



# ADVANCING WESTLAND

1966 ➤ 2017

MASTER PLAN  
CITY OF WESTLAND  
2017

Dear Citizens of Westland,

With the writing of this Plan, the City of Westland has worked to determine our next chapter. This comes at a very important time in Westland's history with our community recently celebrating its 50th anniversary of incorporation. As we consider where we have been and what we want the next 50 years to hold, we might remember that we began with the grit to fight off annexation and become our own City. In the all-American spirit, we wanted our own identity and to determine our own destiny. We wanted to be the City of Westland and today we stand tall as that City. With just a little over 50 years behind us we find ourselves as one of the state's largest cities with more than 85,000 residents, strong municipal services, great schools, abundant shopping and dining, affordable living, and an expanding park system.

Today we build from these assets as we plan for our future. This Master Plan provides the direction we need to continue improving our young but accomplished City. I have full confidence that in another 50 years our community will be celebrating achievements of this Plan as part of an ongoing effort that secures Westland as one of Michigan's premier destinations. I look forward to the days ahead as we implement our strategies and watch the bright future of our City unfold around us.

Thank you to all who contributed to this process.

Sincerely,

Mayor William R. Wild



# ACKNOWLEDGMENTS

*Special thanks to the Steering Committee:*

William Ziembra, Tax Increment Finance Authority/Economic Development Corporation, Chair  
Hassan Saab, Director of Neighborhood Services  
Bruce Thompson, AICP, Director of Building, Planning and Sustainability  
James Godbout, City Council President  
Jim Hart, City Council  
Joanne Campbell, Director of Housing and Community Development  
Ken Sharp, Planning Commission, Chair  
Brian Harnos, Director of Parks and Recreation  
Mike Londeau, City Council  
Thelma Kubitskey, Chief Business Development Officer, Former  
Tim Jackson, Planning Commission

Plan created in partnership through the City of Westland and OHM Advisors.  
Plan Adopted by Planning Commission on June 19, 2018





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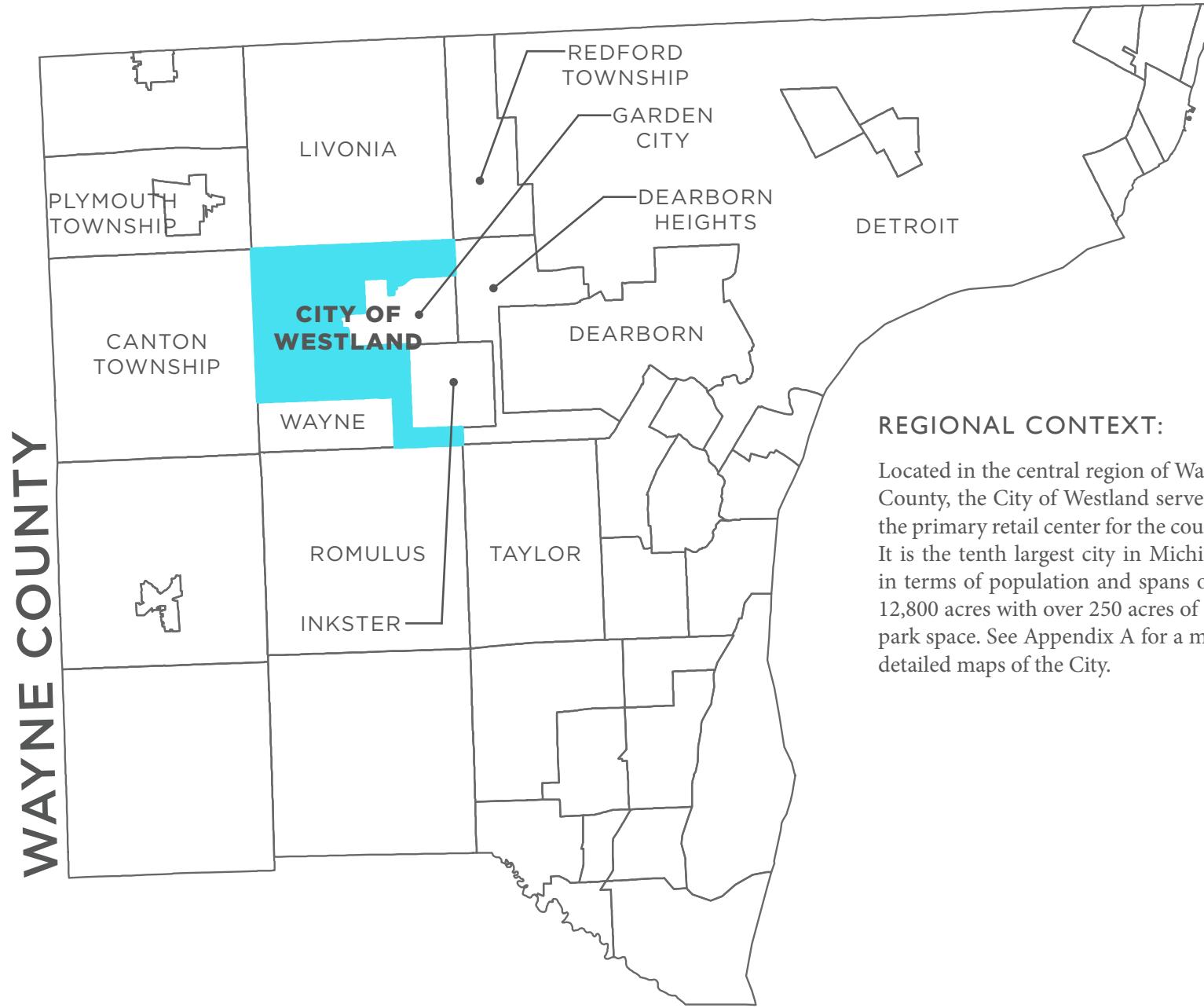
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# I.O

## INTRODUCTION

- I.1 Overview
- I.2 Purpose of the Plan
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#### REGIONAL CONTEXT:

Located in the central region of Wayne County, the City of Westland serves as the primary retail center for the county. It is the tenth largest city in Michigan in terms of population and spans over 12,800 acres with over 250 acres of city park space. See Appendix A for a more detailed maps of the City.

## 1.1 OVERVIEW

Incorporated in 1966 and named after the then newly developed Westland Mall, the City holds a distinctive character that is representative of one of our country's most transformative decades. This character, coupled with the already rich historical roots of the community, which includes serving as an underground railroad stop and a home for factory worker housing during World War II, Westland truly embodies its tag-line, "An All American City"; the City of Westland has unquestionably played a significant role in many of the state's and country's defining moments.

While still honoring its history, the City now wants to look forward into the future and determine its next chapter. City leaders recognize that today's social, economic, and environmental conditions require thoughtful and impactful strategies to continue as a thriving community.

The City has already begun efforts to move Westland forward with projects like the redevelopment of City Hall, which embodies the values of regeneration, government transparency and efficiency, community togetherness, arts and culture, and sustainable practices. This Master Plan adds to this momentum by formalizing a comprehensive strategy to holistically advance Westland with these same values.

## 1.2 PURPOSE OF THE PLAN

State law enables Michigan communities to develop a Master Plan to help direct development and shape public policies that serve the public's interest. Approaches to developing a Master Plan have changed over the years. They have moved from urban renewal style plans of the 1960s and 1970s which typically called for the expansion of infrastructure, to plans of the 1980s and 1990s, which made an effort to manage growth and were primarily land use focused. Today's approach works to be more holistic and emphasizes concepts like placemaking, which is designed to elevate economic development and overall quality of life.

The City of Westland last adopted a Master Plan in 1996, and while the work that the community put into that plan is still taken into account, this Master Plan works to meet 21st Century needs by examining social, economic, and environmental factors, while presenting a balanced strategy to meet both existing and anticipated challenges in these areas. Otherwise stated, this current Master Plan is a policy document meant to address more than just land use. It is a document that brings together existing conditions, future expectations, and community wishes to carve out a future where the City of Westland meets its Vision.

### INNOVATION IN WESTLAND'S NEW CITY HALL

Westland's new City Hall is an award winning example of Westland's innovation and effort to Advance Westland towards 21st century needs. The City took an abandoned big box store and re-purposed it into a progressive City Hall that offers greater user ease to Westland's citizens. The new facility provides a 'one-stop shop' for city services and the design incorporates the latest in energy efficient technology, including the addition of a solar powered electrical vehicle charging station. The new City Hall also offers community gathering spaces and a public art gallery.



The Plan outlines what residents currently value about their City in addition to declaring what residents want for Westland's future. The Plan is also grounded by data and today's best planning practices and supported by a set of goals and strategies so that this Plan can ultimately serve as:

1. The community's stated desire for the future of Westland.
2. The statutory basis upon which zoning decisions are made. The Michigan Zoning Enabling Act (Act 110 of 2006) requires that the zoning ordinance be in accordance with the Master Plan.
3. A document that helps guide decisions toward public improvements, community programs, and private developments that support the vision.
4. The foundation for a Capital Improvements Program.
5. An educational tool that gives citizens, property owners, developers, and adjacent communities an understanding of the existing and likely future conditions of the City of Westland.
6. A tool to position the City of Westland as a desirable destination to live, work, and play.

## **1.3 BUILDING THE PLAN**

The planning process, which included research, gathering feedback, and setting the direction, offered a balanced approach

that involved both an objective evaluation of information and an assessment based on local insight.

Utilizing a balanced approach was essential to creating a plan tailored to meet the needs of Westland. Given the breadth and complexity of the topics covered in this document, many of the steps occurred concurrently to continue moving the project forward. The following is a brief summary of the phases and steps in the planning process:

### **PHASE 1: RESEARCH**

*Examine Existing Trends and Conditions*  
Research was completed on both national and local trends and existing conditions.

*Coordinate with Other Plans*

All available planning documents and reports for the City of Westland were reviewed and have been incorporated into this Plan.

### **PHASE 2: GATHER FEEDBACK**

*Steering Committee*

A local Steering Committee comprised of representatives from various sectors of the community led the process. This group served as a representative voice for the community to ensure the Plan stayed on track with serving the best interests of Westland's citizens.

*Web-Based Communication*

A project website served as a community resource. Through this website residents, business owners, local officials, and other interested citizens had access to project news, information, and an opportunity to provide input.

*Surveys*

The City administered surveys to the public. The first survey questioned residents about their general concerns and wishes for the community. The second survey questioned residents on the needs and desires for non-motorized facilities. Results from these surveys served as the initial community input that helped shape the Plan.

*Public Meetings*

The Steering Committee, with assistance by the consultant team, hosted two areas of special focus meetings and a Community Summit to receive public opinions on resident concerns and wishes for the future of the City.

### **PHASE 3: SET THE DIRECTION**

*Develop Vision, Goals, and Strategies*

The Steering Committee and City Staff worked with the consultant team to craft a preliminary vision and set of goals, objectives, and strategies that were based on data and public input provided by the surveys. The public then edited and added to these preliminary policies at the Community Summit to establish the final Vision, Goals, and Objectives.

