	87.7%	72.6%	17.6%	51.6%	53.1%	75.8%	32.5%	33.2%	55.6%
Renter Occupied	28.1%	7.6%	20.3%	67.0%	35.8%	35.5%	16.9%	59.1%	53.5%	30.5%
Vacant	9.3%	4.7%	7.2%	15.4%	12.6%	11.4%	7.3%	8.4%	13.4%	13.9%
Housing Units in Structure										
1-family Detached	73.1%	97.9%	81.8%	13.8%	70.4%	67.8%	91.1%	42.9%	24.6%	30.8%
1-family Attached	4.5%	0.8%	3.4%	5.3%	4.8%	4.0%	5.0%	6.3%	15.4%	10.4%
2+ Units	21.9%	1.2%	14.4%	81.0%	24.4%	27.3%	3.8%	48.7%	60.1%	58.9%
Manufactured Home	0.5%	0.0%	0.5%	0.0%	0.4%	0.8%	0.1%	2.1%	0.0%	0.0%
Median Home Value*	\$145,300	\$210,583	\$132,667	\$181,850	\$138,600	\$126,429	\$112,500	\$110,800	\$201,100	\$121,700
Percentage Housing Units Built Prior to 1960	73.1%	85.8%	74.9%	0.0%**	78.2%	68.6%	86.7%	74.3%	33.0%	52.9%

Source: 2010 U.S. Census and American Community Survey 2005 – 2009; McKenna calculations using American Community Survey 2006 – 2010 for median home value at the community level.

* Data at community level was computed using census tract and block group boundaries chosen to match the community boundaries as closely as possible.

** Data was obtained from the City of Dearborn Age of Structures Map maintained by the City Plan Department.



Northwest Planning Area

The Northwest Planning Area consists of the Cherry Hill and West Dearborn Business communities. These communities include neighborhoods 1 through 6a. Major boundaries for these communities include Ford Road, the west city limits (Gulley), the Rouge River, and the railroad right-of-way.

Access between these neighborhoods is limited to a few major road crossings and the Rouge River floodplain to the east and south. Ford Road and Michigan Avenue provide access to the east, while Gulley, Telegraph, Outer Drive, Military, and Brady provide access between the Cherry Hill and West Dearborn Business communities. These access limitations isolate the Cherry Hill and West Dearborn Business neighborhoods from the rest of the City, but also help to provide a strong identity.

The Northwest Planning Area's neighborhoods are largely single family in nature. Commercial uses are characterized primarily by strip development along Telegraph and Ford Roads. Neighborhoods gain their identity from the schools and parks within them, also by the nature and quality of the housing stock. The northwest neighborhoods contain some of Dearborn's most substantial single family housing stock, but suffer from a lack of walkable neighborhood centers.

The West Dearborn Business community is a linear area that is oriented along Michigan Avenue. There are residential neighborhoods in this community, but the character is defined by the automobile oriented commercial areas west of Garrison Street and the West Dearborn Downtown area between Garrison and the east boundaries of the community.

PROFILE

The Cherry Hill community is located to the north of the Middle Branch of the Rouge River, and its historic development has been influenced by its proximity to the Detroit Arsenal and the West Dearborn Business district. The land in the Cherry Hill community initially subdivided and parceled out in 20 and 40-acre increments in the last decades of the 19th century. Housing development first began in the years prior to the Great Depression as the larger parcels were further subdivided for neighborhood housing.

Cherry Hill took on its present character following World War II as the remaining large parcels were subdivided and developed for neighborhood housing. Important landmarks in the Cherry Hill neighborhood include the Dearborn Country Club, built by Henry Ford in 1925 with its Albert Kahn-designed clubhouse, and Dearborn High School built in 1957.

Residential housing contains some of the most unique architecture in the City. Housing units in the Cherry Hill community are 98.7% single family dwellings with the greatest amount of construction occurring in the 1940-1949 period.

The West Dearborn Business community is one of Dearborn's most historic areas. Its history is closely linked to the development of Michigan Avenue, a Native American footpath that connected the present-day locations of Detroit and Chicago. European settlers quickly adapted the Great Sauk Trail into the Chicago Road, which was eventually renamed Michigan Avenue. The Chicago Road was a toll road, with a toll gate located near the present-day Adoba Hotel site. This area is marked with a historical marker and signage dedicated January 7, 1951.

The Detroit Arsenal was moved out of the City of Detroit and established on the United States Military Reserve in the West Dearborn Business area in 1833, and remained active until 1875. After the arsenal closed, its buildings went up for public auction. The armory became a textile manufacturing facility until it burned to the ground in 1910. The gun carriage shed still stands on Monroe. The sutler's shop on Garrison is now a doctor's office. The Commandant's Quarters has served as Dearborn Town Hall, a police and fire station, library, and VFW hall before becoming the City's Historical Museum in 1950. The McFadden Ross house, originally the arsenal's powder magazine, is now part of the Dearborn Historical Museum.

By the turn of the century the area surrounding the Arsenal was well established as a town center. This status was supplemented by many of Henry Ford's business and philanthropic endeavors during the first decades of the 20th century, and the subsequent growth of commercial and service establishments along Michigan Avenue.

FIGURE 8.9 : NORTHWEST PLANNING AREA POPULATION PROFILE

	City of Dearborn	Cherry Hill	West Dearborn Business
Population	98,146	16,958	1,886
Households	34,340	6,425	1,102
Average Household Size	2.85	2.64	1.71
Median Age*	33.0	40.7	47.3
Median Household Income*	\$47,990	\$80,556	\$52,895
Employed Population*	36,619	8,068	840
Management/Business/Science/Art	40.7%	57.8%	55.7%
Service	15.5%	10.1%	14.5%
Sales/Office	24.3%	22.2%	20.7%
Natural Resources/Construction/Maintenance	6.4%	3.8%	4.0%
Production/Transportation/Material Moving	13.1%	6.1%	5.1%
Unemployment Rate*	12.3%	7.6%	11.9%
Commuting Method			
Drove Alone	83.4%	89.8%	81.7%
Carpooled	11.1%	6.7%	10.4%
Public Transportation	0.7%	0.3%	2.4%
Walked	1.8%	0.5%	1.6%
Worked at Home	2.0%	2.5%	3.7%
Educational Attainment (age 25 and older)			
High School or Less	43.0%	20.3%	29.1%
Some College, No Degree	26.5%	27.8%	30.2%
Bachelor's Degree	17.7%	27.5%	18.7%
Graduate Degree	12.8%	24.1%	21.8%

Source: 2010 U.S. Census and American Community Survey 2005 – 2009; McKenna calculations using American Community Survey 2006 – 2010 for median age, median household income, employed population and unemployment rate at the community level.

* Data at community level was derived using census tract and block group boundaries chosen to match the community boundaries as closely as possible. Census geographies may vary from community boundaries in some instances.

Figure 8.9 shows population characteristics for the Northwest Planning Area.

Cherry Hill is one of Dearborn's most valued residential areas, and its residents have the highest median household income in the City. Cherry Hill has the second highest number of employed residents, and its residents are highly educated, with over 51% of its population 25 years and older having a college degree. Cherry Hill residents are also older than that of the City as a whole.



West Dearborn Business has a small residential population, and is characterized primarily by the West Dearborn Downtown. This area is characterized by the smallest average household size in the City with the highest median age (47.3 years), reflecting the influence of the large senior housing towers located at the north edge of the planning area.



FIGURE 8.10 : NORTHWEST PLANNING AREA HOUSING PROFILE

	City of Dearborn	Cherry Hill	West Dearborn Business
Housing Units	37,871	6,742	1,280
Owner Occupied	62.5%	87.7%	55.6%
Renter Occupied	28.1%	7.6%	30.5%
Vacant	9.3%	4.7%	13.9%
Housing Units in Structure			
1-family Detached	73.1%	97.9%	30.8%
1-family Attached	4.5%	0.8%	10.4%
2+ Units	21.9%	1.2%	58.9%
Manufactured Home	0.5%	0.0%	0.0%
Median Home Value*	\$145,300	\$210,583	\$121,700
Percentage Housing Units Built Prior to 1960	73.1%	85.8%	52.9%

Source: 2010 U.S. Census and American Community Survey 2005 – 2009; McKenna calculations using American Community Survey 2006 – 2010 for median age, median household income, employed population and unemployment rate at the community level.

* Data at community level was derived using census tract and block group boundaries chosen to match the community boundaries as closely as possible. Census geographies may vary from community boundaries in some instances.

Figure 8.10 shows housing characteristics for the Northwest Planning Area.

Cherry Hill has almost exclusively one-family detached housing stock and has the highest homeownership rate in the City. Cherry Hill also has the lowest vacancy rate, and the highest median home value in Dearborn.



West Dearborn Business contains a historic single family area, but most of its housing units are in buildings with 2 or more units. This reflects the large senior housing towers located in this community.



NEIGHBORHOOD ANALYSIS

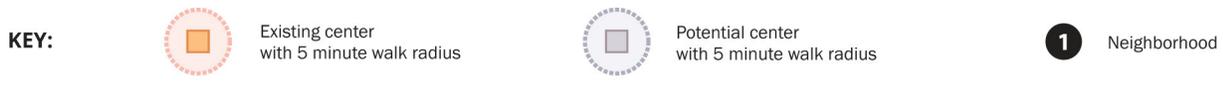
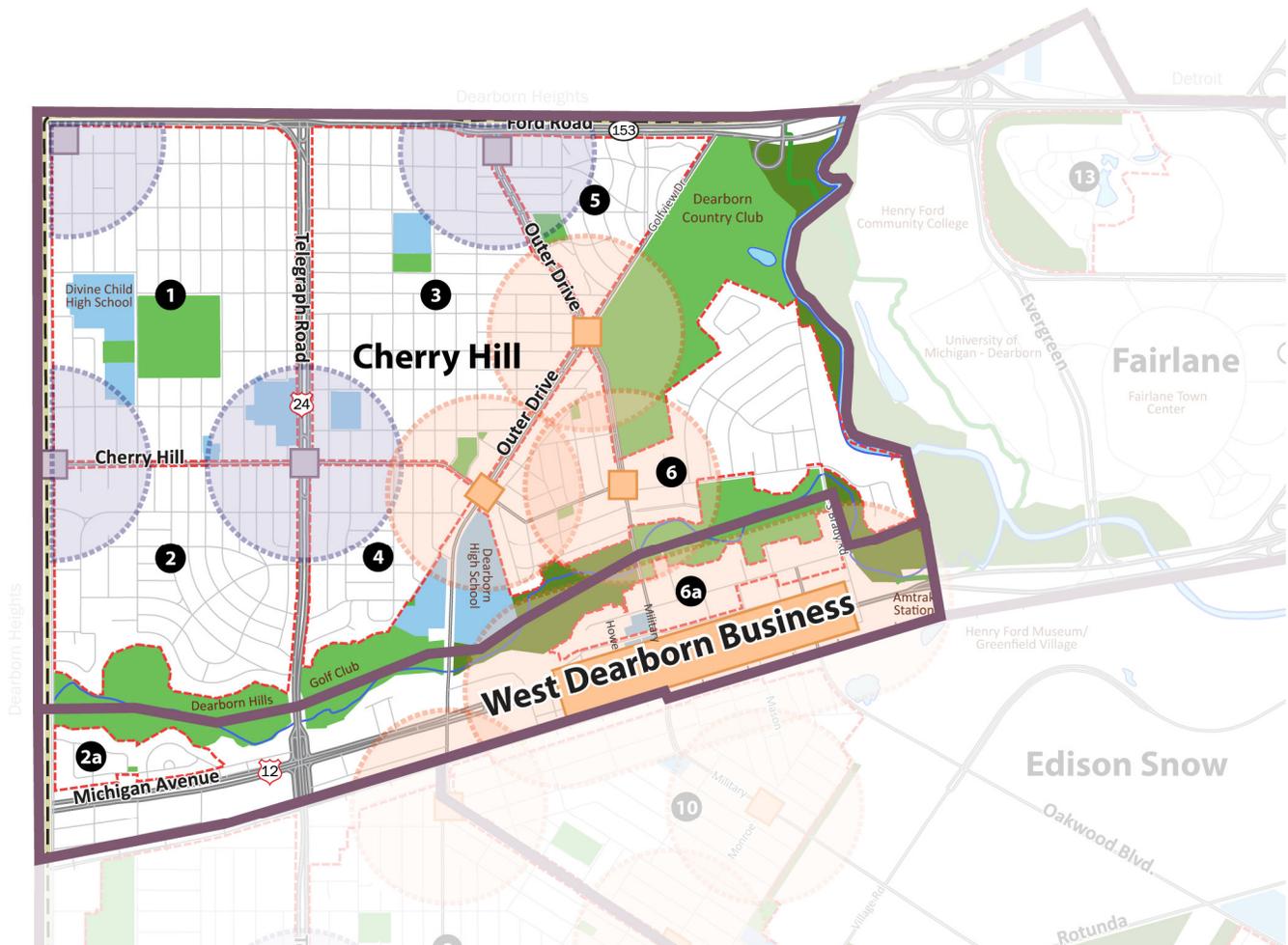
// NEIGHBORHOOD CENTER SERVICE ISSUES

Map 8.2 shows existing and potential neighborhood centers. Very small service and commercial centers exist along Outer Drive at the Military and Cherry Hill intersections, and also a small center at Cherry Hill and Military. These centers provide neighborhood oriented commercial services, and are accessible by car, bicycle, or foot for many neighborhood residents. However, most of the neighborhoods in the Northwest Planning Area are not served by a neighborhood center. Commercial services are available along Telegraph and Ford Road, but these are automobile oriented commercial strips that do not serve as an identity or gathering space for the surrounding neighborhoods.

An important community service area is the West Dearborn Downtown, located to the south of neighborhood 6a. This town center area is a significant entertainment, retail, and service center that helps to provide identity for the entire west side of the City. It is somewhat isolated from neighborhoods to the north by the Rouge River, but it is a “park-once” environment that attracts patrons from Dearborn and neighboring cities.

Locations for potential neighborhood centers exist where the purple squares are shown in Figure 6. No neighborhood center character exists at those locations today, but could be developed over time to support the surrounding neighborhoods.

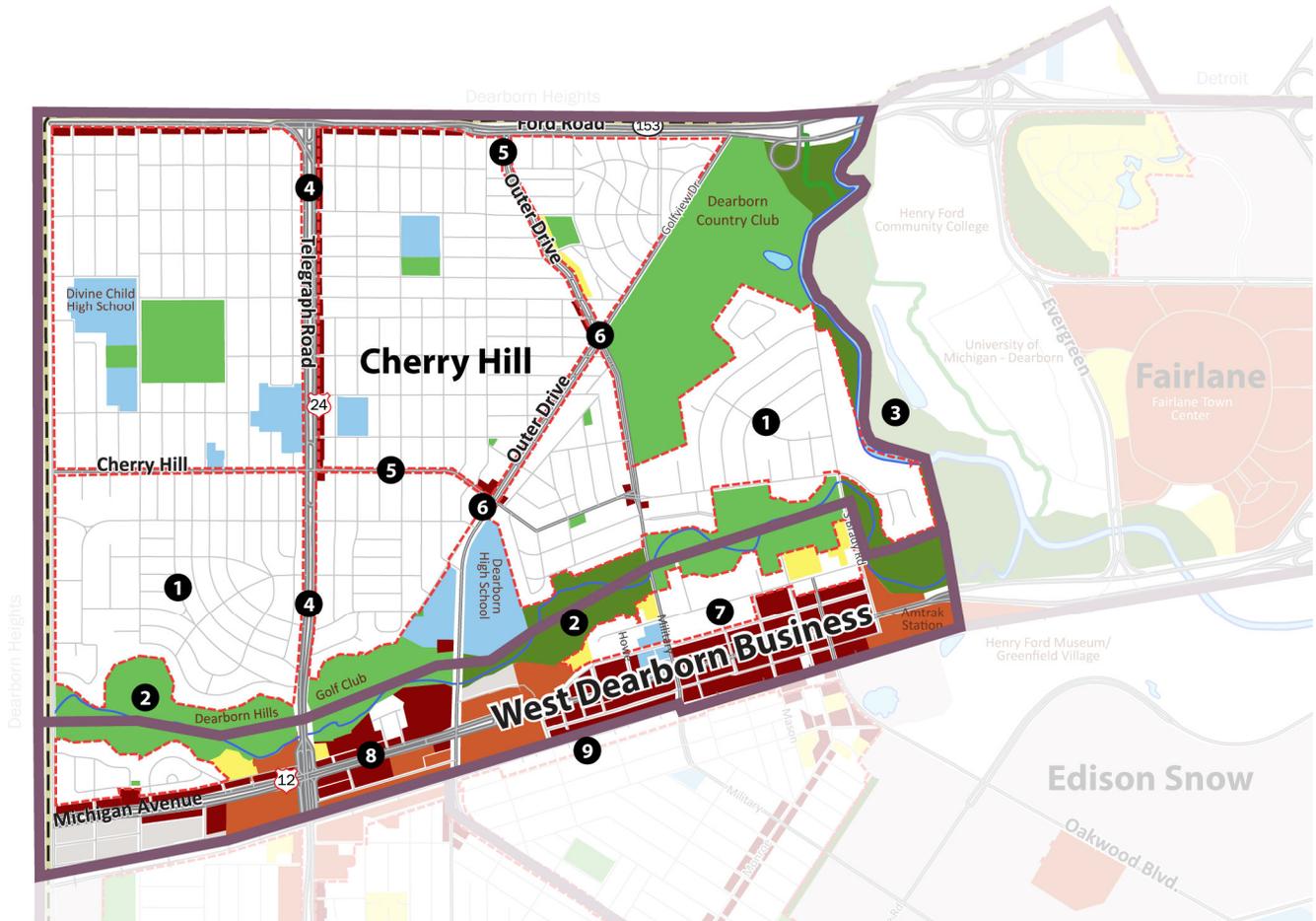
MAP 8.2 : NEIGHBORHOOD CENTER SERVICE AREAS – NORTHWEST PLANNING AREA



// CONCLUSIONS

Map 8.3 summarizes existing design characteristics and opportunities in the Northwest Planning Area.

