



MCKENNA

Communities for real life.

What we did:

PLANNING

Master Planning
Public Engagement

Master Plan

CITY OF EASTPOINTE, MICHIGAN

To better distinguish itself in the region, Eastpointe committed to creating a long-term vision for the future based on its assets of place, which also addresses the development challenges and pressures of today. To realize their vision, City leaders engaged McKenna to overhaul the previously adopted Master Plan, with a focus on identifying new opportunities for mixed-use and pedestrian developments, as well as recreation and non-motorized connections throughout the City.

A critical component to the new 2040 Master Plan was the identification and creation of Potential Intensity Change Areas (PICAs) – sub-areas within Eastpointe ripe for redevelopment particularly aligned with the community's goals and objectives. One such PICA recommendation was the reimagining of Kelly Road as The Parkway – a green, multi-modal transportation corridor that supports pedestrian scale and neighborhood serving commercial (i.e. food trucks), adaptable live/work spaces, public spaces for gathering and art, recreation paths to connect to major destinations and parks both along Kelly Road as well as within the large landscaped central median.

Eastpointe's goals and objectives were solidified through an extensive public engagement process, including a public open house, surveys, and focus groups with various stakeholders. The resulting Eastpointe 2040 Master Plan is a shared vision and blueprint for the community to maximize and prioritize its investments for long-term future successes.



EASTPOINTE
Plan 2040