### *Create Future Land Use Map*

As required by the Michigan Planning Enabling Act, a future land use map is included in implementation, which directs where and how development occurs and acts as the foundation for zoning. The Steering Committee and City Staff worked with the consultant team to develop a future land use map to reflect the Plan's policies. The public refined this map at the Community Summit.

### *Review Draft Plan*

This step followed an iterative process allowing the Steering Committee and the public an opportunity to review and provide feedback on the draft Plan.

### *Finalize Plan and Adopt*

The final step of the planning process included review and approval of the Planning Commission. The City Council recommended approval of the Plan to the Planning Commission on May 17, 2018, which followed the launch of a required 63 day review period. After the review period, the Planning Commission held a public hearing on June 19, 2018 and approved the Plan.

## **1.4 PLAN STRUCTURE**

The following two chapters of this Plan provide the analysis of data, the results of the public engagement activities, and the

knowledge of best planning practices, all which serve as the foundation of the vision statement. The final sections of the Plan provide a set of goals and strategies that offer the detail on how the City of Westland will achieve the vision. More specifically, the Plan presents the following chapters:

Chapter 2, titled ***Existing Conditions***, presents the data analysis and explores best planning practices. Through an examination of national and local trends. This chapter establishes an understanding of what exists, what might be expected in the coming years, and proven planning practices that help communities be successful. It also gives an overview of the Westland Historic Village and Norwayne Community.

Chapter 3, titled ***Community Input***, covers the Community Summit, focus-area meetings for both Norwayne and the Historic Village, and the Master Plan survey and non-motorized transportation survey. It summarizes key findings from each engagement activity that work to capture the community's voice.

Chapter 4, titled ***Vision, Goals, and Objectives***, presents the vision, goals, and objectives of the plan. These also represent the voice of the residents and stakeholders, and takes the existing conditions and larger trends into consideration. The goals are broad policy statements that reflect community desires for the future and support the overarching vision. The

objectives are more measurable, action-oriented statements, which aid in achieving the goals.

Chapter 5 titled ***Future Land Use***, builds on previous efforts and provides both broad and specific recommendations to guide future development. With a purpose to enhance community character, improve connectivity and walkability, and define where and how growth should occur, this Plan strives to meet the needs of current and future residents and businesses. The chapter also includes concept plans for Norwayne and Westland Historic Village.

Chapter 6, titled ***Non-Motorized Transportation***, examines current non-motorized transportation infrastructure and policies in Westland and provides recommendations for improvement.

Chapter 7, titled ***Implementation***, contains an implementation matrix, Capital Improvements Plan (CIP), and a zoning strategy. The implementation matrix assigns potential partners, funding, and a time frame to the goals and objectives listed in the plan. The CIP is a prioritized action plan that looks at proposed improvements to the City's public facilities and infrastructure. The zoning strategy outlines necessary changes to the zoning ordinance, based on recommendations made in the plan.



# 2.0

## EXISTING CONDITIONS

- 2.1 National + Regional Trends
- 2.2 Local Analysis
- 2.3 Focus Area Backgrounds

## 2.1 NATIONAL + REGIONAL TRENDS

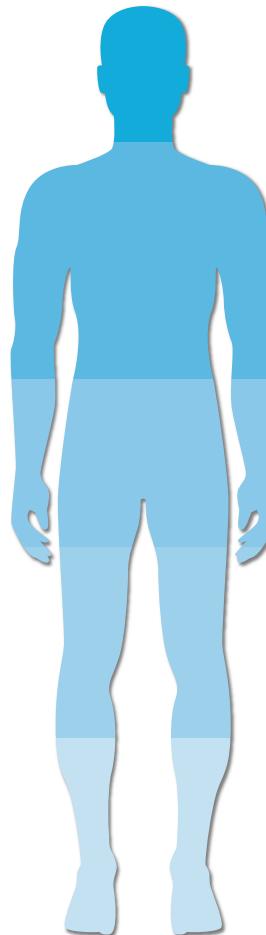
### CHANGING DEMOGRAPHICS

As the largest population group - the baby boomers - shifts toward seniority, planning for the aging population becomes imperative. By 2030, one out of every five people in the United States will be of age 65 and over. This means this population subset will nearly double in size from 2010.

Lifestyle preferences and daily needs of this group also shift as they age. Most individuals are living longer and having fewer children. They are working longer and will be more ethnically diverse than their predecessors at age 65 and over. As for housing, the large majority of this group prefers to stay in their current home or community as they age. Their needs and demands include proximity to amenities including healthcare, low-cost and appropriate housing and transportation.

### HOUSING

Current national trends show that the majority of individuals choose where to live based on location first, and then resolve the logistics of finding employment and housing. The result of this change is more competition for jobs and housing in popular urban areas that offer the desired amenities. Because of this, a declining number are



15%

24%

18%

21%

22%

SILENT GENERATION  
AGE: 70-87  
POPULATION : 47 M

BABY BOOMERS  
AGE: 51-69  
POPULATION : 76 M

GENERATION X  
AGE: 35-50  
POPULATION : 55 M

MILLENNIALS  
AGE: 18-34  
POPULATION : 66 M

CENTENNIALS  
AGE: 0-17  
POPULATION : 69 M

2015 Data \_Pew Research Center

choosing to live in outlying suburbs, small towns, and rural areas as these locations lack the sought-after amenities and have less opportunities for employment.

As housing needs and wants change with the shifting demographics, gaps in

affordability and availability also become apparent. Average-income earning individuals and families are struggling to find suitable, affordable housing. An increasingly popular solution considers “Missing Middle Housing”. “Missing Middle” Housing is a term referring to a

range of multi-unit or clustered housing types with a range in affordability, compatible in scale with single family homes that help meet the growing demand for walkable urban living. It addresses the desires of both millennials and baby boomers while considering the available housing stock. As the emphasis on walkability and the diversifying of lifestyles, households and incomes increase, it is extremely important to address the location and type of housing in the community.

## PLACEMAKING

Placemaking is the process of creating quality places where people want to live, work, play, and visit. A growing number of people are choosing to live in walkable, mixed-use communities that offer resources, amenities, social and professional networks, and opportunities to support thriving lifestyles. People's idea of their built environment is changing as they greatly value the emotion and feeling they associate with their community.

Establishing community identity has proven to help foster the connection between people and place. It gives residents a sense of belonging and stability, in turn improving their quality of life. Public art and Wayfinding forces interaction between the observer and their built environment while provoking thought and emotion. The public gathering spaces in which art is located and other public land also provides

space where people can come together and engage socially with one another.

## SMART CITIES

Embracing emerging technologies allows cities to take advantage of opportunities, new tools for advancement, and to maintain a competitive edge. Smart cities is a rising initiative that embraces this ideology. The concept of a smart city involves utilizing information and communications technology to enhance its livability, workability, and sustainability.

Smart cities integrate these technologies into numerous aspects of a municipality. From transportation to public safety, smart systems are put in place to strengthen efficiency and quality. Going beyond a city's departments or resources, utilizing smart technology can improve administration and essentially how the city functions as a whole. Through collection and analyzation of data, cities have the ability to assess and provide solutions while planning for the future by creating the network for potential growth.

In terms of a city's appeal or draw, their ability to support growth, build economic value, and create competitive differentiation are what determines it's ability to attract or maintain residents and businesses on a regional or even global scale.

## SHARED MOBILITY

Changes in shared mobility include an increase in ride sharing, driverless cars, electric or eco-efficient cars and public transportation. This shows a shifting attitude in which individuals view how they travel. Positive impacts on cities and downtowns are expected from this shift in use. Progress in transportation has allowed for efficient and safe travel from place to place. The economic impacts and settlement patterns are directly impacted by these changes. Institutional policies and systems that support development hinged upon transit and related infrastructure will need to be altered. Embracing, promoting, and incentivizing these uses promotes a healthy, thriving city.

Not only do municipalities need to plan for changing transportation modes, but the road design and infrastructure that support our ever-changing travel will need to be considered. These network designs should allow for change and adapt to changing technology.

Complete streets are designed to accommodate all users, including multiple modes of transportation, ages, and abilities. Transportation planning with a complete streets policy uses the entire right of way to increase functionality, convince, and safety for users while maintaining traffic capacity and flow. They can include, but are not limited to, the following: bike lanes/ sharrows, wide sidewalks, bus lanes, street



trees, ADA curb ramps, median islands, and roundabouts. The focus of complete streets does not stop at providing alternate forms of transportation, but also places importance on the creation and enhancement of the public realm.

### EFFICIENT & SUSTAINABLE DEVELOPMENT

The terms sustainability and efficiency go hand in hand, as they both work to utilize existing resources with minimum expenditure in order to minimize any long-term negative impacts. A sustainable community can be defined by a healthy environment, strong economy, and the well-being of its residents. While maintaining

this natural, social, and economical balance, these concepts work to solve current local issues and look forward to the future through a lens of innovation and progress.

Monitoring and evaluating the efficiency is extremely important in order to successfully plan for strengthened adaptability and productivity of a city. This responsibility falls under the reliance of municipalities, as the prosperity of the built environment, climate and energy, economy, community culture, equity, safety, natural systems and innovation of its community depend on sustainability.

### EQUITY

As the country's demographics shift toward higher racial and ethnic diversity, and the gap between economic status widens, it becomes increasingly important to consider planning for equity and social justice in our cities. Equity is achieved through expanding choice and opportunity for all, while recognizing the needs of the disadvantaged and implementing racial and economic integration.

A city that embraces inclusion essentially works towards promoting a strong quality of life for all its residents. Some ways in which municipalities can strive for equity include: providing equal and ample opportunity to

residents, protecting the integrity of the natural environment and the heritage of the built environment, paying attention to long range consequences, and governmental transparency and clarity. While these actions alone do not solve all social or economic issues within a community, working towards an equitable system will ensure success on many levels.

## ECONOMICS

Like many states, Michigan is shifting from “old economy” to the “new economy.” The old economy is based on industrial activity that had once generated a great amount of wealth for communities, which promoted growth and extensive development of infrastructure.

The “new economy” refers to a global, entrepreneurial, and knowledge-based economy where business success comes increasingly from the ability to incorporate knowledge, technology, creativity, and

innovation into their products and services. This departs from old economic principles familiar in the manufacturing sector, such as “economies of scale.” Decreases in the U.S. manufacturing economy have accompanied a shift toward an economy built upon creativity and knowledge. The job market is increasingly geared towards people with more technological skills, higher education, and vast social connections rather than towards skilled laborers. The shift from the old economy to the new economy requires communities to consider placemaking attributes, such as cultural amenities, infrastructure upgrades, and access to active lifestyle facilities to help attract, retain and inspire new economy workers.