MAP 8.3 : PHYSICAL CHARACTERISTICS AND OPPORTUNITIES - NORTHWEST PLANNING AREA



1. Large lot residential areas with proximity to natural features that add value
2. Natural features/park corridor contributes to residential character and provides community recreation
3. Natural features serve as distinct planning area boundaries
4. Telegraph is a major barrier between neighborhoods
5. Outer Drive and Cherry Hill are walkable streets with human-scale design characteristics
6. Neighborhood commercial centers
7. Historic town center area that provides community identify, has the potential to further develop as a transit-oriented mixed use center, but conflicts with existing single family uses must be carefully mitigated
8. Automobile-oriented retail and service corridor extends from Nowlin St. to the west City boundary
9. Railroad tracks provide transit potential, and are a distinct boundary

KEY:

- Suburban
- Streetfront
- School
- Office/Industrial
- Multiple Family Residential
- Park
- Natural Features
- Neighborhood Boundary
- Planning Area Boundary
- 1 Characteristic and Opportunities Area

Southwest Planning Area

The Southwest Planning Area includes the Princeton Carlyle and Edison Snow communities. These communities contain neighborhoods 7 through 12. Major boundaries for the two communities include the railroad right-of-way and the M-39 Southfield Freeway. Outer Drive is also a boundary between the two communities, but the residential character, lower traffic counts and slower travel speeds make Outer Drive a fairly permeable boundary.

Princeton Carlyle is defined by its residential character. Edison Snow is a more diverse community that includes residential neighborhoods, Henry Ford Museum/Greenfield Village (a major cultural resource of national prominence), Ford Motor Company research and development facilities and Oakwood Hospital. This variety of use creates some conflict between land use transitions, particularly where neighborhood 10 borders the Ford Motor Company uses. A landscaped buffer has been created to mitigate the problem.

PROFILE

The Edison Snow community is located in the south-central portion of the City, and is bounded by Outer Drive, the railroad tracks, and the Southfield Freeway. This community contains a number of residential neighborhoods and notable Dearborn landmarks such as the Henry Ford/Greenfield Village, the Dearborn Inn, Oakwood Hospital, numerous Ford Motor Company facilities, and the Ford Homes Historic District.

The Edison Snow community contains some of the oldest settled areas in modern-day Dearborn. These early settlements were ribbon farms, seen in the image below, a French development pattern that consists of long and narrow plots of land with river frontage. In this case, the ribbon farms each had frontage on the Rouge River. Joseph Cissne was the first to claim land in this area in 1795. The portion of Edison Snow located close to Michigan Avenue was the first area to see development activity, due in part to the location of the Detroit Arsenal in Dearbornville from 1833 until 1875. The area became a center of brick manufacturing in the late 19th century due to naturally occurring large clay deposits.



Ribbon Farms – Long, Narrow Plots of Land with River Frontage

In the early 20th century, Henry Ford's growing influence created many of the uses and landmarks within this community. By 1915 Henry Ford had purchased several large tracts of land in the area. Ford started his tractor factory east of Oakwood and south of the railroad tracks in 1915. In 1924 Ford acquired the Stout Metal Airplane Company. The Ford Tri-Motor, affectionately known as the Tin Goose, was the largest civil airplane in America when it started passenger service on August 26, 1926 with Stout Air Services. This plane is on display at the Smithsonian National Air and Space Museum in Washington, D.C. Henry Ford also constructed the Ford Field Airport where he built a dirigible mooring mast. The mast was advanced for its time, but fell into disuse with the decline of Zeppelin use after the Hindenburg accident in 1937. The airport remained in use until 1947 and was later converted into the Dearborn Automotive Proving Grounds.



The slogan under Stout Air Transport in this photograph says, "Maiden Dearborn" and the aircraft was manufactured at the Stout Metal Airline Company in Dearborn at an approximate cost of \$42,000 in 1926.

Visitors arriving at the Ford Field Airport needed a place to stay and as a result, Ford built the Dearborn Inn in 1931. Designed by Albert Kahn, the luxury hotel had 109 rooms, a formal dining room, cafeteria, shops and stores, a modern garage, and the first hotel in the nation to have air conditioning. Due to the hotel's popularity and thriving business, additional private cottages were constructed. These cottages were replicas of homes lived in by prominent Americans such as Edgar Allen Poe, Walt Whitman, and Oliver Wolcott.

Not far from the airport, Ford established the Edison Institute in 1929 to commemorate the 50th anniversary of the incandescent light and in honor of his friend Thomas Edison. Now known as "The Henry Ford," this museum complex represents Henry Ford's interest in collecting and documenting rapidly changing technology and artifacts representing Americana. Further, with the development of Greenfield Village, it was Ford's hope to create a living history museum that would instruct future generations in their heritage. The museum complex is now Michigan's largest tourist attraction, drawing more than 1.5 million visitors per year.

With all of the business development occurring in the area in the early decades of the 20th century, demand for affordable housing for new workers was strong. The area now known as the Ford Homes Historic District (bounded by the railroad tracks, Military, Nowlin and Monroe) was developed to provide affordable, tastefully designed and well-constructed housing that was conveniently located near Ford's factories and facilities. By 1929, the rest of the neighborhoods that exist today in the Edison Snow community were platted.

The most recent major development in this area occurred in 1948 when Henry Ford II donated 35 acres of land at the intersection of Oakwood Boulevard and Southfield Road for the construction of a new 200 bed hospital. Since its 1953 opening, Oakwood Hospital has expanded several times to become a state-of-the-art medical facility that serves Dearborn and Wayne County.

The **Princeton Carlisle** community is located in the southwest corner of Dearborn, bounded by Outer Drive, the railroad tracks, and the west and south corporate boundaries. This area was first settled in the second half of the 19th century. The area had been divided into medium and large farm plots by 1874, a pattern that remained unchanged until the 1904 when subdivision activity began. By 1929, nearly all of the land within the Princeton Carlisle community had been subdivided for residential uses.

FIGURE 8.11 : SOUTHWEST PLANNING AREA POPULATION PROFILE

	City of Dearborn	Edison Snow	Princeton Carlisle
Population	98,146	10,218	13,034
Households	34,340	4,477	5,606
Average Household Size	2.85	2.28	2.33
Median Age*	33.0	45.5	37.0
Median Household Income*	\$47,990	\$56,657	\$54,841
Employed Population			
Management/Business/Science/Art	36,619	5,514	4,322
Service	40.7%	44.7%	30.7%
Sales/Office	15.5%	17.6%	19.3%
Natural Resources/Construction/Maintenance	24.3%	19.6%	27.7%
Production/Transportation/Material Moving	6.4%	9.1%	8.7%
	13.1%	9.1%	13.5%
Unemployment Rate*	12.3%	6.5%	14.9%
Commuting Method			
Drove Alone	83.4%	86.5%	88.1%
Carpooled	11.1%	5.8%	9.0%
Public Transportation	0.7%	1.8%	0.8%
Walked	1.8%	3.6%	0.7%
Worked at Home	2.0%	1.6%	1.0%
Educational Attainment (age 25 and older)			
High School or Less	43.0%	36.4%	41.0%
Some College	26.5%	27.6%	34.2%
Bachelor's Degree	17.7%	22.2%	16.6%
Graduate Degree	12.8%	13.2%	8.3%

Source: 2010 U.S. Census and American Community Survey 2005 – 2009; McKenna calculations using American Community Survey 2006 – 2010 for median age, median household income, employed population and unemployment rate at the community level.

* Data at community level was derived using census tract and block group boundaries chosen to match the community boundaries as closely as possible. Census geographies may vary from community boundaries in some instances.

Figure 8.11 shows population characteristics for the Southwest Planning Area.

Edison Snow and **Princeton Carlisle** residents have above-average household incomes. Edison Snow has slightly higher education attainment and household incomes. Given that Edison Snow residents are slightly older, the difference in household income may be explained by a larger retiree population in Edison Snow. Princeton Carlisle has a slightly higher unemployment rate than the City as a whole.

Residents of both Edison Snow and Princeton Carlisle are older, and household sizes are smaller than the City average. This indicates that many households are empty-nesters, and there is the potential for a period of high housing turnover as older, longtime residents move into alternative housing arrangements. These periods of transition can lead to new vitality, but can also lead to significant changes in the character of neighborhoods due to generational or cultural differences in old and new residents.



FIGURE 8.12 : SOUTHWEST PLANNING AREA HOUSING PROFILE

	City of Dearborn	Edison Snow	Princeton Carlyle
Housing Units	37,871	4,822	6,046
Owner Occupied	62.5%	72.6%	75.8%
Renter Occupied	28.1%	20.3%	16.9%
Vacant	9.3%	7.2%	7.3%
Housing Units in Structure			
1-family Detached	73.1%	81.8%	91.1%
1-family Attached	4.5%	3.4%	5.0%
2+ Units	21.9%	14.4%	3.8%
Manufactured Home	0.5%	0.5%	0.1%
Median Home Value*			
	\$145,300	\$132,667	\$112,500
Percentage Housing Units Built Prior to 1960			
	73.1%	74.9%	86.7%

Source: 2010 U.S. Census and American Community Survey 2005 - 2009; McKenna calculations using American Community Survey 2006 - 2010 for median age, median household income, employed population and unemployment rate at the community level.

* Data at community level was derived using census tract and block group boundaries chosen to match the community boundaries as closely as possible. Census geographies may vary from community boundaries in some instances.

Figure 8.12 shows housing characteristics for the Southwest Planning Area.

The housing stock in both communities is predominantly single-family detached, with high owner-occupancy. Home values in the **Edison Snow** community are higher than in the **Princeton Carlyle** community. Princeton Carlyle has the second lowest median home value in the City, and housing in both communities is relatively affordable in the \$112,000 to \$132,000 range.



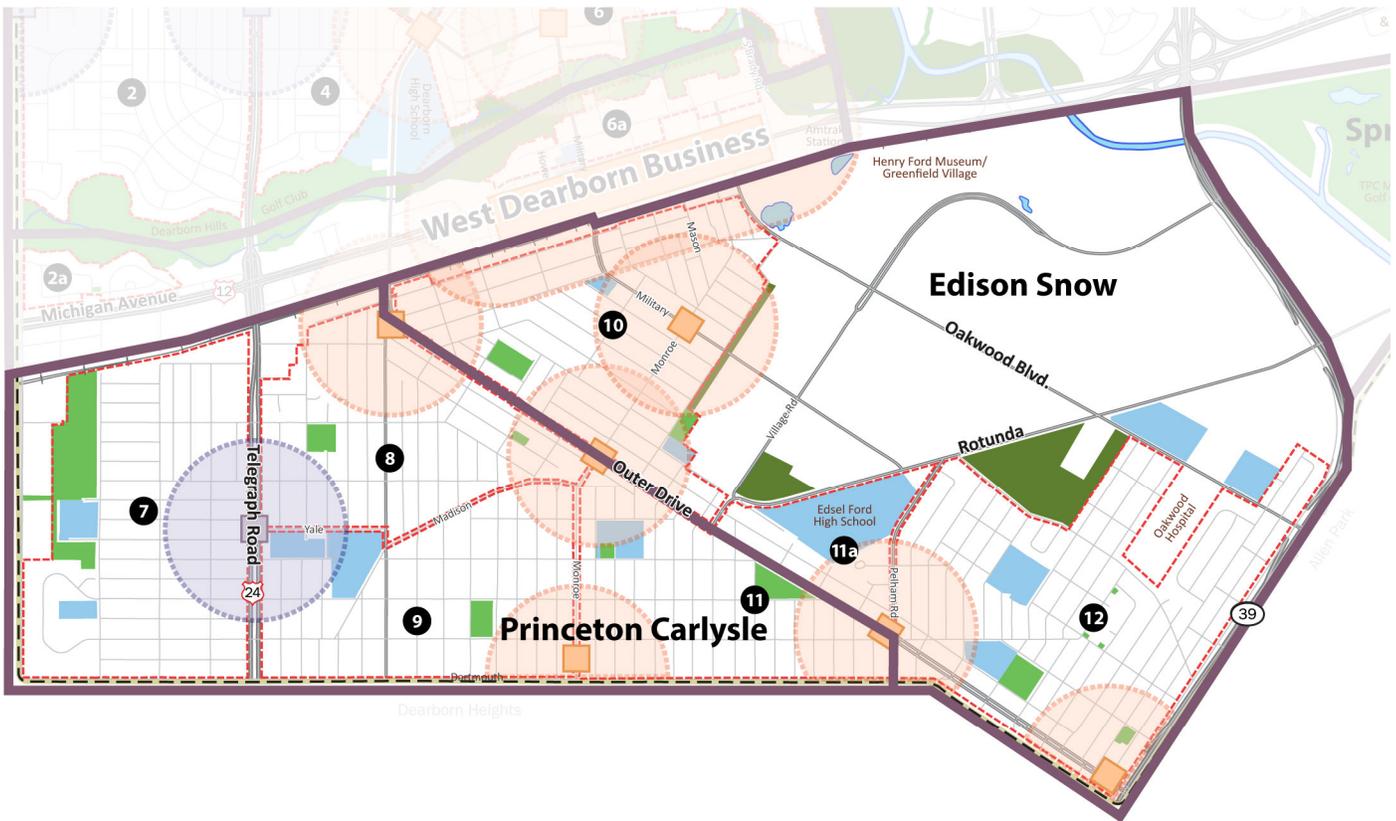
NEIGHBORHOOD ANALYSIS

// NEIGHBORHOOD CENTER SERVICE AREAS

Map 8.4 shows existing and potential neighborhood service areas. There are a series of neighborhood centers located along Outer Drive. The West Dearborn Downtown, located just to the north of the Southwest Planning Area, is also an important amenity that is within a reasonable walking distance for many residents of neighborhood 10, and within a short drive of the remaining residents of the Southwest Planning Area.

The potential exists to develop a new neighborhood center along Telegraph to serve residents of neighborhoods 7, 8, and 9. This center could be located at the intersection of Yale and Telegraph.

MAP 8.4 : NEIGHBORHOOD CENTER SERVICE AREAS – SOUTHWEST PLANNING AREA



KEY:



Existing center with 5 minute walk radius



Potential center with 5 minute walk radius

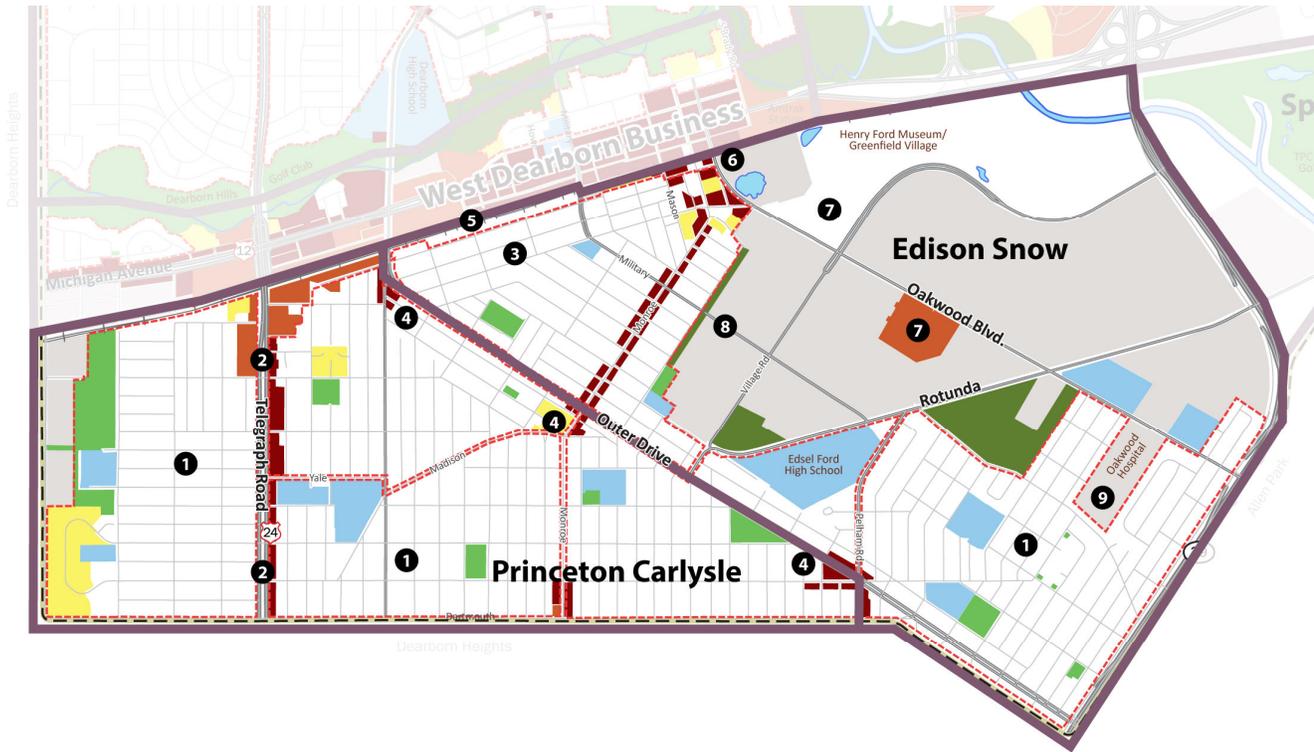


1 Neighborhood

// CONCLUSIONS

Map 8.5 summarizes existing design characteristics and opportunities in the Southwest Planning Area.

MAP 8.5 : PHYSICAL CHARACTERISTICS AND OPPORTUNITIES – SOUTHWEST PLANNING AREA



1. Neighborhood does not have a center
2. Telegraph is a major barrier between neighborhoods
3. Historic Ford Homes neighborhood
4. Neighborhood commercial centers with a walkable scale
5. Railroad tracks limit walkable access to the West Dearborn Business
6. Transit-oriented development potential with new transit station
7. Major cultural attraction
8. Major research and development center - requires buffering from residential neighborhoods
9. Regional medical complex

KEY:

- Suburban
- Streetfront
- School
- Office/Industrial
- Multiple Family Residential
- Park
- Natural Features
- Neighborhood Boundary
- Planning Area Boundary
- 1 Characteristic and Opportunities Area

Fairlane Planning Area

The Fairlane Planning Area is a regional center that has M-39, the Southfield Freeway, as its spine. This community includes a wide array of uses that all rely on the regional access provided by M-39. There are major employment centers, a regional shopping center, hotels, educational uses, and a hospital within this community.

This planning area is necessarily characterized by its automobile-oriented design. Residential uses include newer attached/detached housing developments, senior high-rise housing in the northernmost area and the new student housing that opened in August 2013 to serve students attending the University of Michigan – Dearborn.

