

West Jefferson Corridor Plan

CITY OF RIVER ROUGE, MICHIGAN

Jefferson Avenue is the main transportation and commercial corridor in River Rouge, a community just south of downtown Detroit. River Rouge leaders saw an opportunity for revitalizing Jefferson Avenue by developing a new plan for the corridor. The corridor has faced economic struggles, especially after the bridge at the north end was damaged preventing travel between River Rouge and Detroit. The road was also five lanes wide or wider, which was overbuilt for the traffic volumes typically seen on the corridor. Even more importantly, leaders wanted to create more non-motorized transportation opportunities and tie into the statewide Iron Belle Trail.

McKenna gathered input from residents and city leaders to determine potential redevelopment sites and development imperatives for the corridor. The plan included a retail market gap analysis to show how the corridor would be better served with different types of businesses. McKenna also developed a road design that included on-street bicycling routes and better pedestrian accommodations, meeting a major need on the corridor and taking advantage of the available right-of-way. Finally, we designed landscape and streetscape elements to beautify the corridor. The city is leveraging this plan to apply for a Transportation Alternatives Program grant to implement the planned improvements, and undertook a summer placemaking program to capitalize on community development momentum.