In line with this, Southeast Michigan Council of Governments (SEMCOG) and the Metropolitan Affairs Coalition published a strategy document in 2016 titled *Partnering for Prosperity: Economic*

Development Strategy for Southeast Michigan, which provides insight on current needs and presents a set of strategies to help southeast Michigan communities perform well in the New Economy era. These strategies are divided into three areas and are as follows:

### Community Asset Strategies

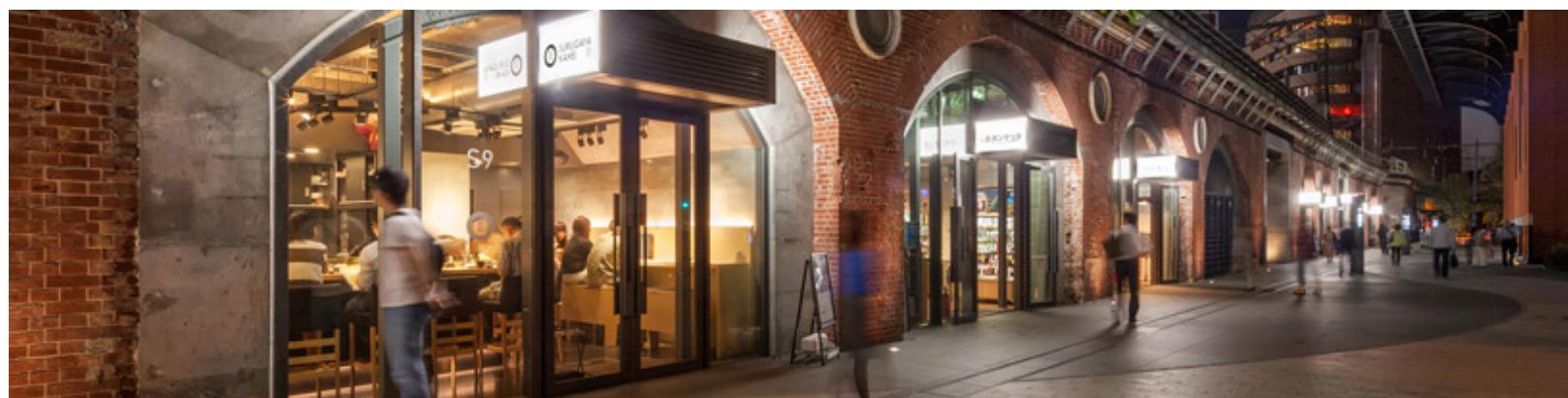
- Market the region
- Strengthen quality of place
- Invest in critical infrastructure
- Enhance transportation connections

### Business Climate Strategies

- Expand trade and investment
- Support business growth
- Increase capital funding
- Grow entrepreneurship

### Talent and Innovation Strategies

- Advance innovation and technology
- Educate our future workforce
- Connect people and jobs



## 2.2 LOCAL ANALYSIS

It is important to look at local trends and statistics when determining the future of Westland. In understanding national trends in demographics, place, and local economy, we are able to then analyze Westland's existing conditions to determine if progression is in line with the larger trends. Alone, local trends and data allow us to gauge where Westland is heading and projections for the future in order to informatively prepare for these changes.

Trends in Westland are generally on track with national trends. These ultimately translate into the demands or needs of residents and potential residents, which are also shown as the preferences in the national trends. These desires serve as the driver of impacts on the local economy.

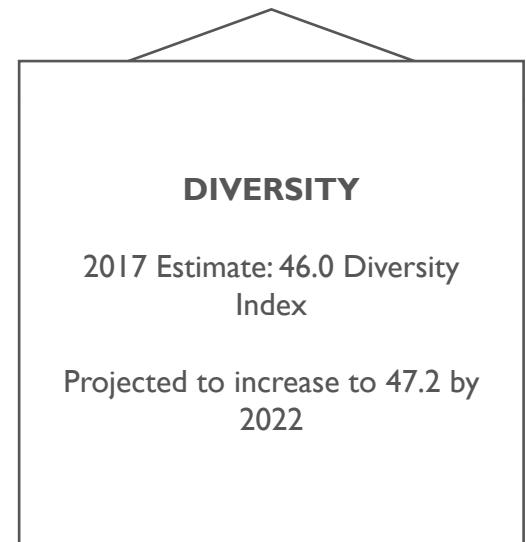
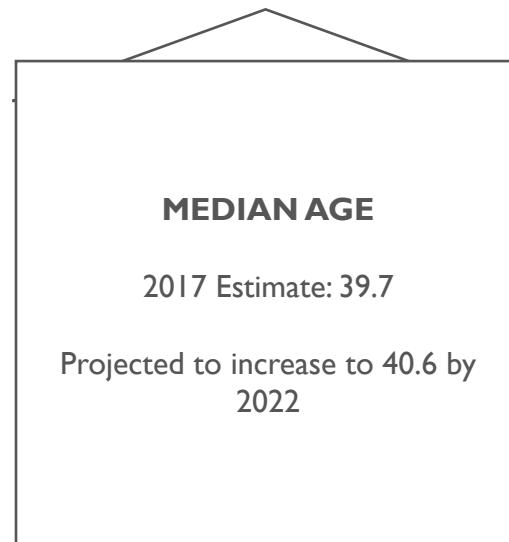
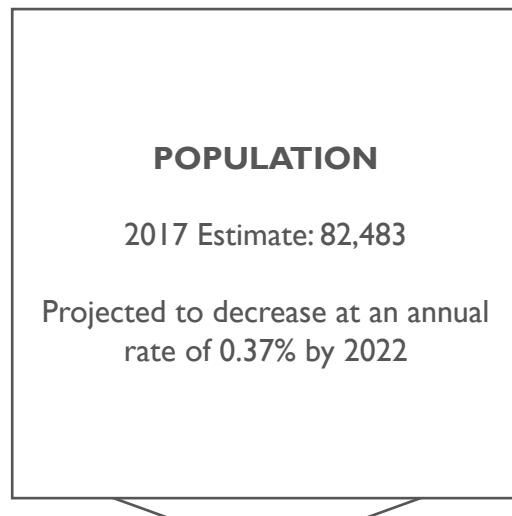
income.

Since 2010, Westland has seen a decrease in population. From 2017 to 2022, the population is expected to decrease at an annual rate of roughly 0.37%. This decrease is also reflected in estimates for average household and family sizes.

The median age from 2010 has increased, and is projected to continue to increase. By 2022, the median age of residents is projected to be 40.6 years.

### DEMOGRAPHICS

The graphic below lays out both existing conditions and projections for Westland's population, median age, diversity index, family size, home value and household



Considering the increase, and the projected increase in diversity, Westland is already taking commendable measures in social equity. In 2013, the City joined the Compassionate Cities Movement became the first Michigan City to sign the charter. With this commitment, the City of Westland is asking residents to volunteer their talents and skills to pre-empt problems, to reduce crime, to protect the environment, to help those who cannot help themselves whether due to age or physical ability; to take positive action to help people and those people are members of our family,

our friends, and our neighbors.

The City of Westland has also recently passed a human rights ordinance that prohibits discrimination in housing practices, public accommodation or employment based on race, color, religion, national origin, sex, age, height, weight, pregnancy, marital status, physical or mental limitation, income, family responsibility, sexual orientation, gender identity or HIV status.

#### **FAMILY SIZE**

2017 Estimate: Average size of 2.97

Projected to remain at an average size of 2.97 by 2022

#### **HOME VALUE**

2017 Estimate: Median value of \$103,628

Median projected to increase to \$130,021 by 2022

#### **HOUSEHOLD INCOME**

2017 Estimate: Median income of \$46,966

Median projected to increase to \$51,088 by 2022

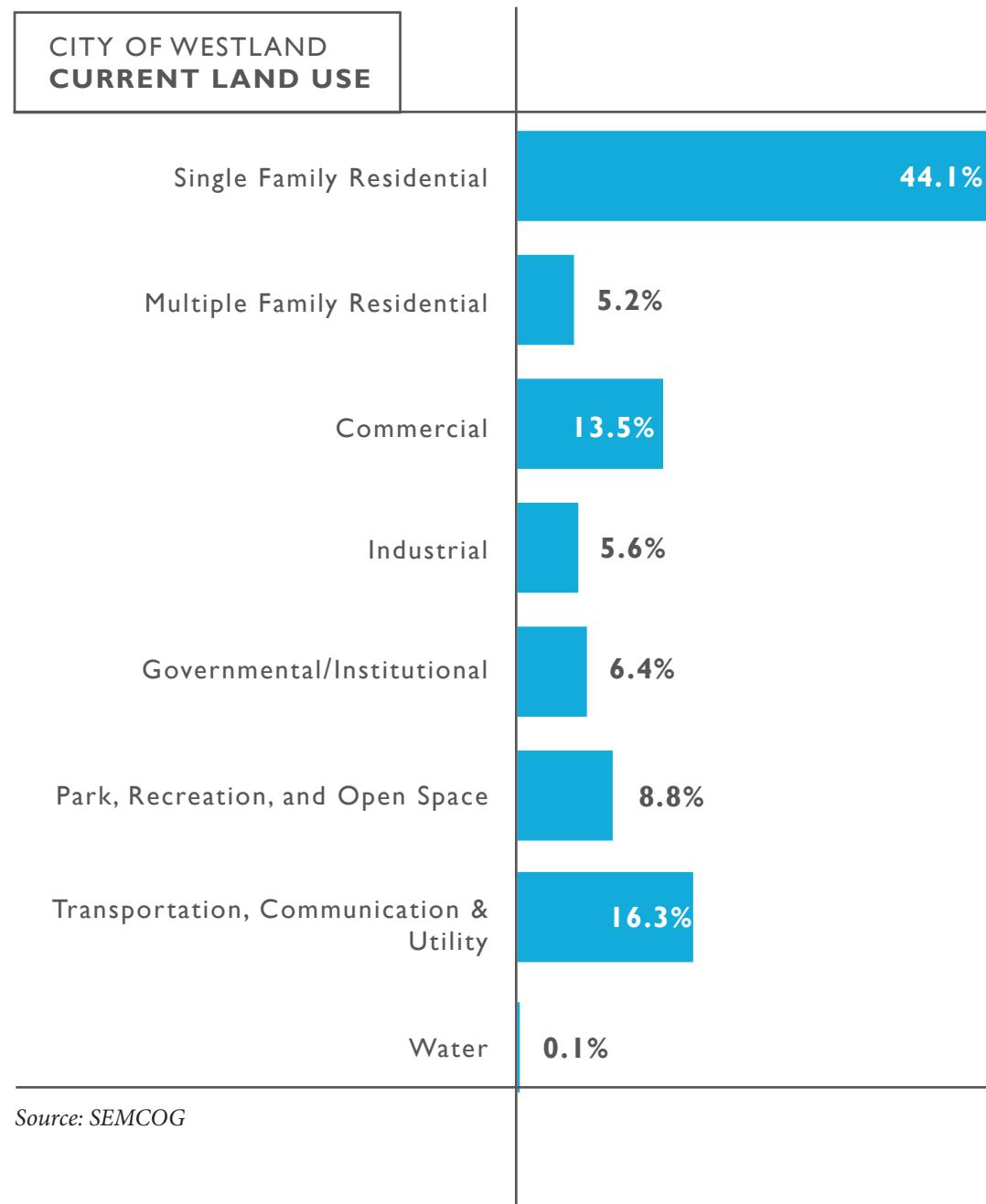
*Source: ESRI BAO*

## PLACE

Westland's urban fabric is comprised of a multitude of land uses, with single family residential being the largest, at 44.1%. Following that, transportation, communication, and utility is the second largest land use at 16.3%, and commercial the third, at 13.5%. The graph to the right displays the proportion of land uses throughout the City.