PROFILE

The Fairlane community was initially settled as ribbon farms with frontage on the Rouge River in the late 18th century. Over time, nearly all of this area – 93% - was acquired and controlled by the Ford Motor Company.

Despite being located between the Springwells/Fordson (now the East Dearborn Downtown) and Dearbornville (now the West Dearborn Downtown) settlements that began and grew during the 19th century, the Fairlane area remained open farmland and Rouge River floodplain from its initial settlement until the 1950's. In fact, the Fairlane area remained part of Dearborn Township during this time.

During the first half of the 20th century most of Ford Motor Company's growth was occurring in the Salina community at the massive Rouge industrial complex, while Henry Ford was developing various projects in the Edison Snow community. Henry Ford did purchase most of the ribbon farms in the Fairlane area and built his estate on 1,300 acres of land on the east bank of the Rouge River in the Fairlane. He also dammed the Rouge River and built a powerhouse to generate electricity for his estate.

Ford turned the majority of the remaining land in the Fairlane area over to the Ford Motor Company and later some of it to the Ford Foundation. The Fairlane area was consolidated into the new City of Dearborn in 1929, along with the City of Fordson (East Dearborn) and the original City of Dearborn (now West Dearborn).

Ford Motor Company formed the Ford Motor Land Development Corporation to oversee the development of the company's large landholdings in the Fairlane area. The area began developing in the 1950's, at the height of the new suburban development paradigm in this country. Accordingly, the area developed with an automotive character, with the design and function of new development presuming that workers and visitors would arrive and depart by car. Buildings were sited on large sites with ample green space surrounding them.

Following is a timeline of major developments that today shape the Fairlane Planning Area:

- **Southfield Freeway (1950's):** The 14-mile long Southfield Freeway (M-39) was constructed along Southfield Road, providing a connection to I-94 and regional access to the north, south, east and west.
- **Ford World Headquarters (1956):** The 14 story "Glass House" was built in the northeast quadrant of Southfield Freeway and Michigan Avenue intersection.
- **University of Michigan-Dearborn (1956):** The University was created by a 210-acre gift to create the campus. The campus included Henry Ford's Fairlane estate which recently changed ownership to a new 501c3 nonprofit, Henry Ford Estate, Inc.
- **Henry Ford College (1938):** 75 acres of land was also donated for the creation of Henry Ford Community College.
- **AAA/Town Center Area (1960's):** Ford Land was able to secure the Automobile Club of Michigan as a large tenant in the new Town Center office area straddling the Southfield Freeway. A major renovation was completed in 1998.
- **Regional Commercial (1980's):** The Fairlane Town Center shopping mall and several major hotels were constructed in the area bounded by the Southfield, Hubbard, Evergreen, and Michigan Avenue.
- **Research Drive / Lundy Parkway:** The last remaining greenfield sites available for development in the Fairlane area are located in the northeast corner of the area along Research Drive. In addition to some Ford facilities, the area is home to Carhartt's headquarters.

FIGURE 8.13 : FAIRLANE PLANNING AREA
POPULATION PROFILE

	City of Dearborn	Fairlane
Population	98,146	1,614
Households	34,340	909
Average Household Size	2.85	1.77
Median Age*	33.0	35.8
Median Household Income*	\$47,990	\$61,118
Employed Population*	36,619	973
Management/Business/Science/Art	40.7%	48.8%
Service	15.5%	11.0%
Sales/Office	24.3%	20.7%
Natural Resources/Construction/Maintenance	6.4%	6.5%
Production/Transportation/Material Moving	13.1%	12.9%
Unemployment Rate*	12.3%	12.1%
Commuting Method		
Drove Alone	83.4%	86.4%
Carpooled	11.1%	6.6%
Public Transportation	0.7%	2.6%
Walked	1.8%	1.3%
Worked at Home	2.0%	1.3%
Educational Attainment (age 25 and older)		
High School or Less	43.0%	28.4%
Some College, No Degree	26.5%	26.0%
Bachelor's Degree	17.7%	23.8%
Graduate Degree	12.8%	21.8%

Source: 2010 U.S. Census and American Community Survey 2005 – 2009; McKenna calculations using American Community Survey 2006 – 2010 for median age, median household income, employed population and unemployment rate at the community level.

* Data at community level was derived using census tract and block group boundaries chosen to match the community boundaries as closely as possible. Census geographies may vary from community boundaries in some instances.

Figure 8.13 shows population characteristics for the Fairlane Planning Area.

Fairlane is predominantly commercial and institutional, and has the smallest resident population in the City. The residents who do live in the Fairlane area live in smaller households and have higher educational attainment than the City as a whole, and are predominantly management/business/science/art workers.

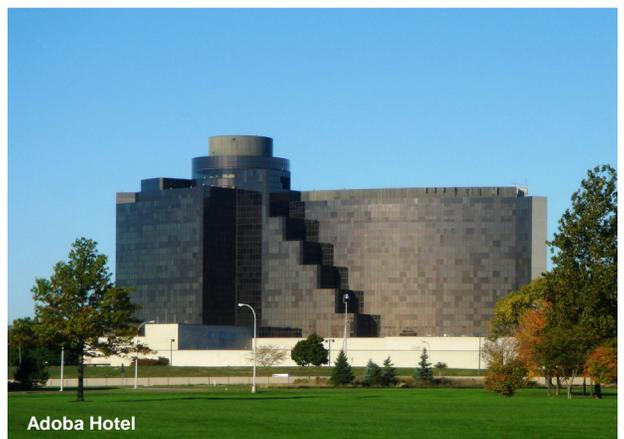


FIGURE 8.14 : FAIRLANE PLANNING AREA HOUSING PROFILE

	City of Dearborn	Fairlane
Housing Units	37,871	1,075
Owner Occupied	62.5%	17.6%
Renter Occupied	28.1%	67.0%
Vacant	9.3%	15.4%
Housing Units in Structure		
1-family Detached	73.1%	13.8%
1-family Attached	4.5%	5.3%
2+ Units	21.9%	81.0%
Manufactured Home	0.5%	0.0%
Median Home Value*	\$145,300	\$181,850
Percentage Housing Units Built Prior to 1960	73.1%	0.0%**

*Source: 2010 U.S. Census and American Community Survey 2005 – 2009; McKenna calculations using American Community Survey 2006 – 2010 for median age, median household income, employed population and unemployment rate at the community level.
 * Data at community level was derived using census tract and block group boundaries chosen to match the community boundaries as closely as possible. Census geographies may vary from community boundaries in some instances.
 ** Data was obtained from the City of Dearborn Age of Structures Map maintained by the City Plan Department.*

Figure 8.14 shows housing characteristics for the Fairlane Planning Area.

Housing is predominantly renter-occupied and most housing units are found in multiple-family style developments south of Ford Road.

There are a smaller number of residential units in comparison to other planning areas in Dearborn: two newer attached/detached housing/condominium developments and senior housing in the northernmost area.

In 2013, a 500-bed student housing development opened for the University of Michigan-Dearborn. This development significantly changes the existing demographics of the area and increases the feasibility of transformation in the area. There is ongoing discussion that if demand continues, an expansion of 400+ additional beds will be developed.



NEIGHBORHOOD ANALYSIS

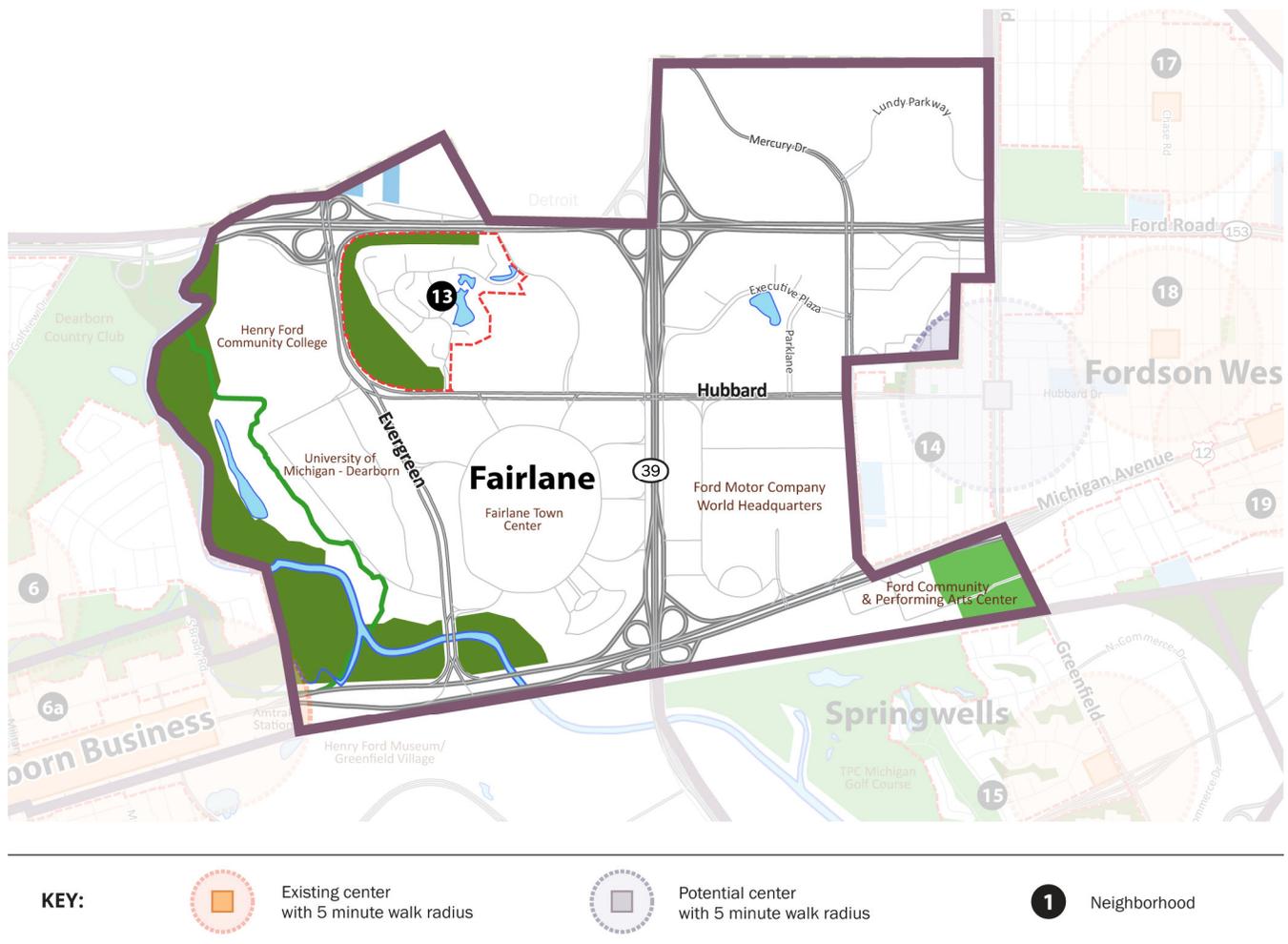
// NEIGHBORHOOD CENTER SERVICE AREAS

Map 8.6 shows that there are no neighborhood centers in the Fairlane community, and thus no neighborhood center service areas. This is due to the regional scale of this area and fewer residential units within this planning area as compared to other planning areas.

As student housing (500 beds) has been recently developed on Evergreen Road with an additional 400 beds to follow and students occupy a substantial amount of the housing in neighborhood 13, walkable connections and redevelopment in the area have the potential to supplement the specific shopping needs of the students.

There is currently a greenway planned for construction that will connect the student housing with the University of Michigan – Dearborn’s Fairlane Campus located just north of Hubbard. The City has also been examining the potential of extending the planned trail eastward along Hubbard, connecting to the eastside neighborhoods, and south down Mercury Drive, connecting to the civic campus on the south side of Michigan Avenue. The expanded City-wide greenway system will provide interconnected access to various neighborhood service areas.

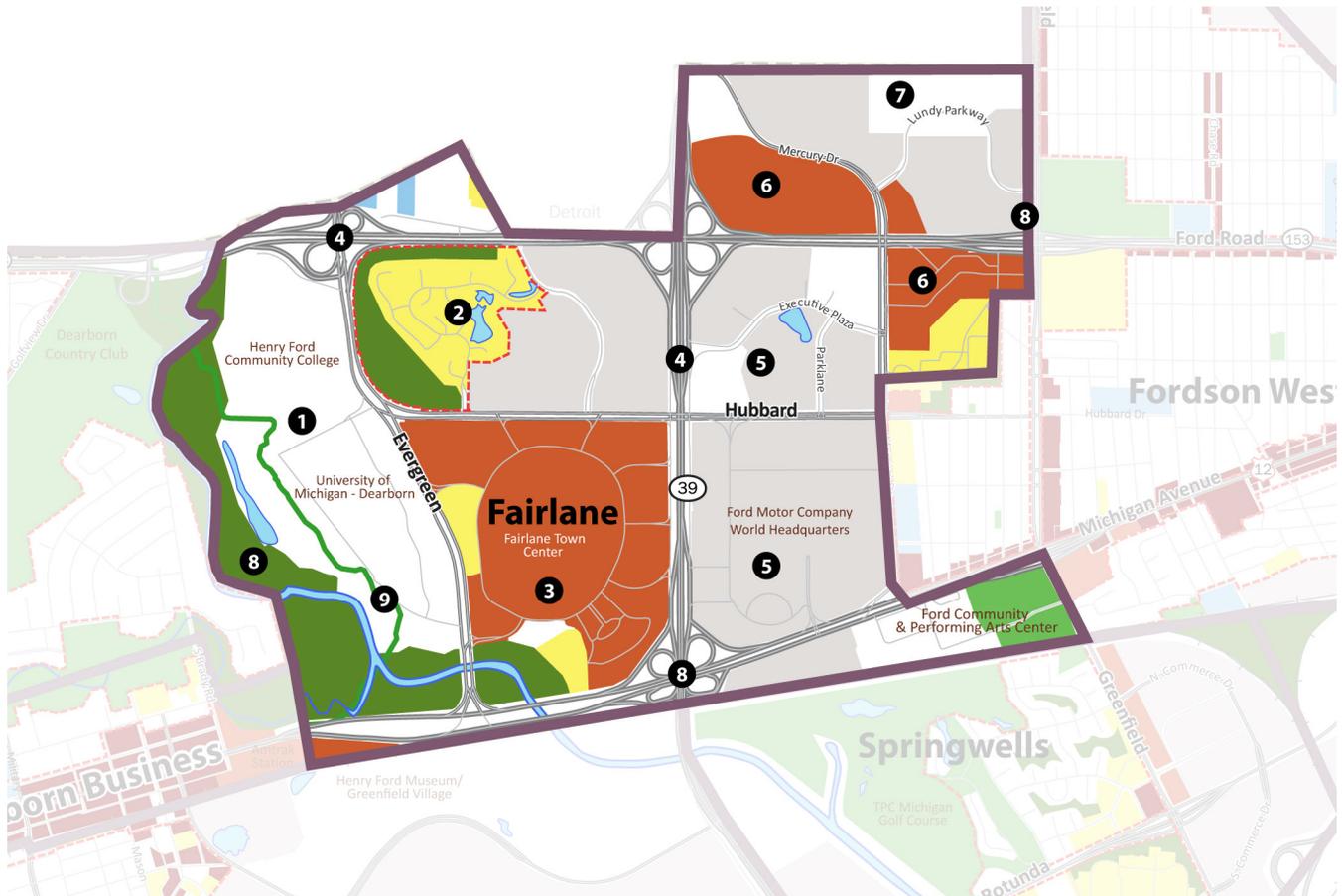
MAP 8.6 : NEIGHBORHOOD CENTER SERVICE AREAS – FAIRLANE PLANNING AREA



// CONCLUSIONS

Map 8.7 summarizes existing design characteristics and opportunities in the Fairlane Planning Area.

MAP 8.7 : PHYSICAL CHARACTERISTICS AND OPPORTUNITIES – FAIRLANE PLANNING AREA



1. Major regional education center
2. Isolated residential development without walkable connections
3. Major regional shopping center
4. Major roads provide regional access, but prevent walkable character
5. Major regional employment center
6. Highway oriented commercial center
7. Research/office development potential
8. Major roads and Rouge River are distinct boundaries
9. Rouge River Gateway Trail

KEY:	
	Suburban
	Streetfront
	School
	Office/Industrial
	Multiple Family Residential
	Park
	Natural Features
	Neighborhood Boundary
	Planning Area Boundary
1	Characteristic and Opportunities Area

Northeast Planning Area

The Northeast Planning Area includes the Fordson East and Fordson West communities. These communities include neighborhoods 14 and 16 through 24. Major boundaries include the railroad rights-of-way that form the southern border of the Fordson West area and the boundary between the Fordson East and Fordson West communities. Michigan Avenue and Ford Road are also major boundaries between the various neighborhoods that those roads border, with the exception being Michigan Avenue in the town center area surrounding City Hall.

These communities are older than most of the communities on the west side of the City, and include many historic structures such as City Hall and Fordson High School.

PROFILE

The **Fordson East** and **Fordson West** communities began as part of Springwells Township in 1827 and grew slowly during the 19th century. Most early significant growth in Springwells Township occurred in the east part of the township, which was annexed to the City of Detroit in 1916. Development in the Fordson East community started in earnest after the Ford Rouge complex began developing in 1915. Detroit street railways began servicing the Rouge Plant and surrounding areas in 1918, which led to more rapid growth.

The Fordson neighborhoods incorporated as a Village in 1919, and then as the City of Springwells in 1923. In 1925, Springwells changed its name to Fordson to honor Henry and Edsel Ford.

After the creation of modern-day Dearborn in 1929, Fordson's downtown area along Michigan Avenue became known as the East Dearborn Downtown. Small to medium size industrial development occurred along the railroad tracks on the east edge of the Northeast Planning Area. The railroads that traverse the western side of the neighborhood did not see any major industrial development, rather, residential development dominated in these areas. By the early 1960's these neighborhoods were largely built out.

The Aviation Sub, in the northeast corner of Dearborn, was the first exclusive brick subdivision in the City, built in the 1920's and 1930's by the finest architects and European craftsmen for the brass of Ford Motor Company. The large unique homes feature stained glass, arches, sculpted wood and limestone, and an elegant variety of brick, stone and plaster artistry. Many are English tudors and colonials, with a few ranches. The Aviation Sub is one of the most beautiful subdivisions in the area where for decades, well built homes featured with many different architectural styles and price ranges have stood the test of time and tough building codes (courtesy of the Historic Aviation Property Owner's Association).