With an estimated total number of housing units for 2017 as 38,949, 54.3% of the stock is owner occupied, 36.8% renter occupied, and 8.8% vacant units. By 2022, the number of housing units is expected to decrease. The median home value from 2017 to 2022 is projected to increase from \$103,628 to \$130,021.

Placemaking efforts in Westland include community rooms at City Hall, the Jefferson Barnes Community Vitality Center, the Friendship Senior Center, and the ongoing improvements to the City's park system, Westland continues to expand community gathering spaces and recreational opportunities. Between the Farmer's and Artisans Market, Tattan Park, Play Planet, H2O Zone Splash Park, Concrete Jungle Skate Park, Mike Modino Ice Arena, Westland's Municipal Golf Course, and The Historic Village, there are a number of opportunities for socializing, recreating, and generally enjoying the community.



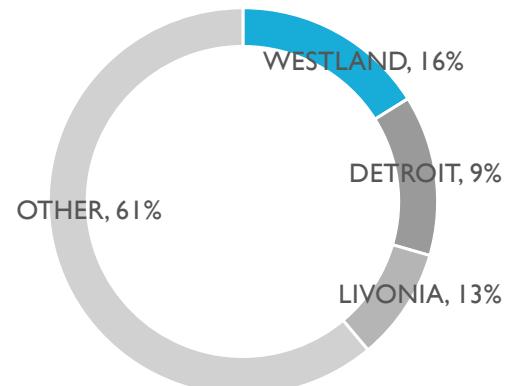
## LOCAL ECONOMY

The majority of Westland's workforce lives outside of the City, with 28% of the workforce consisting of local residents. The majority of Westland Residents also work outside the City. The graph to the right shows the percentage of where Westland residents work and where employees in Westland commute from. With an estimated per capita income of \$25,571, it is expected to increase to \$28,923 by 2022. The median household income is expected to increase as well.

From 2010 to 2040, it is projected that there will be an increase of 1,992 jobs. By 2040, jobs in the industry group of private healthcare will have the most significant increase and the largest decrease in jobs will be in the retail trade industry. The graph below indicates the forecasted number of jobs in the City of Westland.

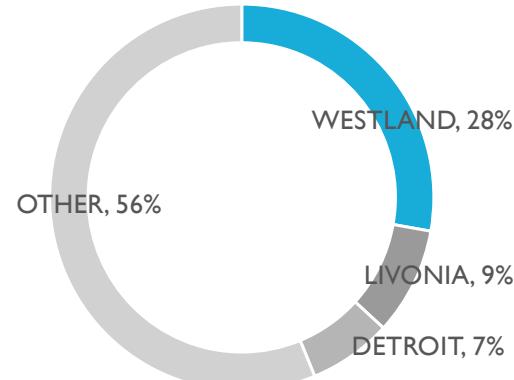
### CITY OF WESTLAND WORKFORCE STATISTICS

Where Residents Work:

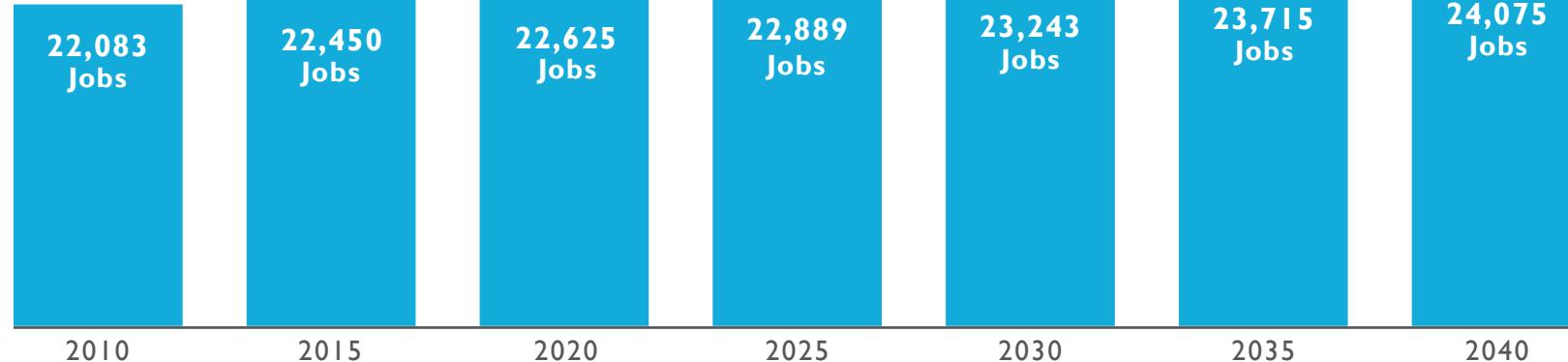


Source: SEMCOG

Where Workforce Lives:



### CITY OF WESTLAND FORECASTED JOBS



Source: SEMCOG

## 2.3 FOCUS AREA BACKGROUNDS

### NORWAYNE COMMUNITY

The Norwayne Subdivision was developed in 1942 by the National Housing Agency as permanent housing for workers at the Willow Run Bomber Plant and other nearby war-time plants. The homes were built under the terms of the Lanham Act, which was enacted by Federal Congress in order to provide housing for persons in national defense activities in those areas or localities that acute shortage of housing existed.

With its curving streets and courtyards, the subdivision was unique to the metropolitan Detroit area. While other public housing projects were built at that time, none had the scale and density of the Norwayne project. It was designed by the Detroit architectural firm Lyndon and Smith and contained a total of 1,189 structures. There were 1,900 units of housing, two schools, a large warehouse, shopping complex, fire station, and an administration building. In 1945, the neighborhood held 5,000 families and a total of around 20,000 individuals.

During the time of construction, building materials and labor were limited due to wartime restrictions. With a limit of \$4,500 per dwelling unit, houses were built with minimum interior space and exterior decoration. The dwelling units originally

built varied in size and included one-bedroom row houses, two-bedroom row houses, two-bedroom twin houses, two-bedroom single homes, three-bedroom twin homes, and three-bedroom quad homes.

Lincoln and Jefferson Elementary Schools were built in 1942 by Lyndon and Smith and were located on the west and east sections of the neighborhood for pedestrian access. The original Township office, then Nankin Township, was developed along the subdivision in 1942 and is located on Dorsey Road, just east of Venoy Road. Another important landmark of the time included the Norwayne Community Church located just south of Dorsey Road, on Grand Traverse Road. This was the last building constructed and still stands today.

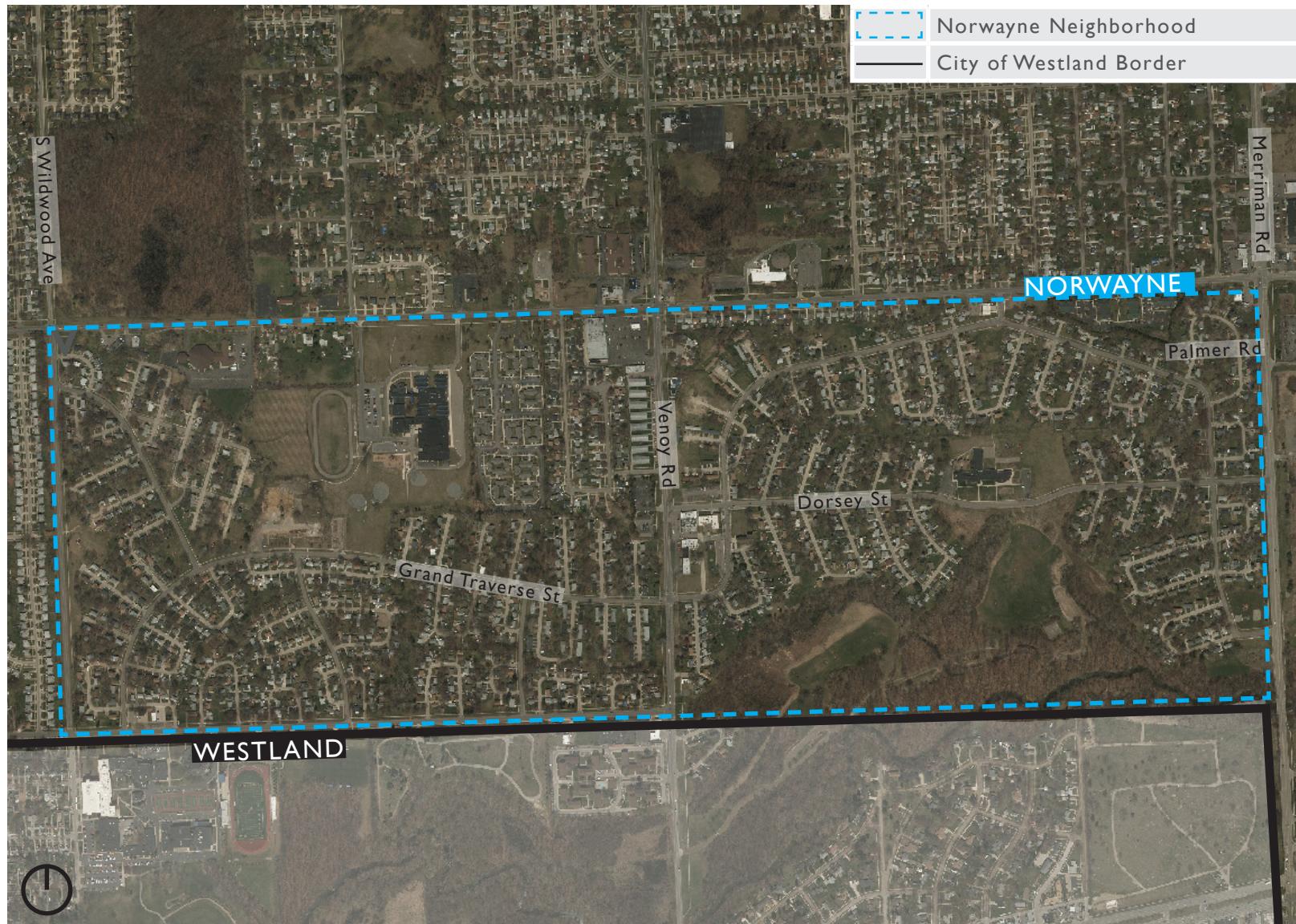
The original occupancy of the subdivision was restricted to families of workers for World War II and military personnel whose income fell under a specific level. Other restrictions included the practice for African American individuals or families to be directed to the Carver home development (a nearby fair housing project) during inquiries about Norwayne. After the war ended, the federal government decided to sell houses to individual residents, with preference given to veterans.

In 1948, Nankin Township assumed control of the project and took over operation of water and sewer services for

the subdivision. A few years later, the sales of individual homes began. Norwayne was listed on the National Register of Historic Places in 2013 in order to preserve the history of the region's industrial and military heritage.

Today, a total of 1,119 residential buildings remain. The neighborhood continues to have a strong presence of community groups, which is driven by the Jefferson Barnes Community Vitality Center and the Norwayne Community Citizens Council. There a strong effort for revitalization of the community and to restore the historic neighborhood as a community of choice.





NORWAYNE COMMUNITY

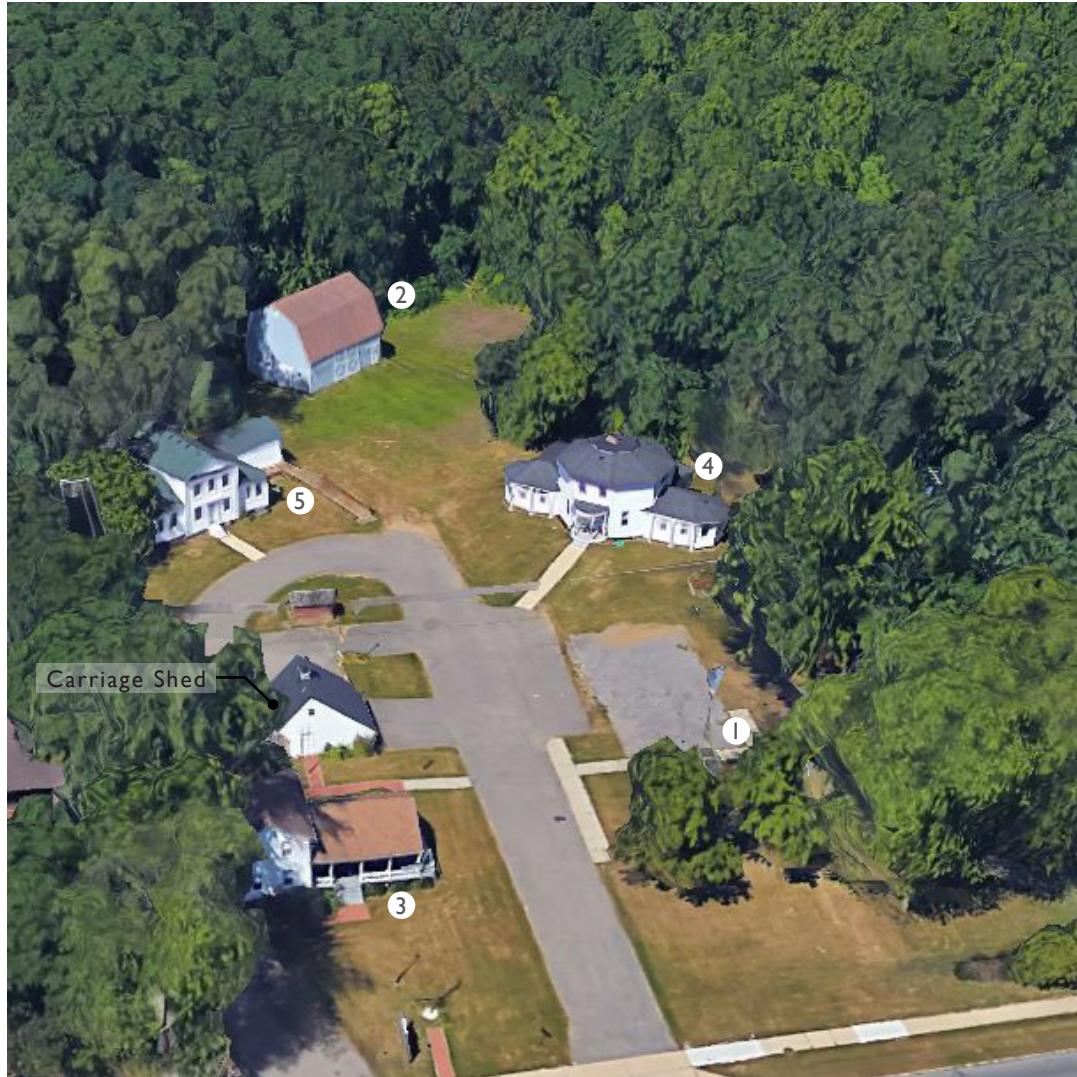
The border of Norwayne is shown as the dashed blue line, along with the border of the City, shown as the solid black line.

## WESTLAND HISTORIC VILLAGE PARK

Created in 1970, the Westland Historic Village Park is a city-owned park of approximately 4.5 acres, located on Wayne Road and north of Cherry Hill Road in the heart of the City of Westland. The park promotes the history of Nankin Township, the City of Westland, and the history of the Wayne County General Hospital and Eloise Complex.

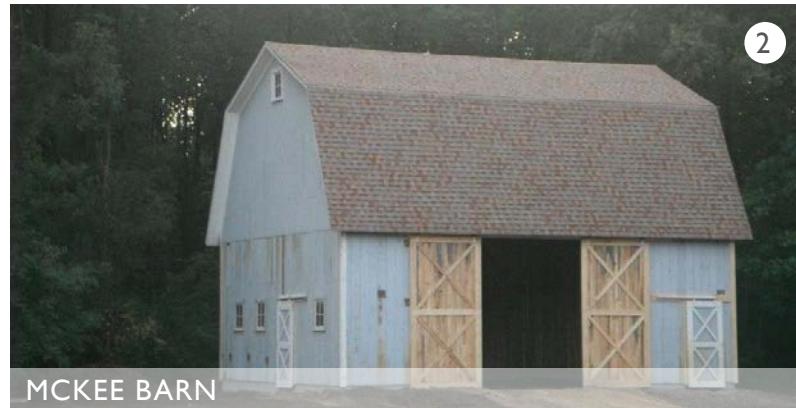
In its mission to collect, preserve and protect the historical documents and artifacts of the City of Westland, the park holds five historic buildings that are significant to the city's history.

The image to the right shows an aerial image of the park and the following page outlines each of the historic structures currently located in the Historic Village Park.



WESTLAND HISTORIC VILLAGE PARK

With John Glenn High School located to the west and residential sites at the southern border, the Westland Historic Village Park contains five historic buildings.





# 3.0

## COMMUNITY INPUT

3.1 Overview

3.2 Community Surveys

3.3 Community Meetings

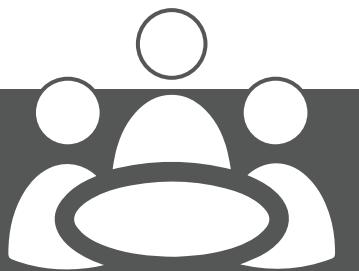
## 3.1 OVERVIEW

At the heart of the planning process are the ideas and aspirations of the public. The ideas, values, and aspirations gathered throughout the planning process play a significant role in Plan's vision, goals, and objectives.

Through the public outreach effort, more

than 500 community members contributed their ideas and aspirations for the future of Westland. In addition, individual meetings with the Steering Committee and City Staff provided the planning team unique perspectives on the Plan as it evolved.

The figure below shows the two approaches that drove public engagement for the formation of this plan.



### MEETINGS

#### PUBLIC + STEERING COMMITTEE MEETINGS

Through various meetings with the public and Steering Committee, the project team gathered and prioritized ideas, and gained valuable input. The role of the Steering Committee was to guide the development of the plan by providing firsthand insight on the community, testing public engagement activities, and vetting development concepts presented by the planning team. Additionally, Steering Committee members were asked to act as stewards of the Plan, passing along information and encouraging friends, family, and neighbors to attend public meetings and participate in the planning process.



### OUTREACH

#### SURVEYS + WEBSITE

A project website served as an online tool to provide a broader range of engagement for the community. It offered the public the convenience of both staying current with project updates, and giving input. Two surveys, a general master plan survey and a non-motorized transportation survey were distributed. These were available at various public meetings, City Hall, and through the project website.

## 3.2 COMMUNITY SURVEYS

### MASTER PLAN SURVEY

The City made surveys available through the project website and with paper copies. Over 330 residents responded, providing a strong sampling of community concerns, wishes and ideas. The average respondent was between the age of 45 and 64, works within Westland, owns their current place of residence, lived in the city for over 25 years and identifies with the Cherry Hill Neighborhood.

The overall sentiment from the responses was positive. While recognizing the City's strengths, responses reflected the resident's belief in opportunities and the great potential of Westland. The majority of respondents considered safety, blight and the lack of pedestrian-friendly spaces to be challenges facing Westland. On the other hand, the strengths acknowledged included affordability, housing, location, and the potential of the City.

The top three topics that are most important to residents include overall appearance, sense of safety, and public services. When the topic of a potential downtown or town center was discussed, most respondents preferred features of local and small businesses, gathering spaces, green space, music and entertainment, a family-friendly

atmosphere and a strong element of safety.

The two questions below show representative responses regarding to the current interpretations of Westland's motto and how the city should be defined in the future. A detailed review of survey responses can be found in Appendix 2.

---

QUESTION	What does Westland's motto, "An All American City" mean to you?
----------	---

---

ANSWERS	"Freedom and community togetherness of all cultural and ethnic backgrounds."
---------	--

"I love the idea of being an inclusive culture moving toward the American Dream."

"Being diverse and creating a community that is supportive, positive, encouraging, beautiful and a place that everyone wants to live."

---

QUESTION	Describe your vision for Westland, or how would you like the city to be identified in 20 years from now?
----------	--

---

ANSWERS	"Recreation capitol of Metro Detroit (Southeast MI)."
---------	---

"Clean, Green and Safe."

"A destination, rather than a pass-through to get to the expressway!"

"A great city to raise a family."

"Center to live, shop dine and entertainment."

"Accessible cultural and recreational area with multi-use paths and filling or re-purposing of empty buildings in a safe environment."