More recently, the business district along Warren Avenue has developed as a thriving center catering to the Northeast Planning Area's significant Arab population and adding to the City's diversity. Wonderful shops and delicious restaurants, fruit markets, bakeries and neighborhood grocery stores are located along Warren Avenue.



FIGURE 8.15 : NORTHEAST PLANNING AREA
POPULATION PROFILE

	City of Dearborn	Fordson East	Fordson West
Population	98,146	20,418	25,387
Households	34,340	5,501	7,488
Average Household Size	2.85	3.71	3.39
Median Age*	33.0	29.2	29.8
Median Household Income*	\$47,990	\$30,936	\$37,70
Employed Population *	36,619	5,912	8,316
Management/Business/Science/Art	40.7%	24.7%	28.3%
Service	15.5%	19.1%	17.6%
Sales/Office	24.3%	28.2%	29.3%
Natural Resources/Construction/ Maintenance	6.4%	10.8%	5.6%
Production/T ransportation/Material Moving	13.1%	17.2%	19.2%
Unemployment Rate*	12.3%	13.3%	18.1%
Commuting Method			
Drove Alone	83.4%	82.0%	85.6%
Carpooled	11.1%	11.7%	8.8%
Public Transportation	0.7%	2.0%	1.8%
Walked	1.8%	1.5%	1.6%
Worked at Home	2.0%	2.8%	0.8%
Educational Attainment (age 25 and older)			
High School or Less	43.0%	61.3%	54.8%
Some College, No Degree	26.5%	21.8%	23.2%
Bachelor's Degree	17.7%	10.1%	13.9%
Graduate Degree	12.8%	6.6%	8.0%

Source: 2010 U.S. Census and American Community Survey 2005 – 2009; McKenna calculations using American Community Survey 2006 – 2010 for median age, median household income, employed population and unemployment rate at the community level.

* Data at community level was derived using census tract and block group boundaries chosen to match the community boundaries as closely as possible. Census geographies may vary from community boundaries in some instances.

Figure 8.15 shows population characteristics for the Northeast Planning Area.

Fordson East and **Fordson West** residents have lower than-average household incomes, lower than average educational attainment and higher unemployment rates than the City average.

Residents of both communities are younger than the City average, and household sizes are larger.



FIGURE 8.16 : NORTHEAST PLANNING AREA HOUSING PROFILE

	City of Dearborn	Fordson East	Fordson West
Housing Units	37,871	6,292	8,447
Owner Occupied	62.5%	51.6%	53.1%
Renter Occupied	28.1%	35.8%	35.5%
Vacant	9.3%	12.6%	11.4%
Housing Units in Structure			
1-family Detached	73.1%	70.4%	67.8%
1-family Attached	4.5%	4.8%	4.0%
2+ Units	21.9%	24.4%	27.3%
Manufactured Home	0.5%	0.4%	0.8%
Median Home Value*			
	\$145,300	\$138,600	\$126,429
Percentage Housing Units Built Prior to 1960			
	73.1%	78.2%	68.6%

*Source: 2010 U.S. Census and American Community Survey 2005 – 2009; McKenna calculations using American Community Survey 2006 – 2010 for median age, median household income, employed population and unemployment rate at the community level.
* Data at community level was derived using census tract and block group boundaries chosen to match the community boundaries as closely as possible. Census geographies may vary from community boundaries in some instances.*

Figure 8.16 shows housing characteristics for the Northeast Planning Area.

Compared to the City as a whole, the **Fordson** communities have somewhat higher percentages of renter-occupancy. Housing values are slightly lower than the City median, and the percentage of housing units built before 1960 is similar to the City as a whole.

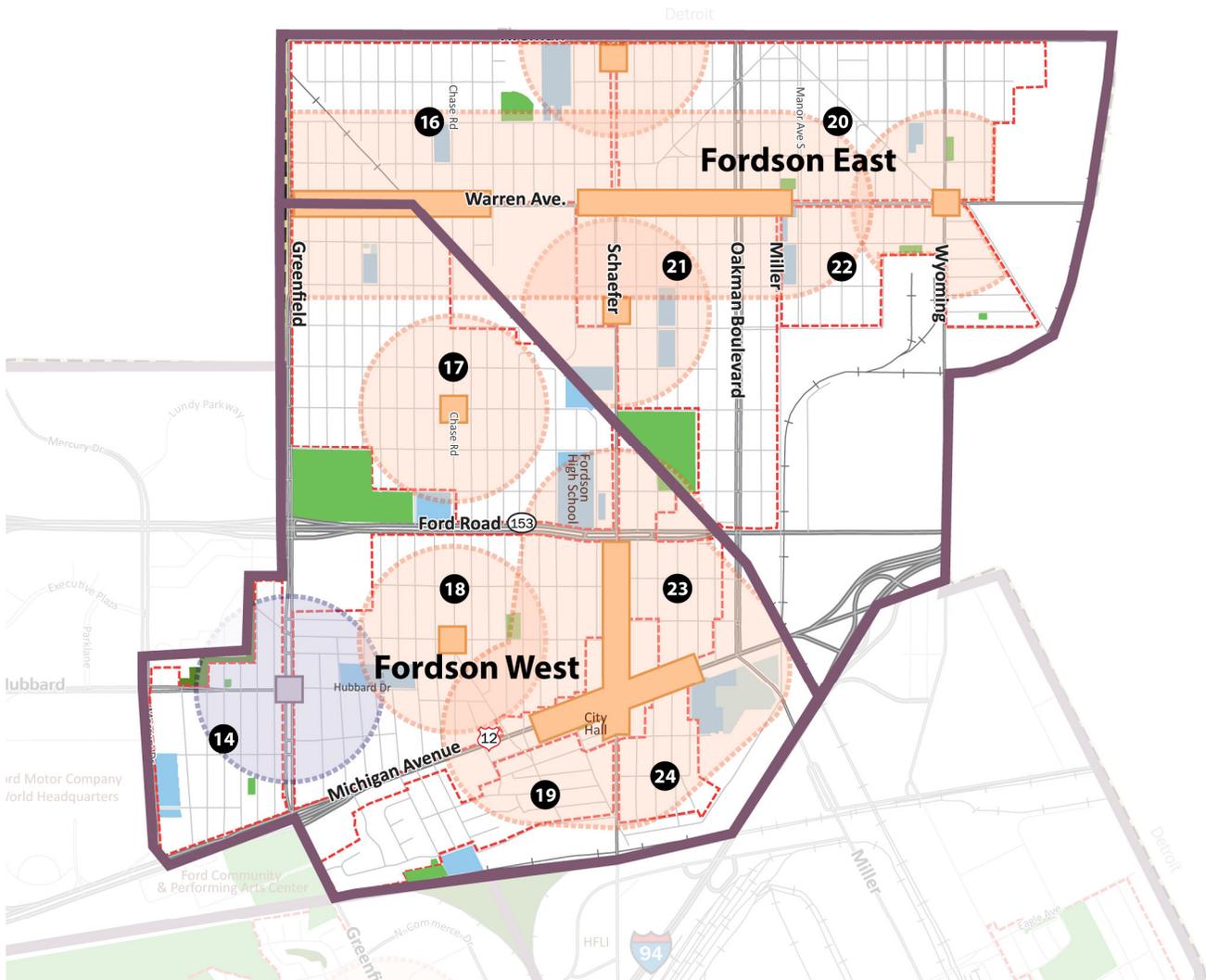


NEIGHBORHOOD ANALYSIS

// NEIGHBORHOOD CENTER SERVICE AREAS

Map 8.8 shows existing and potential neighborhood centers and their service areas. The Northeast communities are well served by existing neighborhood centers. Most notable are the town center at the intersection of Michigan Avenue and Schaefer, and the linear business district along Warren Avenue. The Warren Avenue district has the potential to develop into a town center, but this would require intensifying development at nodes along the corridor. Successful town centers have a critical mass that requires more than a linear arrangement.

MAP 8.8 : NEIGHBORHOOD CENTER SERVICE AREAS – NORTHEAST PLANNING AREA



KEY:



Existing center with 5 minute walk radius



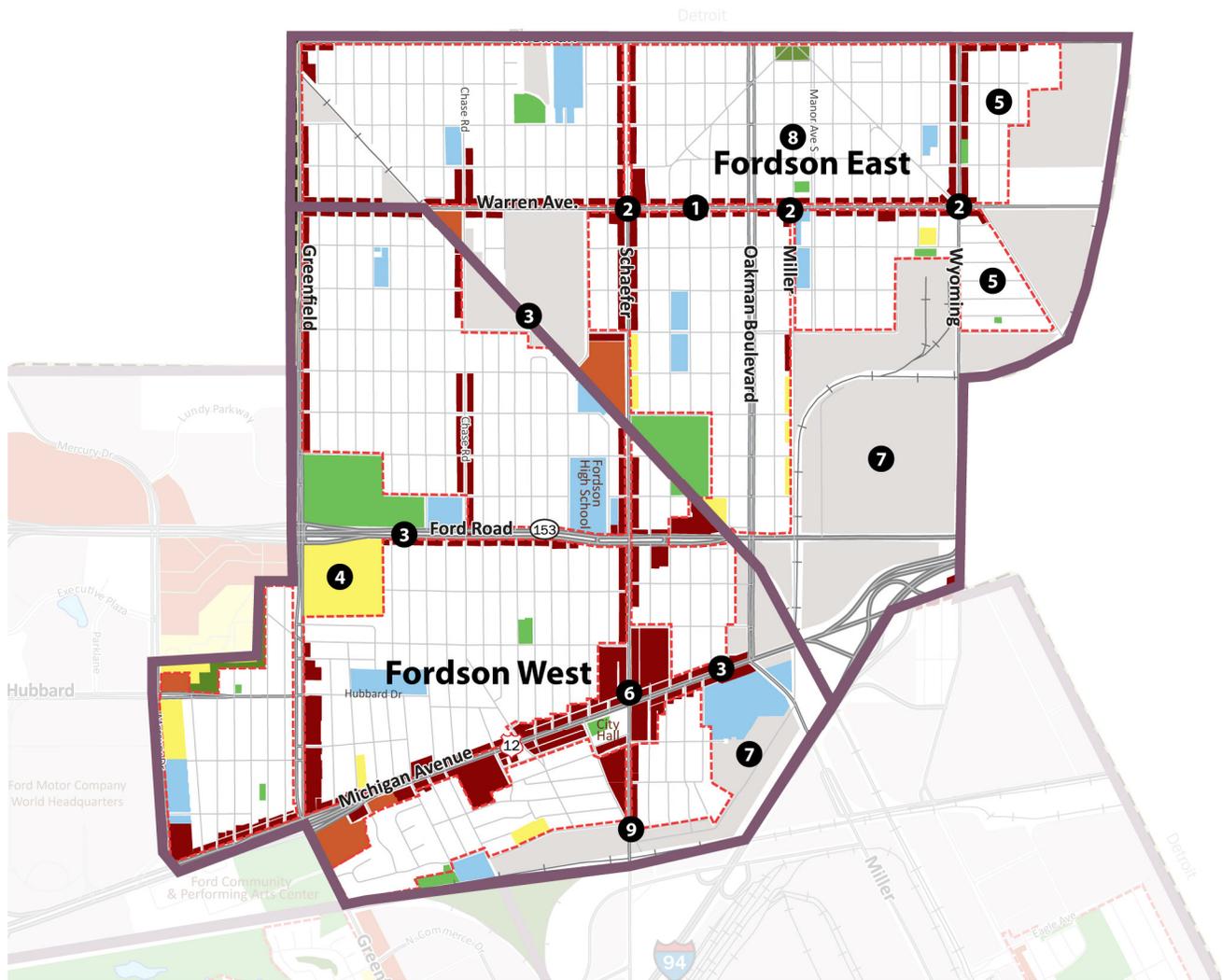
Potential center with 5 minute walk radius



Neighborhood

// CONCLUSIONS

Map 8.9 summarizes existing design characteristics and opportunities in the Northeast Planning Area.



1. Warren business district has the potential to be a third town center, but it is linear and lacks critical mass
2. Potential to develop mixed use nodes along Warren at Chase, Schaefer, Miller, and Wyoming intersections
3. Railroad, Ford Road, and Michigan Ave are distinct neighborhood boundaries
4. Continuing Care Retirement Community
5. Transitional neighborhood areas
6. The East Dearborn Downtown area provides culture, shopping, entertainment, and gathering space amenities to area residents
7. Older industrial area with the potential for future redevelopment
8. Distinctive areas of substantial architecture - historic designation potential
9. Potential featured transit-oriented development

KEY:	
	Suburban
	Streetfront
	School
	Office/Industrial
	Multiple Family Residential
	Park
	Natural Features
	Neighborhood Boundary
	Planning Area Boundary
1	Characteristic and Opportunities Area

Southeast Planning Area

The Southeast Planning Area includes the Salina and Springwells communities. This planning area is dominated by the Ford Motor Company & Rouge Assembly Plant, isolating neighborhood 25 from the remainder of Dearborn.

The Springwells community includes the historic Springwells neighborhood. Springwells was a planned neighborhood from the 1930s that includes a mixture of single family, attached residential, and commercial uses. Springwells also includes the research and development park on the east side of Greenfield Road.

PROFILE

The **Salina** community encompasses the land south and east of I-94, and has a mixture of heavy industry, railroads, and a neighborhood at the far southeast corner of the City that is effectively isolated from the rest of Dearborn.

The Salina community began developing in earnest in 1915 with the beginning of the Ford Rouge complex. The Rouge complex covers 63% of the land area in the Salina neighborhood, and once claimed to be the largest industrial complex in the world, according to www.thehenryford.org.

Salina was part of the Village (1919) of Springwells and later City of Springwells (1923), which soon changed its name to the City of Fordson (1925). After the creation of the larger City of Dearborn in 1929, the Salina neighborhood's business district became known as the Dix–Vernor business district.

The **Springwells** community is one of the smaller neighborhoods, and has developed more recently than most of the City's other neighborhoods. Springwells was originally a series of ribbon farms on Michigan Avenue and the Rouge River that was purchased by Henry Ford. Development in this area did not begin until Ford started a planned development in the 1930s.

The first planned development, in this community, included apartments and single family homes south of the railroad tracks, west of Greenfield, and north of Rotunda Drive. The development includes a shopping center at the corner of Greenfield and Rotunda, and is an exemplary example of early planned neighborhood development. The winding, tree-lined streets and communal walking paths enhance this New England style neighborhood. The cul-de-sacs and use of paths and open spaces are defined to retain their charm and character, and in fact this area has some of the highest property values in the entire City.

Two large attached-dwelling unit developments sit south of Rotunda, both constructed after 1970. These developments were designed to optimize the open space.

The gated community inside the Tournament Players Club Apartments and Townhomes (TPC) was developed in the 1990's and includes some of the most high-end housing in the City. The homes are situated along the golf course with great views of the course and open space.



FIGURE 8.17 : SOUTHEAST PLANNING AREA POPULATION PROFILE

	City of Dearborn	Salina	Springwells
Population	98,146	4,737	3,023
Households	34,340	1,117	1,426
Average Household Size	2.85	4.24	1.98
Median Age*	33.0	23.6	41.8
Median Household Income*	\$47,990	\$24,600	\$67,986
Employed Population*	36,619	1,396	1,277
Management/Business /Science/Art	40.7%	17.7%	68.4%
Service	15.5%	18.8%	3.4%
Sales/Office	24.3%	16.3%	23.3%
Natural Resources/Construction/Maintenance	6.4%	3.6%	0.7%
Production/Transportation/Material Moving	13.1%	43.5%	4.2%
Unemployment Rate*	12.3%	20.1%	5.5%
Commuting Method			
Drove Alone	83.4%	69.3%	70.2%
Carpooled	11.1%	24.0%	24.1%
Public Transportation	0.7%	1.4%	3.6%
Walked	1.8%	5.4%	0.0%
Worked at Home	2.0%	0.0%	3.9%
Educational Attainment (age 25 and older)			
High School or Less	43.0%	80.2%	24.3%
Some College, No Degree	26.5%	11.0%	26.3%
Bachelor's Degree	17.7%	6.2%	22.2%
Graduate Degree	12.8%	2.6%	27.0%

Source: 2010 U.S. Census and American Community Survey 2005 – 2009; McKenna calculations using American Community Survey 2006 – 2010 for median age, median household income, employed population and unemployment rate at the community level.

* Data at community level was derived using census tract and block group boundaries chosen to match the community boundaries as closely as possible. Census geographies may vary from community boundaries in some instances.

Figure 8.17 shows population characteristics for the Southeast Planning Area.

The **Salina** and **Springwells** communities are very different, and unlike the other communities, these two neighborhoods share only a geographic proximity to each other. The Rouge complex is a significant barrier that separates the residential portion of the Salina community from Springwells.

Residents of Springwells are more educated, have higher median incomes, higher median age, and smaller household sizes than the City averages. Springwells has the highest percentage of residents employed in management/business/science/arts of any community in the City.

Salina residents are among the most economically disadvantaged in the City, have the highest average household size, and the lowest educational attainment. The unemployment rate for Salina residents is among the highest in the City, and this community is the youngest by far.



FIGURE 8.18 : SOUTHEAST PLANNING AREA HOUSING PROFILE

	City of Dearborn	Salina	Springwells
Housing Units	37,871	1,219	1,646
Owner Occupied	62.5%	32.5%	33.2%
Renter Occupied	28.1%	59.1%	53.5%
Vacant	9.3%	8.4%	13.4%
Housing Units in Structure			
1-family Detached	73.1%	42.9%	24.6%
1-family Attached	4.5%	6.3%	15.4%
2+ Units	21.9%	48.7%	60.1%
Manufactured Home	0.5%	2.1%	0.0%
Median Home Value	\$145,300	\$110,800	\$201,100
Percentage Housing Units Built Prior to 1960	73.1%	74.3%	33.0%

Source: 2010 U.S. Census and American Community Survey 2005 – 2009; McKenna calculations using American Community Survey 2006 – 2010 for median age, median household income, employed population and unemployment rate at the community level.

* Data at community level was derived using census tract and block group boundaries chosen to match the community boundaries as closely as possible. Census geographies may vary from community boundaries in some instances.

Figure 8.18 shows housing characteristics for the Southeast Planning Area.

Housing in Springwells is a mixture of one-family and multiple family, with the second highest median home value in the City.

Salina also has a mixture of one-family and multiple family housing stock. Housing values are the lowest and the vacancy rate is 0.9% lower than the City as a whole.



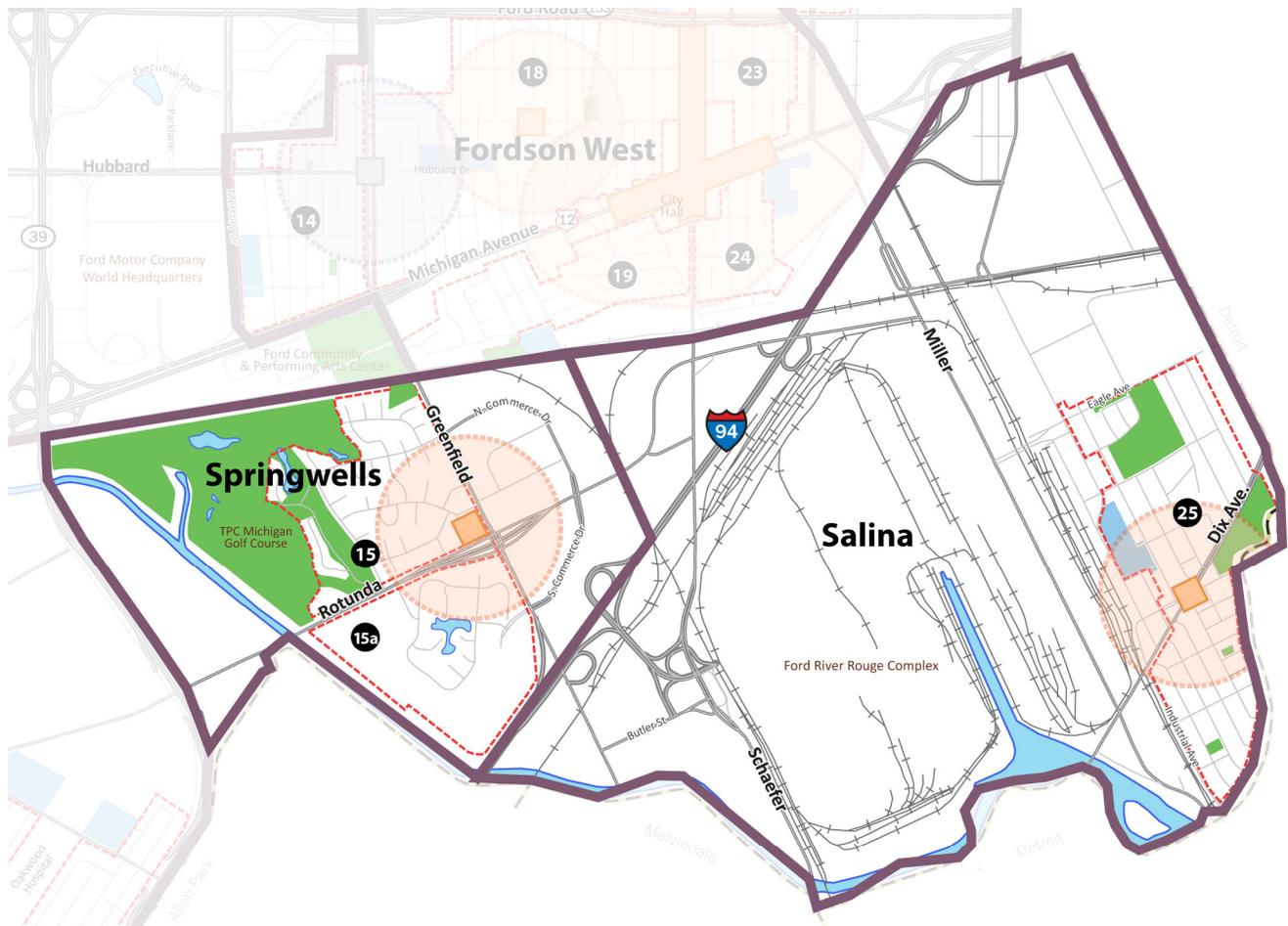
NEIGHBORHOOD ANALYSIS

// NEIGHBORHOOD CENTER SERVICE AREAS

Map 8.10 shows the location of neighborhood service areas. Neighborhood 15 is served by a hybrid automotive/neighborhood commercial center that can serve as a template for retrofitting strip retail centers into mixed-use neighborhood centers. The Dix-Vernor business district is a historic neighborhood center that serves the surrounding neighborhood 25.

The intersection of Dix Avenue and Vernor Street has many businesses, restaurants, grocery stores, medical offices predominately servicing the local community. This area is near to the American Moslem Center (Dix Mosque), the Arab Community Center for Economic and Social Services (ACCESS), Woodmere cemetery, and two Dearborn public schools. Recently, the Dix-Vernor corridor was realigned to improve pedestrian circulation. In addition to the pavement being replaced, the intersection was adjusted to a right angle making the crossing safer. The water main was replaced with a larger pipe and landscaping featuring decorative street lights was added. The road improvements did not change the vehicular traffic pattern, traffic lanes or traffic density.

MAP 8.10 : NEIGHBORHOOD CENTER SERVICE AREAS – SOUTHEAST PLANNING AREA



KEY:



Existing center with 5 minute walk radius



Potential center with 5 minute walk radius

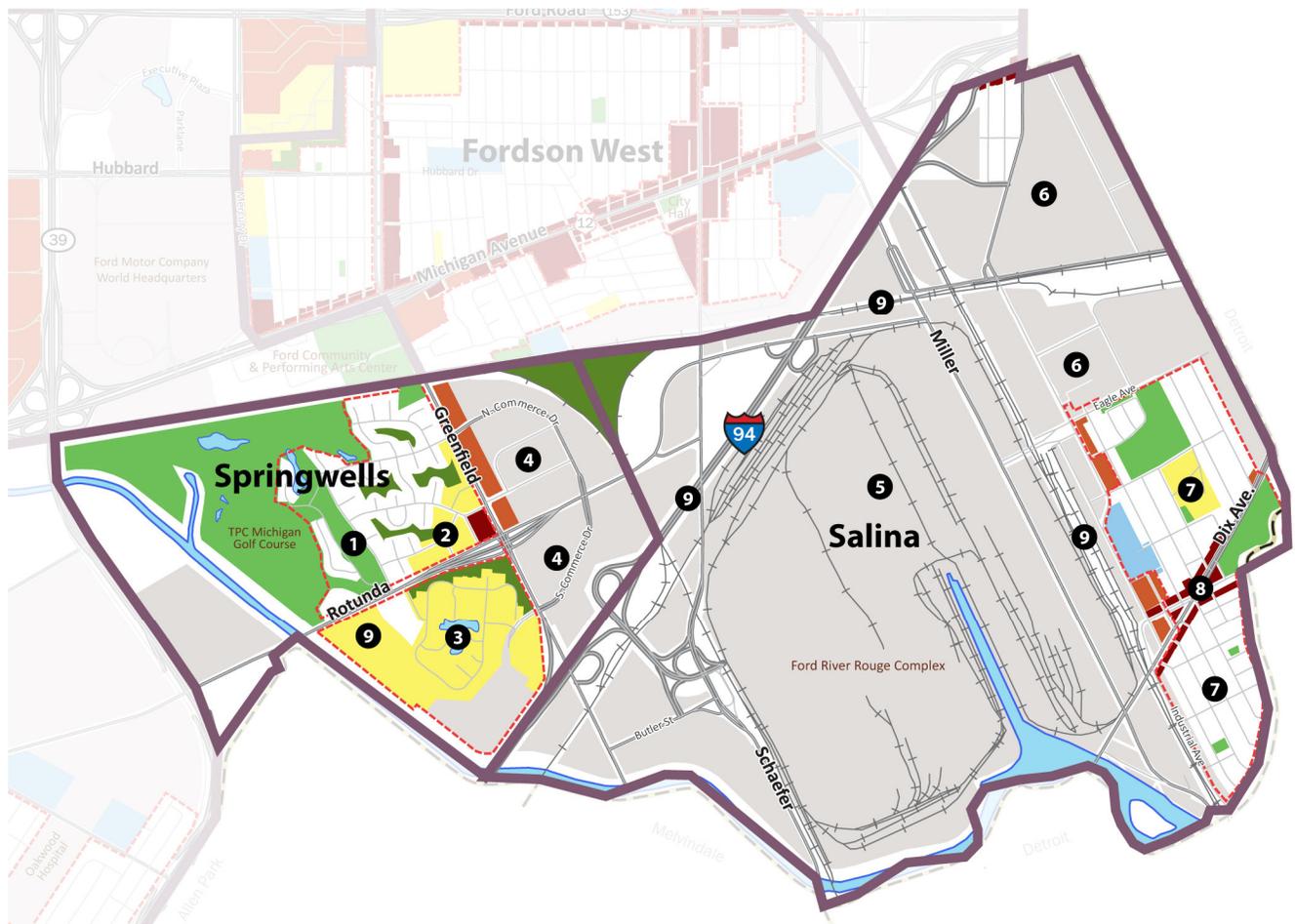


Neighborhood

// CONCLUSIONS

Map 8.11 summarizes existing design characteristics and opportunities in the Southeast Planning Area.

MAP 8.11 : PHYSICAL CHARACTERISTICS AND OPPORTUNITIES – SOUTHEAST PLANNING AREA



1. Springwells neighborhood is a historic example of a planned mixed-use neighborhood, and can serve as a template for future mixed use projects in Dearborn
2. The mixture of detached and attached housing units in Springwells is well balanced
3. Large pods of attached housing do not provide the same level of design or community as mixed-density development
4. Research and technology park is competitive within the marketplace, but has vacancies
5. Major industrial plant
6. Future Detroit Intermodal Freight Terminal (DIFT)
7. Neighborhood has many vacant lots but benefits from access to parks
8. Industrial and transportation impacts need to be continually addressed
9. Continuing Care Retirement Community

KEY:	
	Suburban
	Streetfront
	School
	Office/Industrial
	Multiple Family Residential
	Park
	Natural Features
	Neighborhood Boundary
	Planning Area Boundary
1	Characteristic and Opportunities Area



A

DEARBORN 2030 | APPENDIX

Introduction

Dearborn solicited the input of stakeholders, including residents, business owners, local and regional partners and state agencies, throughout the creation of the Master Plan using several different formats beginning in July 2011. An online survey was available as well as workshops that were tailored specifically to communities within the City in an effort to get as much valuable feedback as possible:

- | | |
|---------------------------|---|
| July 19, 2011 | Community Wide Master Plan Kick-Off Workshop (all communities and neighborhoods)
Ford Community and Performing Arts Center, Club Room #1, 15801 Michigan Avenue |
| July 27, 2011 | Workshop #1
Northeast and Southeast Planning Areas (Fordson East, Fordson West, Salina and Springwells)
Ford Community and Performing Arts Center, Studio A, 15801 Michigan Avenue |
| August 3, 2011 | Workshop #2
Southwest Planning Area (Edison Snow and Princeton Carlisle)
Dearborn Schools Administration Building, 18700 Audette |
| August 17, 2011 | Workshop #3
Northwest Planning Area (Cherry Hill, West Dearborn Business and Fairlane)
Robert Herndon Dearborn Hills Golf Course Clubhouse, 1300 S. Telegraph |
| September 20, 2011 | Summation Workshop (all communities and neighborhoods)
Ford Community and Performing Arts Center, Club Room #1, 15801 Michigan Avenue |

Visual Preference Survey

The Visual Preference Survey was highlighted during the Master Plan Kick-Off meeting at the beginning of the public participation process. McKenna Associates provided forms and projected images on a large screen and requested that participants rate the image they saw based on how appropriate or inappropriate they felt it was for Dearborn. The rating scale for each image ranged from a -5 for an image that represented something wildly inappropriate that should be discouraged in the future to a +5 for images representing appropriate images of things that either already exist in Dearborn or those that represent a desirable development pattern for the future.

The results of the survey are presented on the following pages. Each image is identified by slide numbers one through 100 (note: slide number 17 is not included in the following pages as there was no slide 17 during the survey, and therefore, a total of 99 images were viewed by participants) and rating in the following categories:

- **Mean.** The mean is the average score for a particular image.
- **Confidence Interval.** The confidence interval is an estimated range which is likely to include the true population mean for the set of ratings for each image. We have used a 95% confidence interval, which means that we are 95% certain that the true rating of each image lies within the given confidence interval. The confidence interval accounts for sampling error in the rating of each image. The confidence interval will get smaller (i.e. more accurate) the larger the sample or the more uniform the set of responses to each image.
- **Standard Deviation.** The standard deviation is a measure of dispersion, of how wide the “spread” of scores was for a particular image. If an image received very similar scores from all respondents, the standard deviation will be a small number; however, if there was a large range of scores given to a particular image the standard deviation is a large number. In other words, a high standard deviation means that different respondents had very different opinions of the image. A low standard deviation means that respondents generally agreed about the desirability of the image.

Images are presented in rank from highest rated to lowest rated mean.