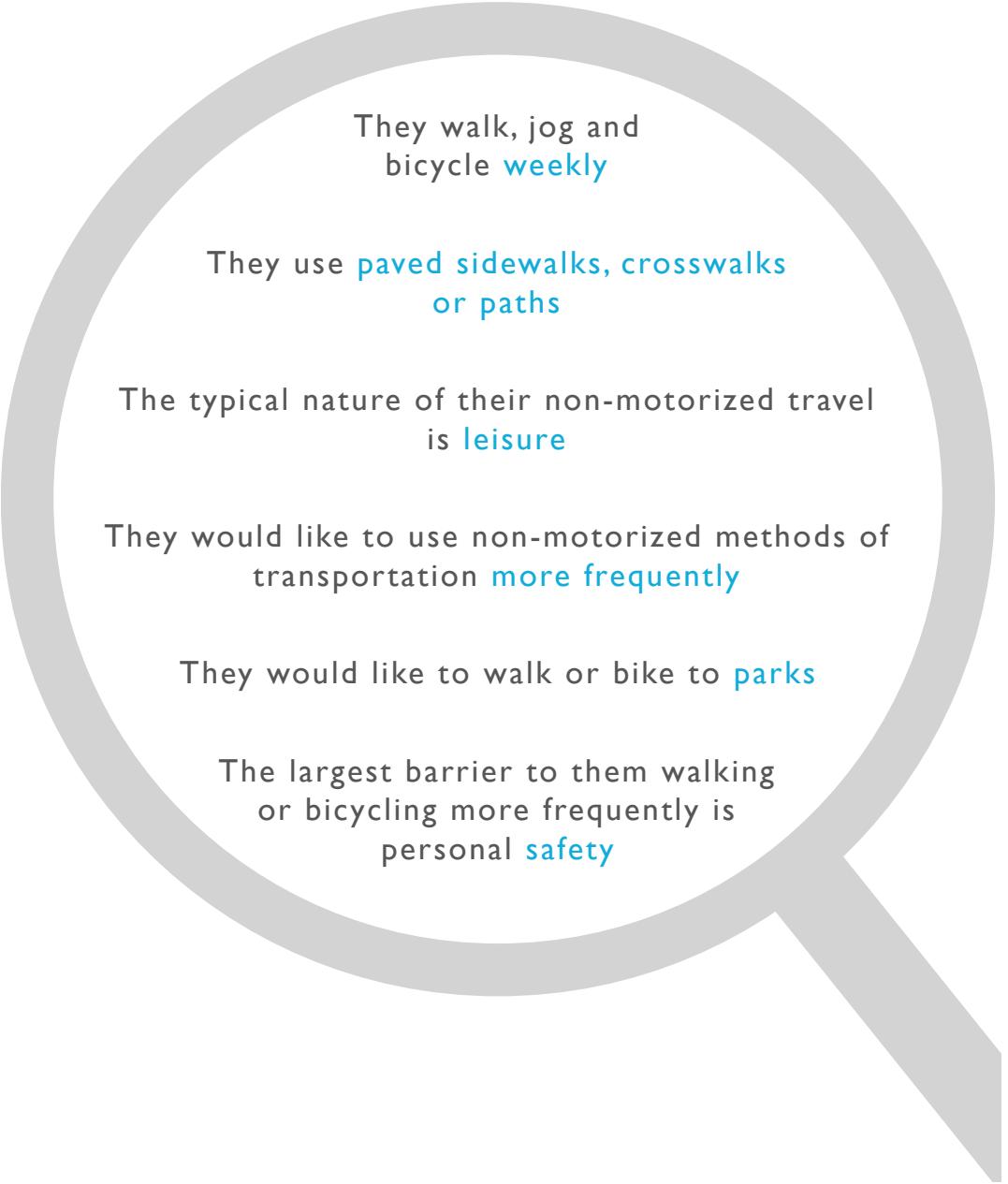
## NON-MOTORIZED TRANSPORTATION SURVEY

The non-motorized transportation survey was available online and various locations, with over 85 responses. The average respondent was between 45 and 64 years of age.

The following statements to the right summarize the average participant's comments regarding Westland's non-motorized transportation system. The words in blue represent the majority answer to the original question. For an in-depth report of the responses, please refer to Appendix 2.

Findings from the survey revealed a strong interest in non-motorized transportation uses, such as bicycling and walking. While most respondents claimed they walk, jog, or bicycle weekly, they also said they would like to more often. With most respondents wanting to walk and bike to parks, the typical nature of their travel is leisurely.

The survey clearly displays the need for non-motorized transportation facilities and opportunities. This information was used to help formulate the direction of the goals, objectives, and strategies, as well as the future mobility system.



They walk, jog and bicycle **weekly**

They use **paved sidewalks, crosswalks or paths**

The typical nature of their non-motorized travel is **leisure**

They would like to use non-motorized methods of transportation **more frequently**

They would like to walk or bike to **parks**

The largest barrier to them walking or bicycling more frequently is **personal safety**

### 3.3 COMMUNITY MEETINGS

#### WESTLAND HISTORIC VILLAGE PUBLIC MEETING

The public meeting was held on March 2, 2017. Around 20 individuals were in attendance, including members of the public, the Westland Historical Commission, and Steering Committee members.

The meeting began with a series of questions including: What do you love about the Historic Park? What meaning does the Historic Park have for the City? and What physical improvements are

needed? The participants then broke into groups and drew out possible physical improvements on maps of the park.

These were the key ideas that were discussed at the meeting:

- The Historic Village Park is an important asset to the City. It preserves Westland's rich history and has the ability to capture the City's identity while looking forward to the future.
- The park needs more connectivity to the city and publicity.
- Access, lighting and parking are the key physical issues that need to be addressed.
- Opportunities include further

connection to schools, surrounding natural assets, and providing an inclusive view on the history of Westland.

#### NORWAYNE PUBLIC MEETING

The public meeting was held on March 23, 2017. Over 25 individuals were in attendance, including members of the general public, residents, various community-based groups and Steering Committee members.

The meeting consisted of small group discussions, where the following set of questions was asked:

1. DATA | What should we know about





Norwayne?

2. DELIBERATE | What would you like for Norwayne?
3. DECIDE | What ideas for Norwayne are most important to you?
4. DO | How/who should implement the top ideas discussed?

The format of this exercise allowed the participants to think about what is currently happening in Norwayne, opportunities for improvement and ways to implement these ideas. Each group then presented their ideas. Below are the key ideas that were

discussed at the meeting:

- Safety: In creating a safe environment for all, adequate lighting, pathways and connection to transit is necessary.
- Vibrancy: Vibrant, beautiful and active spaces are important to the success of Norwayne.
- Positivity: Norwayne is the victim of unjust derogatory terms. Promotion of the positive happenings in the neighborhood is needed to educate the public and eliminate any misconceptions.

## COMMUNITY SUMMIT

The Community Summit was held on February 26, 2018. Over 40 residents and community stakeholders were in attendance.

The meeting began a presentation and review of the Master Planning process, including the public engagement opportunities, national and local trends, and the Plan's framework. The group then dispersed out to three different activity stations. A member from the planning team was stationed at each activity to help guide



the discussion.

The first station included the Future Land Use Map. Participants were encouraged to provide comment on what has changed from the previous Master Plan. The second station covered the non-motorized transportation network. Here, participants were asked to provide comment and suggestions regarding priority areas, and existing and future pedestrian and bicycle routes. The last activity station was centered around the vision statement, goals, and objectives. Here, participants were asked to provide comment and suggestions on the

goals and objectives.

The meeting garnered a significant amount of input on key issues of the plan. Some of the major topics or ideas discussed include the following:

- ADA compliance
- Addressing blight within neighborhoods
- Activities for youth
- Safety in terms of community policing, adequate lighting and crosswalks
- More housing - less apartments
- Addressing aging infrastructure
- Street lighting
- Museum and Community Events
- Recreation/sports center, and visitor center
- Focusing on infill development as priority
- Town Center
- Mass transportation
- Strengthen relationships with local schools
- Collaboration between groups
- Attract millennials and young families
- Family recreation on the Lower Rouge River
- Recycling options for apartments



# 4.0

## VISION, GOALS + OBJECTIVES

4.1 Overview

4.2 Vision, Goals & Objectives

## 4.1 OVERVIEW

The following goals and objectives are the result of identifying community assets and critical issues through research and the community input sessions. The goals are broad policy descriptions of community desires for the future, something that decisions and actions should strive to meet and that support the overarching vision. Objectives are more measurable, action oriented statements, which, if attained, will help achieve the goals.

## 4.1 VISION, GOALS & OBJECTIVES

The following pages outline Westland's vision, goals and objectives.



### VISION

#### **Westland is a model All American City by being:**

A City comprised of strong neighborhoods that are safe, walkable, filled with diverse and quality housing stock, and supported by exemplary City services.

A regional destination known for its shopping and entertainment opportunities and unique attractions, and community events

An inclusive, welcoming community that upholds a commitment to the Compassionate City movement, working to support the well-being of Westland's children, families, and overall community.

A top-rated place to live that offers highly desired amenities, such as multi-modal mobility options, vibrant community gathering spaces, culture and arts, and a robust park system.

A community that supports green and sustainable practices.

### GOALS

01. Strengthen neighborhoods
02. Standout as a regional destination
03. Lead as a Compassionate City
04. Provide premier amenities
05. Advance green practices

## GOAL 1: STRENGTHEN NEIGHBORHOODS

Objective 1.1: Preserve and enhance older neighborhoods through City-sponsored home improvement programs

Objective 1.2: Install neighborhood gateway signage that is coordinated with the City's overall wayfinding program.

Objective 1.3: Improve safety within neighborhoods by addressing street lighting needs.

Objective 1.4: Increase neighborhood walkability by filling sidewalk gaps.

Objective 1.5: Promote a variety of quality housing types by allowing for more "missing middle" housing and mixed-use development in the zoning code.

Objective 1.6: Maintain and improve infrastructure by engaging in an asset management program and using this as the foundation for capital improvements planning.

## GOAL 2: STANDOUT AS A REGIONAL DESTINATION

Objective 2.1: Engage in a branding and marketing campaign to help the region become more aware of Westland's assets.

Objective 2.2: Implement the Gateway and Wayfinding strategy to clearly identify the

City as a destination and direct visitors and residents to key focal points.

Objective 2.3: Develop a strategic reinvestment plan around City Hall and the Westland Mall to create a district that serves as a walkable and vibrant shopping and dining district.

Objective 2.4: Develop a strategic plan to emphasize the area around the old City Hall site.

Objective 2.5: Collaborate with local civic organizations, schools, and the Chamber of Commerce to promote and expand local events.

## GOAL 3: LEAD AS A COMPASSIONATE CITY

Objective 3.1: Expand youth civic leadership programs and/or youth councils to supplement childhood education, provide positive adult modeling, and generate future leadership.

Objective 3.2: Foster more public/non-profit partnerships to collectively address local social needs.

Objective 3.3: Continue to develop public policy that supports and promotes the Compassionate Cities movement.

## GOAL 4: PROVIDE PREMIER AMENITIES

Objective 4.1: Follow the City's Parks and Recreation Plan to continue to enhance the Westland's park system.

Objective 4.2: Create and stimulate public gathering spaces at the proposed City Center area and program these with interactive points of interest.

Objective 4.3: Develop the City's non-motorized network following the recommendations outlined in the non-motorized strategy presented in Chapter 6 of this Plan.

## GOAL 5: ADVANCE GREEN PRACTICES

Objective 5.1: Adopt an electric vehicle ordinance to encourage developers to include charging stations.

Objective 5.2: Streamline solar permitting processes and explore other ways to support the use of renewable energy.

Objective 5.3: Continue to employ storm water management best practices.

Objective 5.4: Continue to address brownfield sites and contaminated areas.

Objective 5.5: Continue and enhance current recycling initiatives.

Objective 5.6: Further the vision of Mission: Green through the support of businesses and residents.



# 5.0

## FUTURE LAND USE

5.1 Overview

5.2 Future Land Use Descriptions

5.3 Future Land Use Map

5.4 Westland Historic Village

5.5 Norwayne Community

## 5.1 OVERVIEW

The following narrative describes the land use categories designated on the Future Land Use Map. The future land use categories are not zoning districts, although the zoning map should eventually reflect the future land use map and categories. The future land use map is intended to help guide changes to the zoning map and future decision on rezoning requests.