59 | Mean 4.41
 Confidence Interval 4.01 – 4.81
 Standard Deviation 1.24



21 | Mean 4.35
 Confidence Interval 4.06 – 4.64
 Standard Deviation 0.91



50 | Mean 4.30
 Confidence Interval 3.83 – 4.76
 Standard Deviation 1.45



69 | Mean 4.16
 Confidence Interval 3.78 – 4.55
 Standard Deviation 1.20



52 | Mean 4.14
 Confidence Interval 3.71 – 4.56
 Standard Deviation 1.32



22 | Mean 4.41
 Confidence Interval 3.71 – 4.52
 Standard Deviation 1.26



78 | Mean 3.97
 Confidence Interval 3.43 – 4.52
 Standard Deviation 1.68



51 | Mean 3.95
 Confidence Interval 3.39 – 4.51
 Standard Deviation 1.74



46 | Mean 3.84
 Confidence Interval 3.31 – 4.36
 Standard Deviation 1.64



58 | Mean 3.84
 Confidence Interval 3.38 – 4.30
 Standard Deviation 1.42



60 | Mean 3.84
 Confidence Interval 3.32 – 4.35
 Standard Deviation 1.60



05 | Mean 3.81
 Confidence Interval 3.35 – 4.27
 Standard Deviation 1.43



07 Mean 3.81
 Confidence Interval 3.32 – 4.35
 Standard Deviation 1.60



45 Mean 3.81
 Confidence Interval 3.33 – 4.29
 Standard Deviation 1.48



75 Mean 3.81
 Confidence Interval 3.27 – 4.35
 Standard Deviation 1.67



29 Mean 3.73
 Confidence Interval 3.16 – 4.30
 Standard Deviation 1.76



38 Mean 3.68
 Confidence Interval 3.00 – 4.35
 Standard Deviation 2.11



66 Mean 3.68
 Confidence Interval 3.14 – 4.22
 Standard Deviation 1.68



54 Mean 3.68
 Confidence Interval 3.16 – 4.30
 Standard Deviation 1.45



57 Mean 3.65
 Confidence Interval 3.00 – 4.35
 Standard Deviation 1.36



76 Mean 3.59
 Confidence Interval 3.04 – 4.15
 Standard Deviation 1.71



39 Mean 3.57
 Confidence Interval 2.93 – 4.21
 Standard Deviation 1.98



06 Mean 3.51
 Confidence Interval 2.99 – 4.21
 Standard Deviation 1.64



11 Mean 3.46
 Confidence Interval 2.73 – 4.19
 Standard Deviation 2.27



40 Mean 3.43
 Confidence Interval 3.01 – 3.86
 Standard Deviation 1.32



55 Mean 3.41
 Confidence Interval 2.82 – 3.99
 Standard Deviation 1.82



24 Mean 3.35
 Confidence Interval 2.71 – 3.99
 Standard Deviation 1.99



49 Mean 3.35
 Confidence Interval 2.94 – 3.76
 Standard Deviation 1.27



27 Mean 3.30
 Confidence Interval 2.74 – 3.85
 Standard Deviation 1.72



84 Mean 3.30
 Confidence Interval 2.52 – 4.08
 Standard Deviation 2.41



64 Mean 3.27
 Confidence Interval 2.74 – 3.85
 Standard Deviation 1.50



23 Mean 3.24
 Confidence Interval 2.51 – 3.97
 Standard Deviation 2.27



43 Mean 3.24
 Confidence Interval 2.61 – 3.88
 Standard Deviation 1.98



02 Mean 3.22
 Confidence Interval 2.64 – 3.79
 Standard Deviation 1.79



77 Mean 3.19
 Confidence Interval 2.60 – 3.77
 Standard Deviation 1.81



01 Mean 3.08
 Confidence Interval 2.38 – 3.78
 Standard Deviation 2.17



19 Mean 3.00
 Confidence Interval 2.53 – 3.47
 Standard Deviation 1.45



04 Mean 2.97
 Confidence Interval 2.17 – 3.78
 Standard Deviation 2.49



20 Mean 2.95
 Confidence Interval 2.16 – 3.74
 Standard Deviation 2.44



85 Mean 2.92
 Confidence Interval 2.26 – 3.57
 Standard Deviation 2.03



65 Mean 2.86
 Confidence Interval 2.30 – 3.43
 Standard Deviation 2.86



32 Mean 2.81
 Confidence Interval 2.09 – 3.53
 Standard Deviation 2.24



73 Mean 2.78
 Confidence Interval 2.24 – 3.33
 Standard Deviation 2.24



31 Mean 2.76
 Confidence Interval 2.06 – 3.46
 Standard Deviation 2.17



74 Mean 2.70
 Confidence Interval 1.99 – 3.41
 Standard Deviation 2.20



67 Mean 2.59
 Confidence Interval 1.88 – 3.31
 Standard Deviation 2.22



90 Mean 2.49
 Confidence Interval 1.90 – 3.07
 Standard Deviation 2.49



09 Mean 2.46
 Confidence Interval 1.53 – 3.39
 Standard Deviation 2.88



26 Mean 2.46
 Confidence Interval 1.64 – 3.28
 Standard Deviation 2.54



82 Mean 2.46
 Confidence Interval 1.90 – 3.12
 Standard Deviation 2.04



96 Mean 2.43
 Confidence Interval 1.76 – 3.16
 Standard Deviation 2.17



99 Mean 2.43
 Confidence Interval 1.80 – 3.06
 Standard Deviation 1.95



93 Mean 2.38
 Confidence Interval 1.61 – 3.15
 Standard Deviation 2.40



79 Mean 2.30
 Confidence Interval 1.51 – 3.08
 Standard Deviation 2.44



87 Mean 2.30
 Confidence Interval 1.66 – 2.94
 Standard Deviation 1.98



56 Mean 2.22
 Confidence Interval 1.56 – 2.87
 Standard Deviation 2.02



68 Mean 2.16
 Confidence Interval 1.47 – 2.86
 Standard Deviation 2.16



100 Mean 2.11
 Confidence Interval 1.37 – 2.85
 Standard Deviation 2.29



16 Mean 2.08
 Confidence Interval 1.18 – 2.98
 Standard Deviation 2.78



63 Mean 2.05
 Confidence Interval 1.34 – 2.77
 Standard Deviation 2.22



47 | Mean 2.03
 Confidence Interval 1.24 – 2.81
 Standard Deviation 2.44



86 | Mean 2.03
 Confidence Interval 1.24 – 2.81
 Standard Deviation 2.03



70 | Mean 1.95
 Confidence Interval 1.10 – 2.79
 Standard Deviation 2.62



72 | Mean 1.95
 Confidence Interval 1.14 – 2.75
 Standard Deviation 2.50



30 | Mean 1.86
 Confidence Interval 0.85 – 2.88
 Standard Deviation 3.14



10 | Mean 1.84
 Confidence Interval 0.88 – 2.79
 Standard Deviation 2.96



62 | Mean 1.81
 Confidence Interval 0.91 – 2.72
 Standard Deviation 2.80



13 | Mean 1.78
 Confidence Interval 0.87 – 2.70
 Standard Deviation 2.84



48 | Mean 1.65
 Confidence Interval 0.86 – 2.44
 Standard Deviation 2.44



12 | Mean 1.59
 Confidence Interval 0.62 – 2.57
 Standard Deviation 3.02



95 | Mean 1.57
 Confidence Interval 0.92 – 2.22
 Standard Deviation 2.02



33 | Mean 1.51
 Confidence Interval 0.71 – 2.32
 Standard Deviation 2.49



97 Mean 1.46
 Confidence Interval 0.72 – 2.20
 Standard Deviation 2.28



08 Mean 1.35
 Confidence Interval 0.45 – 2.25
 Standard Deviation 2.79



44 Mean 1.32
 Confidence Interval 0.46 – 2.19
 Standard Deviation 2.69



15 Mean 1.22
 Confidence Interval 0.33 – 2.10
 Standard Deviation 2.75



03 Mean 1.16
 Confidence Interval 0.17 – 2.00
 Standard Deviation 2.85



80 Mean 1.08
 Confidence Interval 0.17 – 2.00
 Standard Deviation 2.84



61 Mean 1.03
 Confidence Interval 0.25 – 1.81
 Standard Deviation 2.42



14 Mean 0.95
 Confidence Interval 0.10 – 1.80
 Standard Deviation 2.64



25 Mean 0.92
 Confidence Interval -0.03 – 1.87
 Standard Deviation 2.95



98 Mean 0.89
 Confidence Interval -0.03 – 1.81
 Standard Deviation 2.86



83 Mean 0.86
 Confidence Interval 0.00 – 1.73
 Standard Deviation 2.67



88 Mean 0.86
 Confidence Interval 0.02 – 1.71
 Standard Deviation 2.62



28 | Mean 0.78
 Confidence Interval 0.00 – 1.57
 Standard Deviation 2.42



81 | Mean 0.78
 Confidence Interval -0.22 – 1.79
 Standard Deviation 3.11



92 | Mean 0.70
 Confidence Interval -0.21 – 1.61
 Standard Deviation 2.83



71 | Mean 0.65
 Confidence Interval -0.17 – 1.46
 Standard Deviation 2.53



35 | Mean 0.41
 Confidence Interval -0.54 – 1.36
 Standard Deviation 2.93



94 | Mean 0.35
 Confidence Interval -0.55 – 1.25
 Standard Deviation 2.80



53 | Mean 0.33
 Confidence Interval -0.65 – 1.32
 Standard Deviation 3.05



37 | Mean 0.08
 Confidence Interval -0.96 – 1.12
 Standard Deviation 3.22



42 | Mean 0.03
 Confidence Interval -1.00 – 1.05
 Standard Deviation 3.18



91 | Mean -0.16
 Confidence Interval -1.16 – 0.84
 Standard Deviation 3.11



89 | Mean -0.19
 Confidence Interval -1.07 – 0.69
 Standard Deviation 2.74



18 | Mean -0.41
 Confidence Interval -1.43 – 0.61
 Standard Deviation 3.17



36 | Mean -1.32
 Confidence Interval -2.26 - -0.39
 Standard Deviation 2.85



34 | Mean -2.00
 Confidence Interval -2.92 - -1.08
 Standard Deviation 2.85

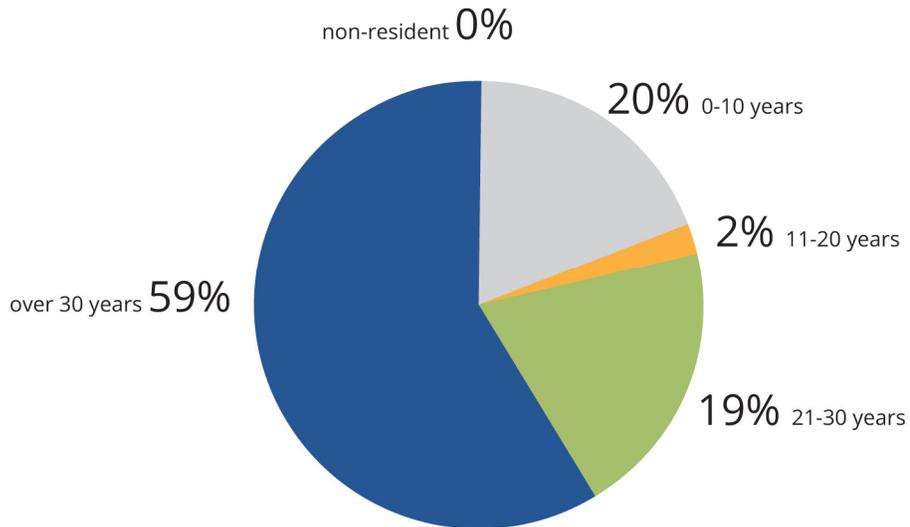


41 | Mean -2.24
 Confidence Interval -3.17 - -1.32
 Standard Deviation 2.87

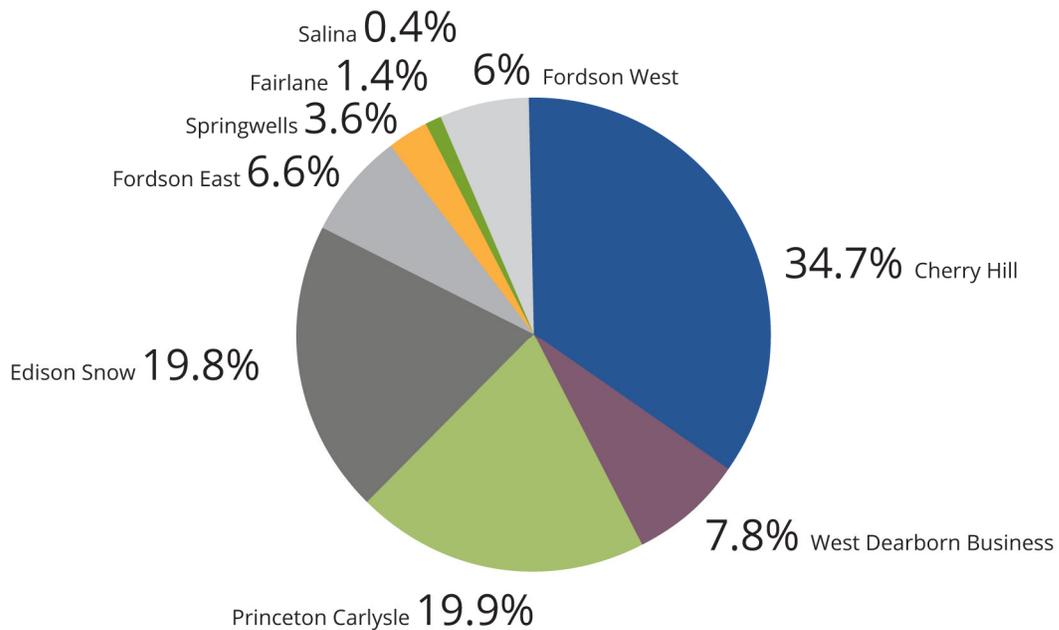
Online Survey Results

The online survey was available to anyone visiting the City's website (www.cityofdearborn.org) for approximately one month beginning in July, 2011. 1,168 people responded to the survey and a synopsis of each question and the answers follow.

QUESTION 1 - HOW LONG HAVE YOU LIVED IN DEARBORN?



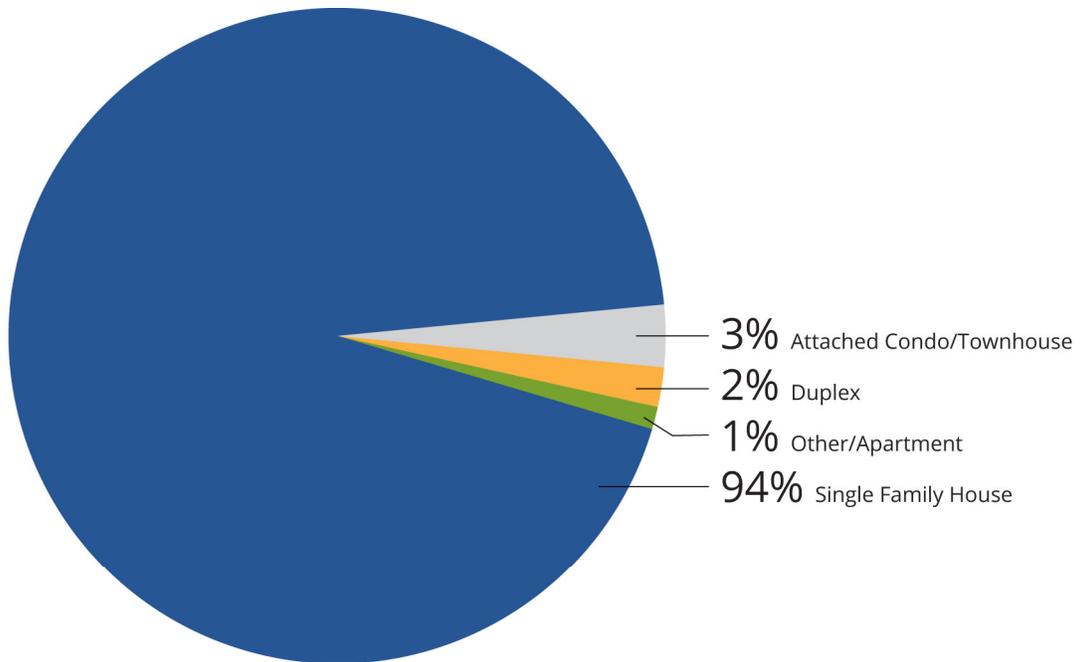
QUESTION 2 - PLEASE IDENTIFY WHAT PART OF THE CITY YOU LIVE IN



QUESTION 3 - DO YOU OWN OR RENT YOUR HOME?

Neighborhood	Rent	Own	Other
Cherry Hill	0.8%	97.8%	1.4%
West Dearborn Business	8.5%	90.2%	1.2%
Princeton Carlysle	4.7%	93.5%	1.9%
Edison Snow	1.9%	96.2%	1.9%
Fairlane	0.0%	100%	0.0%
Springwells	7.7%	92.3%	0.0%
Fordson East	5.6%	87.5%	6.9%
Fordson West	4.9%	95.1%	0.0%
Salina	25.0%	50.0%	25.0%
Overall	3.2%	94.9%	1.9%

QUESTION 4 - PLEASE DESCRIBE YOUR RESIDENCE



“Other” Responses: Two family flat, live at my office, detached condo

QUESTION 5 - WHY DID YOU MOVE TO DEARBORN? (SELECT ALL THAT APPLY)

Response	Percentage	Occurrences
Nice Neighborhood	64.6 %	628
City Services	57.7%	624
Proximity to Work	51.1%	552
Friends and Family Nearby	46.7%	505
Like the Community	45.2%	489
Grew Up Here	42.8%	463
Location within the Region	30.5%	330
Like the School District	29.8%	322
Want to Live in Dearborn	29.5%	319
Value of Home	28.0%	303
Wanted to Own a Home	22.7%	245
Cultural Diversity	13.7%	148
Needed a Larger Home	5.9%	64
Needed a Smaller Home	1.6%	17
* "Other" Responses:	11.9%	129
Proximity to Airports		
Great Libraries		
Married Someone Who Lived Here		
Stores Open after 5		
Historic Homes		
Pools		
Tree-Lined Streets		
It was a nice neighborhood – but not anymore		
Urban Feel		
Impressed with Police and Fire		
Taking Care of Parent		
Stuck Due to Housing Market Collapse		
Catholic Schools/Churches		
Lutheran Church		
Parks		
Walkability		
Recreational Programs		
Didn't want to live near Arabs		
Transit		
Safety		
Good Deal on House		
Involved in Community		
Golf Courses		
Medical Facilities		
Colleges		
Orville Hubbard		
Requirement for Job		
Entertainment District		
TOTAL		1,081

* A total of 129 open-ended "other" responses were given to this question. Responses were categorized by common words and phrases and ranked from the highest to least number of occurrences.

QUESTION 6 - DO YOU PLAN TO MOVE OUT OF DEARBORN WITHIN THE NEXT 2 YEARS?

Neighborhood	Yes	No	Maybe
Cherry Hill	14.9%	60.3%	25.3%
West Dearborn Center	8.5%	90.2%	1.2%
Princeton-Carlysle	14.6%	57.7%	28.2%
Edison-Snow	13.6%	67.3%	20.1%
Fairlane	0.0%	80.0%	20.0%
Springwells	21.1%	60.5%	21.1%
Fordson East	16.9%	59.2%	23.9%
Fordson West	15.9%	54.0%	33.3%
Salina	75.0%	25.0%	0.0%
Overall	14.9%	60.9%	24.2%

QUESTION 7 - WHAT DO YOU LIKE MOST ABOUT DEARBORN?

Response	Percent	Occurrences
City Services	25.1%	232
Neighborhoods	23.0%	215
Sense of Community	18.9%	175
Location/Proximity to Work	13.3%	123
Cleanliness	10.7%	99
Cultural/History/Civic Center	5.5%	50
The Henry Ford	3.9%	36
Small Town Feel	3.2%	30
West Dearborn	1.7%	16
Police Protection	1.3%	12
Ford Motor Company	0.9%	8
Taxes	0.9%	8
Library System	0.7%	6
Older Homes	0.5%	5
Recycling Program	0.4%	4
TOTAL		926

* A total of 926 open-ended responses were given to this question. Responses were categorized by common words and phrases and ranked from the highest to least number of occurrences.

QUESTION 8 - WHAT WOULD YOU CHANGE ABOUT DEARBORN IF YOU COULD?

Response	Percentage	Occurrences
Better Code/Zoning Enforcement	15.4%	138
More and Better Retail	12.0%	108
Restore Free Parking	7.8%	70
Reduce the Influence of Arabs/Muslims	6.0%	54
Upgrade Character along Michigan Ave	5.2%	47
Better Schools	4.3%	39
Repair Streets and Sidewalks	3.9%	35
Save Libraries and Pools	3.8%	34
Bridge Ethnic Divisions	3.4%	31
Lower Taxes	3.3%	30
End Leaf Removal Program	3.3%	30
End Housing Crisis	3.3%	30
Become More "Green"	3.0%	27
Bridge Geographic Divisions (East vs. West)	3.0%	27
Fewer Restaurants/Bars	2.7%	24
Get Rid of All Elected Officials	2.5%	22
More and Better Public Transportation	2.2%	20
Raise Taxes	1.6%	14
Less Code Enforcement	1.6%	14
Nothing	1.6%	14
Sell Camp Dearborn	1.6%	14
Better Police	1.6%	14
Redevelop Fairlane	0.8%	7
Add a Dog Park	0.7%	6
Allow Chickens	0.7%	6
End Cross-Town School Busing	0.6%	5
Everything	0.4%	4
More Efficient DPW	0.4%	4
Less Public Transportation	0.4%	4
Free Wifi	0.4%	4
Airplane Noise	0.3%	3
Recreation on the Rouge	0.3%	3
Eliminate Homecoming	0.3%	3
Reduce Mayor's Salary	0.3%	3
More Jobs	0.3%	3
Improve the Power Grid	0.2%	2
Sell Performing Arts Center	0.2%	2
TOTAL		894

* A total of 894 open-ended responses were given to this question. Responses were categorized by common words and phrases and ranked from the highest to least number of occurrences.

QUESTION 9 - WHAT ARE THE MOST POSITIVE ASPECTS OF LIVING IN DEARBORN? (SELECT UP TO 3)

Positive Aspect	Percentage	Responses
Police	48.5%	519
Parks and Recreation	40.4%	433
Fire/Ambulance	39.7%	425
Walkability	29.9%	320
Sense of Community	28.7%	307
Proximity to Employment	26.1%	280
Culture and History	24.0%	257
Quality of Government Services	21.6%	231
Downtown Character (West Dearborn)	19.8%	212
Schools	18.3%	196
Quality Housing	15.9%	170
Well Maintained Roads	12.1%	130
Entertainment, Dining, and Nightlife	11.2%	120
Affordable Housing	10.0%	107
Diversity	9.6%	103
Downtown Character (East Dearborn)	3.8%	41
Public Transportation	2.4%	26
* "Other" Responses:	9.3%	100
Colleges		
Libraries		
The Henry Ford		
Amtrak Service		
Pools		
Churches		
Trash Service		
Catholic Schools		
None		
Proximity of Friends and Family		
Location in Metro Area		
The Mayor		
Leaf Pick Up		
Parks		
Shopping		
Safety		
Medical Services		
TOTAL		3,977

* A total of 100 open-ended "other" responses were given to this question. Responses were categorized by common words and phrases and ranked from the highest to least number of occurrences.

QUESTION 10 - WHAT ARE THE MOST NEGATIVE ASPECTS OF LIVING IN DEARBORN? (SELECT UP TO 3)

Negative Aspect	Percentage	Responses
Poorly Maintained Housing	25.8%	254
City Government	21.9%	216
Schools	20.9%	206
Lack of Jobs	19.1%	188
Crime	19.0%	187
Poorly Maintained Roads	19.0%	187
Lack of Transportation Options	16.8%	166
Poor Sense of Community	16.4%	162
High Cost of Living	13.2%	130
Traffic Congestion	12.4%	122
Lack of Recreation Options	6.1%	60
Lack of Housing Options	2.9%	29
Police	2.0%	20
Lack of Affordable Housing	1.5%	15
Fire/Ambulance	.04%	4
* "Other" Responses:	33.4%	329
Increasing Arab Influence		
Too Many Rental Properties		
None		
Vacant Homes		
Closing Libraries		
Poor DPW Service		
Lack of Parking		
Too Much Diversity		
Lack of Retail Options		
No Dog Park		
Taxes/Fees Too High		
Vacant Storefronts		
Housing Crisis		
Location in Metro Area		
Closing Pools		
Geographic Divide (East v. West)		
Lack of Entertainment for Teens		
Too Many Bars		
Not Enough Nightlife		
Poor Code/Zoning Enforcement		
Construction Projects that Never End		
Too Many People Per House		
TOTAL		2,275

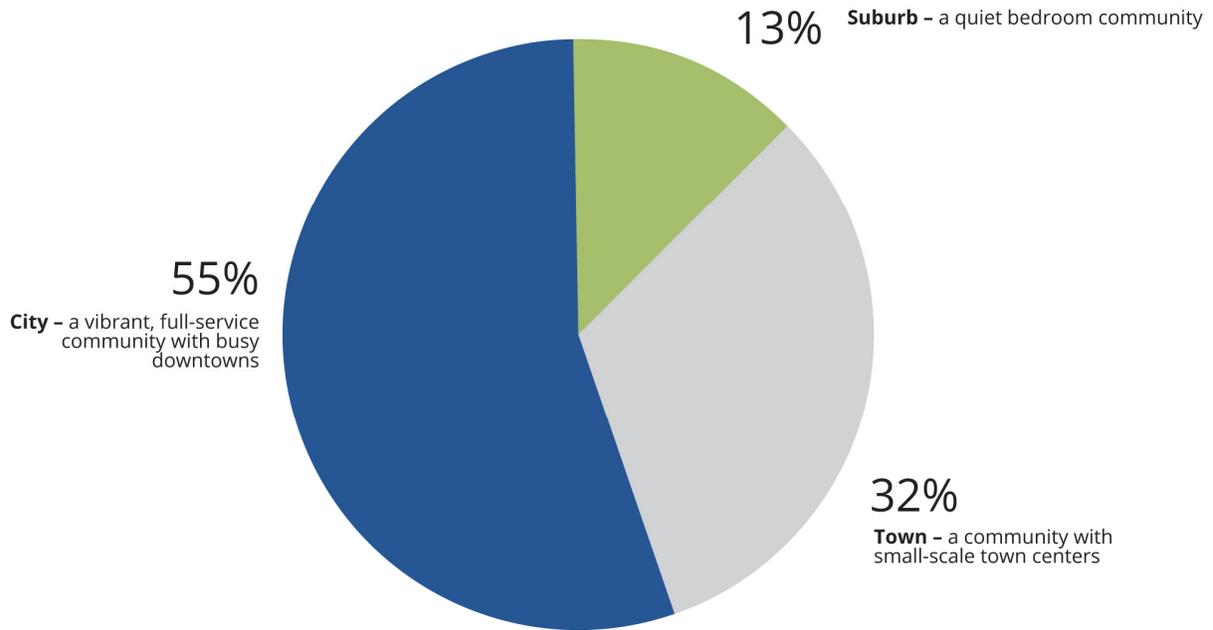
* A total of 329 open-ended "other" responses were given to this question. Responses were categorized by common words and phrases and ranked from the highest to least number of occurrences.

QUESTION 11 - WHAT CAN BE IMPROVED ABOUT DEARBORN? (SELECT UP TO 3)

Possible Improvement	Percentage	Responses
Downtown Character (West Dearborn)	37.1%	379
Schools	29.4%	300
Quality of Government Services	19.8%	202
More Entertainment, Dining, Nightlife	19.4%	198
Sense of Community	19.3%	197
More Transportation Options	18.0%	184
Parks and Recreation Options	16.4%	168
Downtown Character (East Dearborn)	14.7%	150
Quality of Housing	14.1%	144
Police Services	4.7%	48
Diversity	4.0%	41
Affordable Housing	2.8%	29
Proximity to Employment	2.5%	26
Fire/Ambulance	1.4%	14
* "Other" Responses:	29.5%	301
More Retail Options		
Enforce "Shower Before Swimming"		
Bring Back Mayor Hubbard		
Clean Up Rental Properties		
Re-time Traffic Lights		
More Family Activities		
Deal with Vacant Homes and Lots		
Nothing		
Simplify Parking Fees		
Bring Back Free Parking		
Enforce Building and Zoning Codes		
Relax Enforcement of Building and Zoning Codes		
More Funding to Libraries		
Repave Streets		
Keep Pools Open		
Bring in Fitness Center		
Get Rid of Public Housing		
Don't Cater to Arab Population		
More Diversity in City Government		
More Business-Friendly City Government		
More Senior Housing		
Add Bike Lanes		
Lower Taxes		
TOTAL		2,381

* A total of 301 open-ended "other" responses were given to this question. Responses were categorized by common words and phrases and ranked from the highest to least number of occurrences.

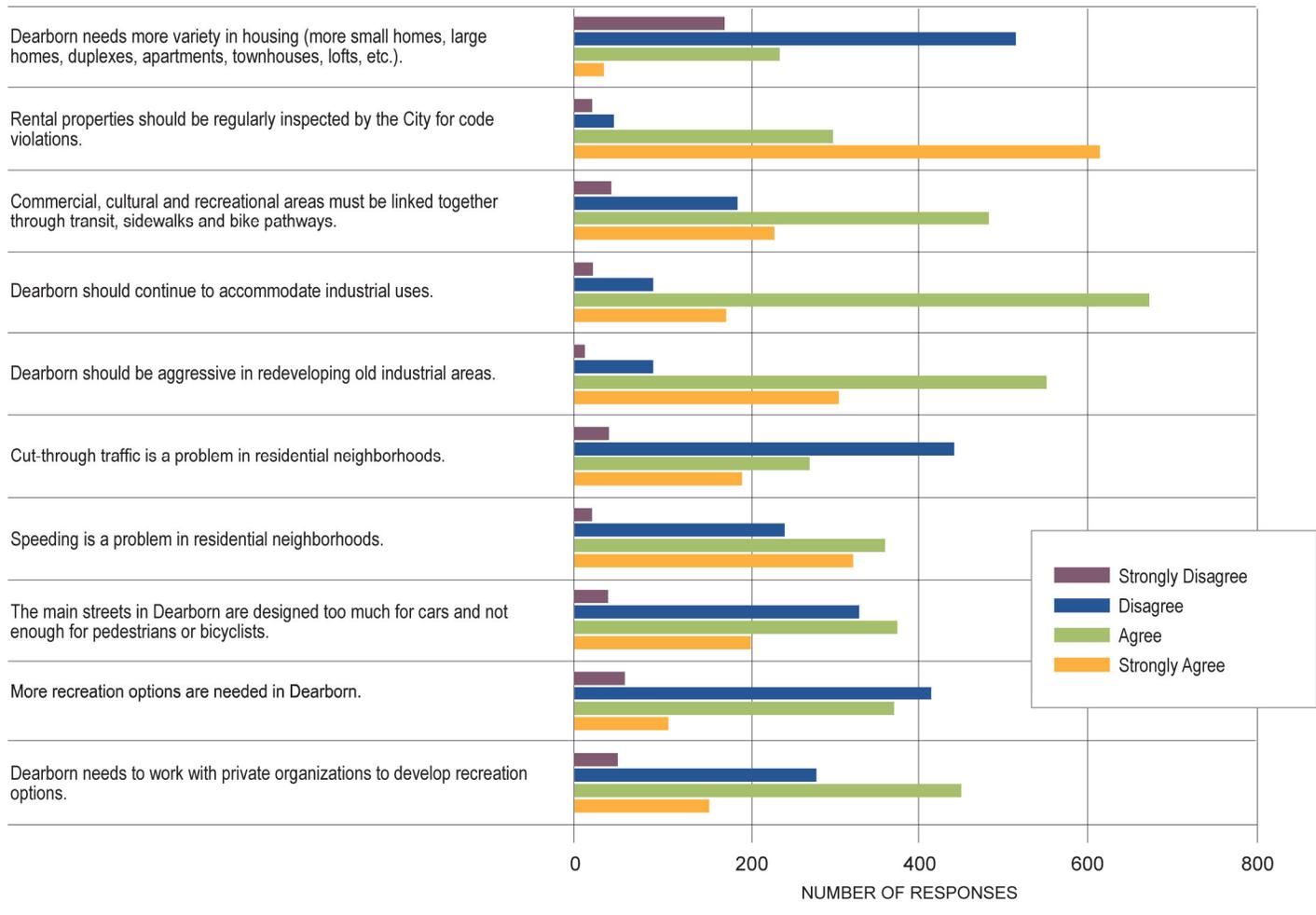
QUESTION 12 - DEARBORN SHOULD BE A...



QUESTION 13 - YOU HAVE \$100 TO SPEND ON PUBLIC IMPROVEMENTS. HOW WOULD YOU SPLIT THE MONEY?

	Public Improvement	Average Dollar Amount
1	Public Safety	\$28.97
2	Downtown Improvements	\$21.36
3	Housing Upgrades	\$20.04
4	Maintenance of Existing Roads	\$18.45
5	Maintenance of Civic Institutions	\$17.32
6	Improved Rail Station	\$16.26
7	Expansion of Civic Institutions	\$15.07
8	Maintenance of Existing Parks	\$14.51
9	New Bike and Pedestrian Pathways	\$13.37
10	Parks Improvements	\$12.35
11	Public Transportation	\$10.04
12	Expansion of Roads	\$8.98

QUESTION 14 - THE FOLLOWING STATEMENTS RELATE TO DEARBORN'S COMMUNITY DEVELOPMENT GOALS. PLEASE INDICATE IF YOU STRONGLY AGREE, AGREE, DISAGREE OR STRONGLY DISAGREE WITH THESE STATEMENTS



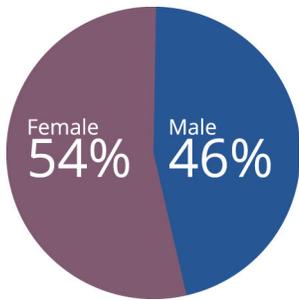
QUESTION 15 - IN YOUR OPINION, HOW IMPORTANT ARE EACH OF THE FOLLOWING PRIORITIES FOR DEARBORN TO ADDRESS OVER THE NEXT 10-15 YEARS?

Priority	% "Very Important"
Maintaining and Improving the West Dearborn Downtown Area	61.4%
Better Enforcement of Zoning and Home Maintenance Regulations	59.7%
Improving the Appearance of Residential Neighborhoods	59.3%
Preserving Natural Features	57.6%
Maintaining and Improving the East Dearborn Downtown Area	37.5%
Providing Housing for Seniors	33.2%
Providing Housing for Young Families	32.8%
Improving Parks and Recreation Facilities	31.9%
Establishing More Pedestrian and Bicycle Paths	28.6%
Providing Housing for College and University Students	20.7%
Developing a Conference Center to Attract Additional Economic Activity	17.0%

QUESTION 16 - PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS

Statement	% "Agree" or "Strongly Agree"
I would support a dedicated public safety property tax for police funding	59.6%
I would support a City property tax rate increase to pay for services	58.3%
I would support creating a regional fire authority with neighboring communities	54.0%
I would support improved public transit	52.3%
I would support user fees for parks and recreation facilities instead of a dedicated parks property tax millage	46.0%
I would support a dedicated parks and recreation property tax millage	45.6%
I would support the city allowing higher density development as a way to increase tax revenue with increasing homeowner tax rates	44.2%
Services should be reduced or eliminated rather than increasing property taxes	28.0%

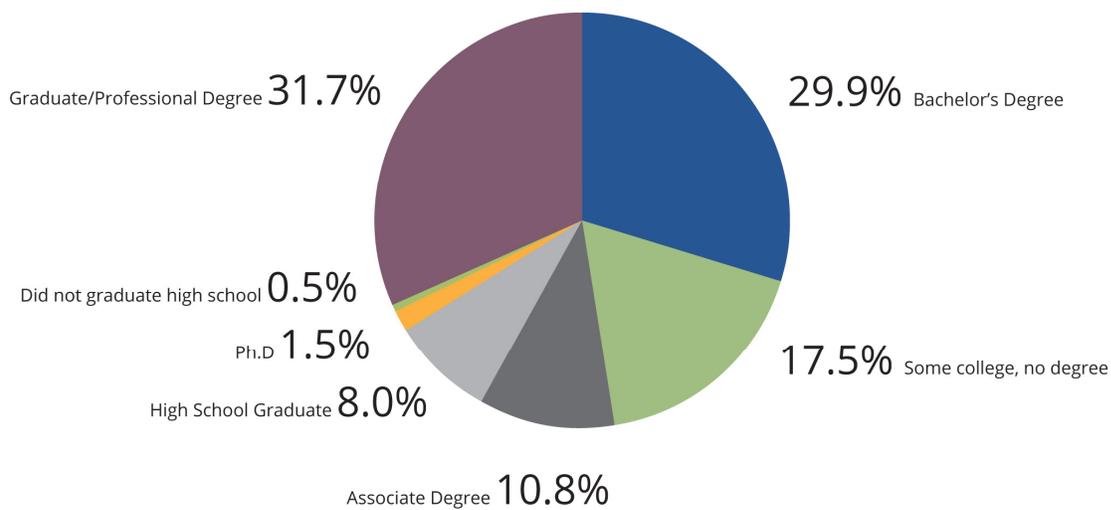
QUESTION 17 - WHAT IS YOUR GENDER?



QUESTIONS 18 AND 19

Average Age	50.8
Average Household Income	\$128,049.52

QUESTION 20 - PLEASE SELECT YOUR HIGHEST LEVEL OF EDUCATION



Master Plan Kick-Off Workshop

JULY 19, 2011

In addition to taking part in the Visual Preference Survey, participants attending the Master Plan Kick-Off Workshop were divided into groups and asked to brainstorm ideas for Dearborn’s future as they related to the following topics:

- Sustainability,
- Housing,
- Business,
- Transportation, and
- Arts & Culture

Each group designated a person to record ideas on an easel pad that would then be adhered to the wall for all the groups to see. Groups individually identified their top ideas with a “red” dot and presented them to all participants. Following the presentation of each group’s top ideas, participants were given the opportunity to use a “black” dot to vote on their favorite idea presented.

The results of this exercise are summarized below and are ranked according to the overall participant favorite idea.

	RED DOTS	BLACK DOTS
Sustainability		
Marketing Campaign	1	5
Libraries/Coffee shops		5
More walkable connections	1	4
Connect bike trails to culture		1
Sustainable energy plant		
Bike paths around Fairlane, U of M		
Pedestrian safety around Andiamo		
Signage and lighting by trails		
Environmental Center/Bird		
Mushroom Farm		
Maple Syrup Tapping		
Gardens		
Neighborhood Parks		
Market Assets		
Housing		
Maintain City –clean (parks, schools, neighbors, city services, up keep on homes)	1	7
Making sure education remains a priority	1	4
Size, continuity, preserve character		4
Providing or seeking incentives to green one’s home & have preferred contractor’s list		3
Provide housing	1	1
Rental Properties (accountability, inspections)		1
Variety		1
Zoning of existing neighborhoods is maintained and new choices can develop		1
If property becomes available, lofts for youth, accessible home amenities for seniors		
Flexibility to modulate homes to one’s changing needs		
Use our commercial vacant land to build senior housing, ranch styles – affordable for seniors		
Zoning conformity		
Realtors (educate, accountable)		
Resident Parking (5-6 cars) walking to destinations		
Housing options integrity of housing		
Mix of neighborhood business		

Master Plan Kick-Off Workshop (continued)

JULY 19, 2011

	RED DOTS	BLACK DOTS
Business		
Enforce codes and ordinance keeping beautification in mind	1	10
Facilitate but not underwrite in attracting businesses	1	2
Parking issues		2
On-street parking	1	
Keep Ford, Oakwood, U of M and HFCC		
Whole Foods, Trader Joe's		
Want some where to buy clothes		
Create incentive for independent, entrepreneurial, unique small business owners – having mentoring available		
Create community spaces for businesses to build around		
Ideal location		
Get credit unions to make loans		
Offer \$1 rent/offer incentives		
Concern with W. Dearborn vacancies		
More walkability		
Stores open on to Mich. Ave. connect Greenfield Village to W. Dearborn		
Agriculture industry		
Improve business facades		
DDA needs to attract businesses		
Develop parking lots		
Why does W. Dearborn have paid parking and E. Dearborn does not?		
Denser condominiums/residential		
"Arabic Town"		
No large scale dept. stores/big box		
Strengths – location		
Attracting fed jobs		
Local transportation		
Business upkeep lack attractiveness		
Palmer by CSO		
Transportation		
Make streetscape safe to expand on bicycle and walks		4
Commuter rail service – Yes! Good attraction	1	3
Build east/west pathways outside of cars (bikes, walk)	1	2
Build commuter rail between Ann Arbor, Metro Airport, Dearborn and Detroit		2
Connect community to the Henry Ford via trolley, bike		2
Bus system improve		2
Have trolley cars		1
Road improvements		1
Have more shuttle service between East and West Dearborn		
Mitigate Air traffic – lessen it		
Fight to improve county roads in Dearborn		
Sidewalk improvements		
Rail system-advancement		

Master Plan Kick-Off Workshop (continued)

JULY 19, 2011

	RED DOTS	BLACK DOTS
Arts & Culture		
Build on Greenfield Village – tie in with other city events	2	4
Want to be a destination – beyond Greenfield Village		4
Bike trails in town to connect to intermodal		3
Art/street fair/farmers market		2
Craft center/school		2
Henry Ford Community Center, libraries, recreation facilities, pools, make money, promote families	1	1
Keep neighborhood pools open		1
Utilize Commandants Quarters, McFadden Ross		1
Maintain Rouge River, clean up to make a natural beauty		1
Artist lofts/breaks on rent		1
Encourage diversity in the arts		
Symphony, summer music programs		
Players guild		
Glass Factory		
Embracing Arabic culture – “Arabic Town”		
Historical Museum newsletter		
Publicize arts – businesses/schools		

Planning Area Workshops

These workshops were set up to be location-convenient to those who live in the neighborhoods and communities represented (refer to the map on [page 138](#), Community and Neighborhood Boundaries).