In addition to the following future land use categories and map, this chapter presents conceptual recommendations for the focus areas of Historic Village and Norwayne. The designs reflect community input and provide options for the future of these areas.

## 5.2 FUTURE LAND USE DESCRIPTIONS

### *Single Family Residential*

This classification includes improved single land parcels and lots having one-family detached and two-family dwelling units which are located in predominately single-family detached residential areas.

### *Multiple Family Residential*

This classification includes land areas that are occupied by predominately residential structures containing dwelling units for two or more households. This form of housing is commonly referred to as "apartments." However, this classification may also include attached condominiums.

### ***Mobile Home Park***

This classification includes land designed and developed to accommodate manufactured homes.

### ***Neighborhood Commercial + Office Services***

Neighborhood commercial/office service uses provides for the sale of convenience goods and personal/business services for the day-to-day needs of the immediate neighborhood. These uses draw from a distance of approximately one-to-one and one-half miles depending on the density and character of the residential area.

### ***Community Commercial***

In addition to the convenience goods and personal services provided by neighborhood commercial uses, community commercial uses provide a wider range of facilities for the sale of soft lines (wearing apparel for men, women, and children) and hard lines (hardware and appliances). These uses have a greater variety of merchandise available in many sizes, styles, color, and prices. Community commercial uses are typically built around a junior department store, discount department store, or a supermarket and draw from a three to five mile area.

### ***Industrial***

This classification includes improved land parcels used for activities such as

manufacturing, assembling and general fabricating facilities, warehouses, and other non-manufacturing uses which are considered to exert influences on adjacent areas of parcels due to the scale of operation, type of operation, or type of traffic.

### ***Public***

The public lands category includes improved land parcels owned by Federal, State, County, or City governments, local school district or public utility companies. Examples of this land use type are the City Hall, library, post office, public schools and utility sub-stations.

### ***Semi-Public***

This classification includes land uses and accessory facilities which are privately owned or operated, are used by the public or a limited number of persons. Included in this classification are buildings such as churches, private clubs, parochial schools, hospitals, and cemeteries.

### ***Parks/Open Space***

This classification includes parcels either improved or unimproved that are used for public or private non-intensive recreational activities, including parks, natural areas, golf courses, and private outdoor recreational facilities.

### ***Vacant***

Vacant lands include all parcels or parts of

parcels not included in one or the above definitions and which have no apparent use at the time of the survey or which are undeveloped.

### ***City Center***

This classification defines the area of Westland's potential City Center District. Characteristics in this area include mixed-use, higher density development with an emphasis on connectivity, walkability,

and public space. The strategic location of this district intends to build from Central City Parkway and connect to the City Complex and Shopping + Dining District. A variety of uses allow for flexibility and the opportunity to install art, outdoor furniture, and other attractions to help to create a vibrant area. Uses in this district vary, including public, residential, commercial, and park and open space.

### ***Shop + Dine District***

This classification intends to further define and enhance the existing district. The primary use in includes Commercial, with a focus on retail, services, and entertainment. The wayfinding initiative, found in Appendix 3, helps to define this district and further the desire to become a regional destination.

### **CITY CENTER CHARACTER IMAGES:**



Public Gathering Space



Mixed-Use Development

## 5.3 FUTURE LAND USE MAP

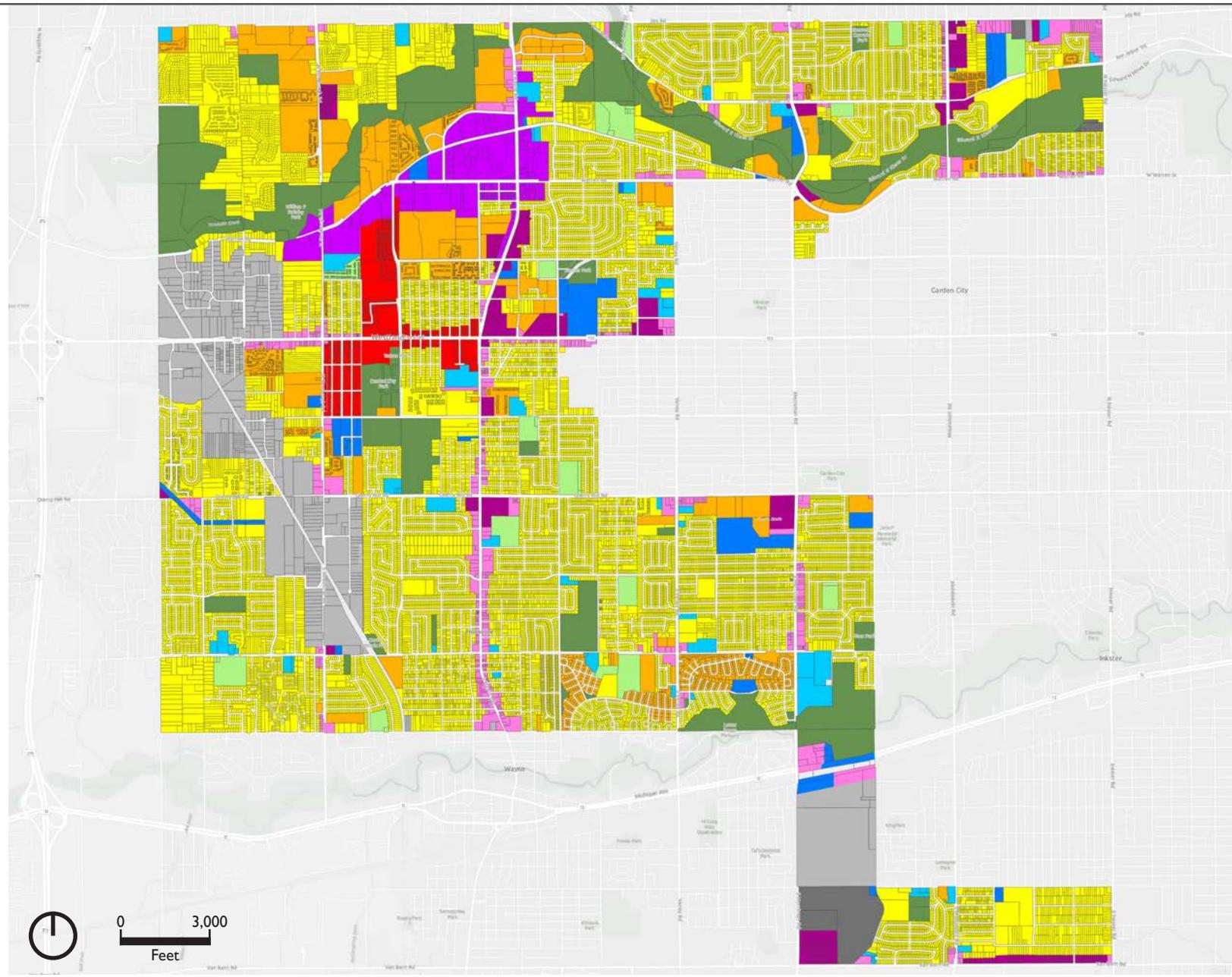
An important aspect of this Master Plan is the Future Land Use Map, depicted on the following page. Based on the Existing Land Use Map and previous Future Land Use Map, this map is meant to distinguish areas that are appropriate for particular patterns of development. With objectives to enhance community character, improve connectivity, and define where and how growth should occur, this land use plan strives to meet the needs of current and future residents and businesses. It also takes current goals and objectives, as well as current development and initiatives into account.

It is important to note that this map, much like the Master Plan as a whole, should be viewed as a guide, rather than a strict policy or local statute. For a detailed copy of the Future Land Use Map, please refer to Appendix 1.

### CITY OF WESTLAND FUTURE LAND USE MAP

#### KEY





## 5.4 WESTLAND HISTORIC VILLAGE

### CONCEPT I

#### VISION

A functional design that allows for easy vehicular and pedestrian access and modern, curvilinear roads for future expansion. This design layout, while located in a historic village, displays a more modern layout with a predominant vehicular accommodation.

#### DESCRIPTION

Westland Historic Village Option 1

#### CHARACTER IMAGES:



Formal Planting Bed



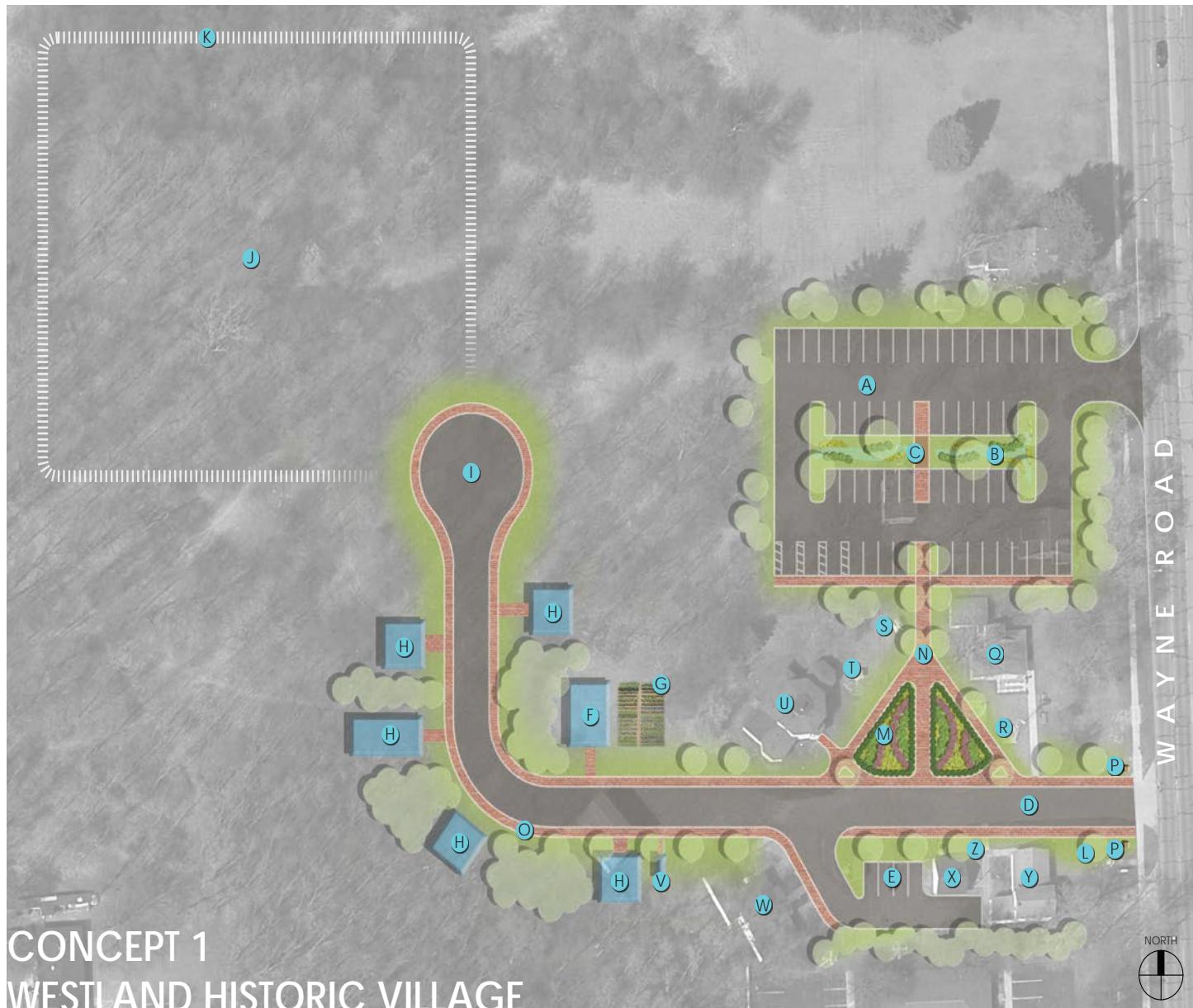
Bioswale



Victory Garden/Community Garden

addresses the need to widen the existing roadway, relocate the barn structure and create a road extension with a cul-de-sac. This roadway extension and cul-de-sac can also provide for future roadway and development opportunities for the Historic Village. The relocated barn can also provide a venue for weddings and other gatherings. Gateway features border either side of the roadway entrance, creating a more dynamic sense of arrival, and a formal ornamental planting bed greets visitors as they arrive and depart, providing a more aesthetically appealing pedestrian entrance/exist feature from the parking lot. A community garden has been located adjacent to the barn, and offers opportunities for food-source community engagement, such