Participants received an overall explanation of the Master Plan and given some background on past efforts. All attendees were then split into groups and had a designated person to record their ideas on an easel pad related to the following topics:

- What do you want to “FIX” in your neighborhood?
- What assets do you want to “KEEP” in your neighborhood?
- What do you see in the future, what do you “ASPIRE” for your neighborhood to be?

After the top three ideas in each category were finalized by the group, they were presented to all participants and the easel sheets were hung on the wall. Once all the groups presented their ideas to all participants, each person was given an opportunity to choose their favorite ideas.

The results are summarized by Planning Area Workshop as follows:

- Northeast and Southeast Planning Areas, including the communities of Fordson East, Fordson West, Salina and Springwells (July 27, 2011 workshop)
- Southwest Planning Area, including the communities of Edison Snow and Princeton Carlisle (August 3, 2011 workshop)
- Northwest Planning Area, including the communities of Cherry Hill, West Dearborn Business and Fairlane (August 17, 2011 workshop)

As in previous exercises, the ideas getting the most votes were ranked at the top.

A Summation Workshop was held on September 20, 2011 to present the results of the community survey, the visual preference survey, and the planning area workshops. Participants were also given the opportunity to offer additional comments.

Northeast and Southeast Planning Areas Workshop

JULY 27, 2011

SPRINGWELLS	
FIX	BLACK DOTS
Real estate fraud	7
4 small islands – at Middlebury and curb at 7-11 Rotunda and Greenfield	1
Upscale shopping is needed	1
Need for grocery stores - variety	1
Vacant properties	1
Boutique shopping – lack of	1
Walking trails need emergency call facilities	1
KEEP	
Ambiance – trees - property maintenance	3
City services	1
Museums	1
Library	1
Senior Smart Buses	1
Keep TPC	1
Keep Oakwood – all facilities	
Keep commercial areas Rotunda & Greenfield	
Keep commercial, residential, rentals	
Keep Ford Motor - all	
ASPIRE	
Better variety in grocery stores	1
Better upscale shopping	1

Northeast and Southeast Planning Areas Workshop (continued)

JULY 27, 2011

FORDSON EAST AND WEST	
FIX	BLACK DOTS
All homes must be maintained: i.e., lawns cut, no weeds, cut dead trees, roof, gutters in sound condition, litter picked up	6
Business / neighborhood borders – need to improve interactions / code problems	2
Uniform enforce of City codes for rentals	2
No big foot homes – deny variances that allow them	2
Address Tireman border issues repair road maintain / upgrade properties crime issues	1
Address Warren – lack of business parking	1
How to engage Middle-Eastern community to participate in PLAN process	1
Address public service day parking issues	1
Address concern over (lack of) Woodworth area – no center [Chase / Colson]	1
Enforce stop signs along Ford Woods park (used by larger population than neighborhood)	1
No follow through by City regarding citizen complaints	1
Get rid of knock-outs along Warren and Michigan	1
No commercial vehicles in residential areas	1
Change the location of ARAB festival	1
KEEP	
Well maintained homes	4
Maintain/improve “envelopes” (business openings to neighborhoods) enforcement of code	3
Ford Woods Park is the GEM of East Dearborn improve/maintain	2
Trees – keep neighborhood character enforce tree cutting ordinance streetscape	2
Subdivisions walkable – keep	1
Police and fire departments	1
Parks and pools	1
Libraries	1
Boulevards, our island	1
Homecoming	1
Camp Dearborn	1
Eclectic mix of housing	
ASPIRE	
Quality shops, stores and less dollar stores fewer strip malls	4
Lower taxes	1
How to manage/improve the traffic situation to make it safe, boulevards, etc.	1
Aspire to a better plan for traffic management	1
Aspire to engage all the communities	1
Diversity in housing to include industrial/mixed use, higher density, studio, loft	1
Increase home ownership as opposed to rentals / make home ownership more appealing	1
City employees will do their jobs in regard to ordinances and citizen complaints	1
Attract more young families	1
Return of Community Policing	1

Southwest Planning Area Workshop

AUGUST 3, 2011

EDISON SNOW	
FIX	BLACK DOTS
Eliminate paid parking!	5
Rental property upkeep	2
Better upkeep of rentals	2
Speeding enforcement at Snow and Venice and surrounding neighborhoods	1
Traffic control at Snow and Rotunda for traffic turning left onto Rotunda from Snow	1
Lack of diversity in buildings due to bldg. dept. restrictions	1
Lack of engagement of residents (ie Neighborhood Assoc.)	
Develop Rotunda & Southfield	
Use of public schools pools	
More & more diverse retail along Monroe St.	
Keep all cars in your own driveway	
Look at 1951 Chestnut House was vacant for 1 year	
Check backyards to see what people have stored and in garages	
Cars in backyards – never used	
No left turn at Snow & Rotunda	
The rental house across the street from us had weeds. Tear down the home on Nona. One family has too many cars parked in the street.	
Speeding	
KEEP	
Levels for Police and Fire	2
Keep the libraries	2
Keep current staffing	1
The Woods at Snow & Rotunda & Oakwood	1
Keep parks, pools, libraries for sense of community	
Nixle– more detailed reports	
Online services for neighborhood issues (rentals light posts)	
Keep neighborhood “mom & pop” stores	
Keep public services except leaf collection	
Maintain present business residential balance esp. on Monroe.	
Pools w/user fees	
Parks	
Safe neighborhood	
Keep Dearborn special	

Southwest Planning Area Workshop (continued)

AUGUST 3, 2011

EDISON SNOW (continued)	
ASPIRE	BLACK DOTS
Dog park	5
Extend bike path around Andiamos to Brady-sidewalk is too narrow and users are vulnerable due to high speed traffic & bldg wall – maybe north of where it is now.	3
Allow small neighborhood retailers (grocers, bakers, sundries) scattered at neighborhood corners	2
Ml. Ave. – pedestrian friendly	1
Move Oakwood Hospital across the street	
Use pools & surrounding land for events in community	
Animal shelter at Rotunda & Southfield	
Add more retail at Ml. Ave.	
Keep libraries open at least 1 weekend day during the summer & 1 later weeknight, also	
Vigorous downtown West Dearborn	
Tree replacement & new tree planting	
Maintain mix of housing styles	
Storefronts filled	
Movie theater	
Kohls	

Southwest Planning Area Workshop (continued)

AUGUST 3, 2011

PRINCETON CARLYSLE	
FIX	BLACK DOTS
Update commercial corridor on Telegraph, provide/plan for consistent transition and separation from residential	3
Pelham-Carlyse-Outer Dr. intersection pedestrian and traffic safety	2
Maintain/improve business envelopes ie. Telegraph, Monroe, etc.	2
Resome Adrays/parking lot for residential/condos	
Improve mixed housing stock	
Oversight/accountability w/rentals	
KEEP	
Code enforcement/consistent ordinance compliance	2
Keep Snow Branch library	
Keep the parks	
Keep Monroe & Outer Drive/Pelham/ Grindley Park/Carlyse neighborhood commercial centers vibrant	
Neighborhood schools	
Walkability	
ASPIRE	
Increase bike & pedestrian safe access between neighborhoods – crossing along major roads	2
Make commercial areas maintain more landscaping/green space/trees – make them more attractive	1
Increase street tree planting and replacement – tree program needs to be expanded – both in quantity and in variety of trees available.	1
Telegraph business-success strip	
Target more middle/upper income – home ownership	
Center service – “emporium” small business community interior to residents	

Northwest Planning Area Workshop Results (continued)

AUGUST 17, 2011

CHERRY HILL	
FIX	BLACK DOTS
Diversified Commerce – boutiques, art theatre, more music venues – old band shall concept	4
B.P. – Evergreen/Hubbard Drive/Mich. Ave.	2
Each NC should have – no gas station, public art, skateboard park, dog park, boat pond for model boats.	2
Free parking for flat lots in West Dearborn	2
Michigan Ave. Boulevard Concept – slow traffic thru Ave.	2
Green berms/plantings to reduce noise from Ford Road traffic	2
Sell Camp Dearborn	2
More bike/walking trails	1
National Prominence as a tourist destination	1
Retail	
Develop new business types in West Dearborn (Garrison & Military through Outer Drive), add boutiques and art, eliminate retail for cheap goods, dollar store, big lots	
Improve pricepoint for Newman rental issue-legally – is he liable for what he is causing? Can toys-r-us move to Pier One space? Get viable business downtown	
Make blocks of stores rather than 1 side only – Mich. Ave., Newman, Garrison	
Pedestrian	
Overpasses and bike paths throughout city	
O.P. – telegraph between Cherry Hill and Michigan Ave.	
Add Canoe livery Gully to Ford Field	
Neighborhood Center	
Pocket parks (Tot Lot) (similar to Cherry Hill)	
Provide incentives for business to move into empty buildings rather than build new	
Department store in West Dearborn	
Movie theatre	
KEEP	
Keep Morley Ave., and area surrounding Ford Field as residential	6
Parks, natural areas, libraries, museums	4
Public Services – police, fire, trash, street cleaning	4
Recreation – parks, pools (convert very old ones to splash parks.	4
All libraries, schools, historic sights	2
Pools, parks, libraries	2
Land pocket by Andiamo/Museum	2
Parks	
Variety/charming quality homes	
Amenities, bike trails, golf courses	
Colleges and university (student population)	
Ford Motor Company & Oakwood Hospital	
Character of neighborhoods	
Keep small retail between Cherry Hill & Ford Road along Telegraph – nice retail Italian Mkt., Stucci's Ice Cream (good example of neighborhood center)	

Northwest Planning Area Workshop Results (continued)

AUGUST 17, 2011

CHERRY HILL (continued)	
KEEP (continued)	BLACK DOTS
Keep all historic bldgs. well maintained	
Cul-De-Sac neighborhood/street designs	
Neighborhood parks/pools/libraries	
Green spaces/trees/forests/Rouge corridor	
Trash services	
Neighborhood schools are selling feature	
ASPIRE	
Bike friendly racks and paths	7
Develop Rouge River areas (boat launch, bike path, RV Park (seasonal))	6
Diversified Commerce – boutiques, art theatre, more music venues – old band shall concept	4
Expand potential of Fairlane Center	2
Encourage College Students to stay and shop with housing and bus transportation	2
Open Michigan Business District to Michigan Ave.	2
Michigan Ave. Boulevard Concept – slow traffic thru Ave.	2
More bike/walking trails	1
National Prominence as a tourist destination	1
Better schools	1
Connecting and improving trails along rouge	
Cool downtowns with events, more businesses	
Beautify parking lots esp. car dealerships	
Retail	
Develop new business types in West Dearborn (Garrison & military through Outer Drive), add boutiques and art, eliminate retail for cheap goods, dollar store, big lots.	
Improve pricepoint for Newman rental issue-legally – is he liable for what he is causing? Can toys-r-us move to Pier One space? Get viable business downtown.	
Make blocks of stores rather than 1 side only – Mich. Ave., Newman, Garrison	
Pedestrian	
B.P. – Evergreen/Hubbard Drive/Mich. Ave.	2
Overpasses and bike paths throughout city	
O.P. – telegraph between Cherry Hill and Mich. Ave.	
Add Canoe livery Gully to Ford Field	
Neighborhood Center	
Each NC should have – no gas station, public art, skateboard park, dog park, boat pond for model boats.	2
Free parking for flat lots in West Dearborn	2
Green berms/plantings to reduce noise from Ford Road traffic	2
Sell Camp Dearborn	2
Pocket parks (Tot Lot) (similar to Cherry Hill)	
Provide incentives for business to move into empty buildings rather than build new.	
Department store in West Dearborn	
Movie theatre	

Summation Workshop

SEPTEMBER 20, 2011

All neighborhoods and communities were welcome to attend the Summation Workshop held on September 20, 2011. This was another opportunity for the public to participate in Dearborn's 2030 Master Plan.

Summaries of the workshops and the online survey were presented and attendees were given the chance to offer any other comments, suggestions, ideas or issues they had. The comments received follow:

Mention in plan any planning for linking SW Detroit/Palmer Park/Lapeer Park Bike Trail with Ford Field/Evergreen/Greenfield Village Oxbow/Hines Drive Bike Trail.

Match outdoor pool daily swim hours with residential demand. Consider special City events at smaller pools.

We need to make W. Dearborn more of a shopping center with store fronts open. Arts and cultural happenings. I heard when gays come into an area, Arts & Culture improves.

Develop shopping/community space along river behind Greenfield Village (Rouge, s. of Southfield).

Consider changing zoning rules within park areas or pool facilities for businesses (i.e. Dairy Queen) to help pay/support needed and wanted recreation (lease portions of buildings).

This is a dog friendly community. Need a dog park maybe at Rotunda and Southfield.

Phasing out business/bar district makes sense with Ford crowd greatly reduced and traditional retail will never come back. Only alternative makes sense is to survey nation for best practices in themed destination downtowns; Frankenmuth, Alexandria, VA, Mackinac Island Township, etc. Have to somehow link rail station, Henry Ford, Rouge River, Ford Field, Morley & Ford neighborhoods, city museum, bike trails and Fairlane area (UM-D, HFCC, Town Center, & Ford Mansion). Even regional links with US12 Heritage Trail, east downtown and corks town & motor cities ANHA.

The disdain for city museum makes no sense while calling for commuter rail, filling west downtown vacancies, expanding trails, etc. Public apparently hasn't grasped that it is key puzzle piece to promoting heritage of area.

West Dearborn – Open Garrison to Michigan Avenue for local people to avoid Michigan Ave. traffic. It would also enhance development around the Kroger north side of Michigan Ave.

Encourage and support neighborhood associations. Assess special small revenue per residential property to fund and sustain neighborhood associations so that they don't have to solely rely on membership dues and fundraising.

Please consider some type of change to Michigan Avenue to promote business to grow and develop.

Racist, ugly comments "i.e. reduce the influence of Arabs/Muslim people" have no place in a city master plan! (Like it or not, they are becoming the majority in Dearborn, so they have every right to be seen and heard – especially their economic contributions!) If you must include it, please ensure that the number of comments is indication, so that it doesn't have the appearance that the whole city is racist!

Allow infill building along Michigan Avenue in front of the HUGE parking lots starting at Outer Drive to Military – like the former Wonderland Mall (Plymouth/Middlebelt). Create a more appealing streetscape.

Keep city parks and pools open and operating by whatever means are available. Improve connections of parks with bike designated lanes.

Allow flexible zoning in neighborhoods for coffee and ice cream shops, small stores to increase opportunity for small business.

Evaluate traffic driving into Dearborn on Outer Drive at Southfield. Left turn onto Southfield need to be a "Michigan left" not a left turn of 2 lanes onto service drive. Redesign intersection to be more welcoming and safer. Popular retro-diner and other businesses are in the area.

Rotunda and Southfield needs development.

Great work and very interesting.

Continue leaf pickup, PLEASE. (We are a City of trees). One of the topics said END leaf pickup #4.

It would be a shame to lose Dearborn Museum and McFadden Ross. How about some marketing for membership. If you don't ask, you don't get.

Create a minor league baseball team facility.

Have a dog parade (it can conceivably be considered land use if on City Road).

Encourage formation of neighborhood associations – especially in E & S Dearborn. (Work with church groups, too).

Keep McFadden Ross Museum. It should be focal point for tourists which would bring “foot” traffic to local restaurants and shops. Now that the motel is down – people can actually see the building and many of long-time residents were not aware of it.

Once the whole Burton-Katzman hicker over, get a big fountain, create some sidewalks or park area for a community gathering space. I think this is a perfect, cozy space.

Develop a coffee shop within each library – revenue, community, enjoyment.

Encourage mixed use along Michigan Avenue of existing structures with preservation of historic buildings – a GOAL..

Use current vacant housing as an incentive to move businesses here. Give house/land away for moving to Dearborn. Either /comparable tax income vs. lot cost.

Ask business owners to mentor new businesses. Give incentives to encourage more businesses.

Intentionally left blank

Acknowledgments

The City of Dearborn 2030 Master Plan will be utilized to guide future development within the City, influencing policies and enhancing the quality of life. The document is constructed to provide ease of use for professionals and laypersons alike.

The development character, along with present plans and visions and strategies for implementation are explored. Without the dedication of our community and the value of their feedback, this plan would have never materialized. Critical issues expressed during public workshops and meetings have been represented in an effort to sharpen Dearborn's competitive edge as a more unified, diverse and sustainable community.

MAYOR

John B. O'Reilly, Jr., Mayor

CITY PLAN DIVISION

Debra A. Walling – Corporation Counsel
Janet Scheuher-Nalezty, AICP/PCP – Senior Planner
Elizabeth Hendley, AICP – Planner
Jessica Turner – Planner

PLANNING CONSULTANT

McKenna Associates
Amy Neary, AICP – Senior Principal Planner

CITY COUNCIL

Susan A. Dabaja – President
Thomas P. Tafelski – President Pro-Tem
Mike T. Sareini
Brian C. O'Donnell
David W. Bazy
Robert A. Abraham
Mark C. Shooshanian

PLANNING COMMISSIONERS

Dr. Gary G. Errigo – Chairman
Nancy Siwik – Vice Chairperson
Theresa Skora – Secretary
Nasser AlRayashi
Caryn Charter
Dr. Twafiq Hassan
Christine Sickle
Kevin J. Watts
Matthew Zalewski

The City Plan Division also wishes to acknowledge the assistance and cooperation received from residents, stakeholders, the business, educational and development community, neighborhood associations, students and other city employees in preparation of the Dearborn 2030 Master Plan. Special acknowledgement to the memory of John J. Nagy (1926-2011), whose 60+ years of influence on this community as City Planner will continue to inspire us to make Dearborn the perfect place to live, work and play.