as the creation of a Victory Garden/Community Garden. Brick pavers accentuate the historic feel of the space, while also providing better connectivity and accessibility between site elements. The parking lot, located to the north of the site, is designed to provide parking for both visitors as well as event situations. Green infrastructure elements like bioswales, curb-cuts, and porous pavement, where feasible, have been incorporated into the parking design to create a sustainable design development.



LEGEND

- A PARKING LOT (60 SPACES)
- B BIOSWALE
- C BRIDGE
- D 24' ACCESS ROAD
- E EXISTING PARKING
- F RELOCATED BARN
- G CHILDREN'S GARDEN OR COMMUNITY/VICTORY GARDEN\*
- H FUTURE HISTORIC BUILDING OPPORTUNITIES
- I CUL-DE-SAC
- J FUTURE CENTRAL PARK & PLAZA SPACE
- K FUTURE ROADWAY OPPORTUNITY
- L STREET TREES
- M FORMAL PLANTING BED
- N ACCESS WALK
- O SIDEWALK
- P GATEWAY
- Q COLLINS HOUSE
- R WINDMILL
- S EXISTING STRUCTURE
- T WELL
- U OCTAGON HOUSE
- V RELOCATED OUTHOUSE
- W ELOISE MUSEUM
- X CARRIAGE SHED
- Y FELTON FARMHOUSE
- Z BELL

\* NOTE:  
During World Wars I and II, Victory Gardens were established by local citizens on land not already being used for agricultural production. They could be found in places such as parks, residential yards, schoolyards and vacant lots as a way for local citizens to aid in agricultural production and feed their own families. In developing these gardens, it made commercial crops more readily available to send to starving troops and civilians overseas during the wars. This idea of Victory Gardens would fit in well within the context of Westland's Historic Village.

GRAPHIC SCALE 1"=60'  
0' 30' 60' 120'

CONCEPT 1  
WESTLAND HISTORIC VILLAGE

## CONCEPT 2

### VISION

A resourceful design that accommodates both pedestrian and vehicular access, with a higher focus on walkability and less of a focus on vehicular accommodation, as compared to concept 1. This design layout takes advantage of the existing site layout, but also emphasizes and adds strategic design elements to develop a more dynamic historical experience.

### DESCRIPTION

Westland Historic Village Option 2 addresses the need to maintain the one-way

drive lane, and provide a right and left turn lane at the end of the drive lane. The large proposed parking lot has been relocated to the north to create parking that minimally impacts existing trees on-site. It will allow for both visitor parking as well as event parking. Green infrastructure elements like bioswales, curb-cuts and porous pavement where feasible have been incorporated into the parking design to create a sustainable design development. The barn has been left in its existing location, and brick walkways provide access to the barn and other historic structures. A community garden has been located adjacent to the barn, and offers opportunities for food-source community engagement, such as the creation of a Victory Garden/Community

Garden. The approach to the barn has been formalized with a small circular garden, to add an element of visual appeal especially when the barn is reserved for wedding ceremonies, receptions and other meetings. The cornerstone of this concept is the centrally located town square: an ode to historic towns and villages that designed plaza spaces and squares as places to gather within the community context. This plaza space could also double as an outdoor event space.

### CHARACTER IMAGES:



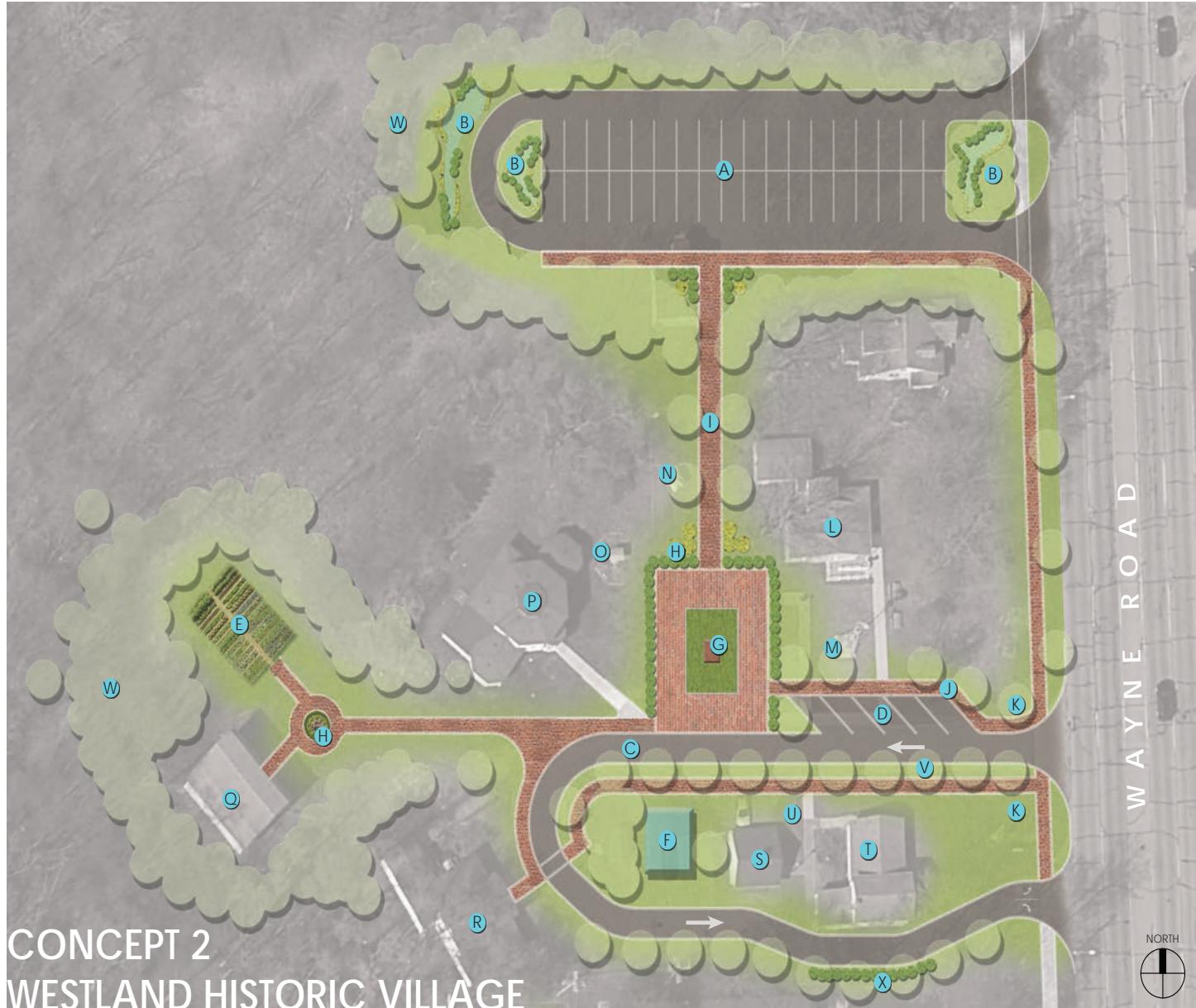
Plaza Space



Artistic Bioswale



Brick Walkway

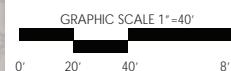


#### LEGEND

- A PARKING LOT (36 SPACES)
- B BIOSWALE
- C 1-WAY ACCESS ROAD
- D PROPOSED ANGLED PARKING (5 SPACES)
- E CHILDREN'S GARDEN OR COMMUNITY/VICTORY GARDEN\*
- F FUTURE HISTORIC BUILDING OPPORTUNITY
- G PLAZA SPACE & ART SCULPTURE
- H PLANTING BED
- I ACCESS WALK
- J SIDEWALK
- K GATEWAY
- L COLLINS HOUSE
- M WINDMILL
- N EXISTING STRUCTURE
- O WELL
- P OCTAGON HOUSE
- Q BARN
- R ELOISE MUSEUM
- S CARRIAGE SHED
- T FELTON FARMHOUSE
- U BELL
- V STREET TREES
- W NATURAL WOODLAND
- X GREEN BUFFER

#### \* NOTE:

During World Wars I and II, Victory Gardens were established by local citizens on land not already being used for agricultural production. They could be found in places such as parks, residential yards, schoolyards and vacant lots as a way for local citizens to aid in agricultural production and feed their own families. In developing these gardens, it made commercial crops more readily available to send to starving troops and civilians overseas during the wars. This idea of Victory Gardens would fit in well within the context of Westland's Historic Village.



CONCEPT 2  
WESTLAND HISTORIC VILLAGE

## CONCEPT 3

### VISION

Of the three concepts for the Historic Village, concept 3's site layout is most reflective of a true historic village setting. Notable for its exclusively pedestrian design, this concept encourages visitors to forego their vehicles and experience the site as one would have experienced a town or village in years past, before vehicles became the focus of community design.

### DESCRIPTION

In this design concept, a focal point and gateway plaza is located on Wayne Road,

drawing attention to the Historic Village. The design is developed on a strong linear axis, with a proposed historic chapel as the western-most site feature. As visitors stroll through, they will experience the historic structures and the centrally located village square. This square will act as a meeting point, enhancing the feel of the village and also providing a sense of arrival for those entering the site from the parking lot. A community garden has been located adjacent to the barn, and offers opportunities for food-source community engagement, such as the creation of a Victory Garden/Community Garden. The relocated barn can act as an additional venue for weddings and other types of group functions. A nature trail is proposed

along the path that links the chapel to the parking lot, allowing for connections between existing trails within the area to the historic village site, promoting pedestrian walkability and access.

### CHARACTER IMAGES:



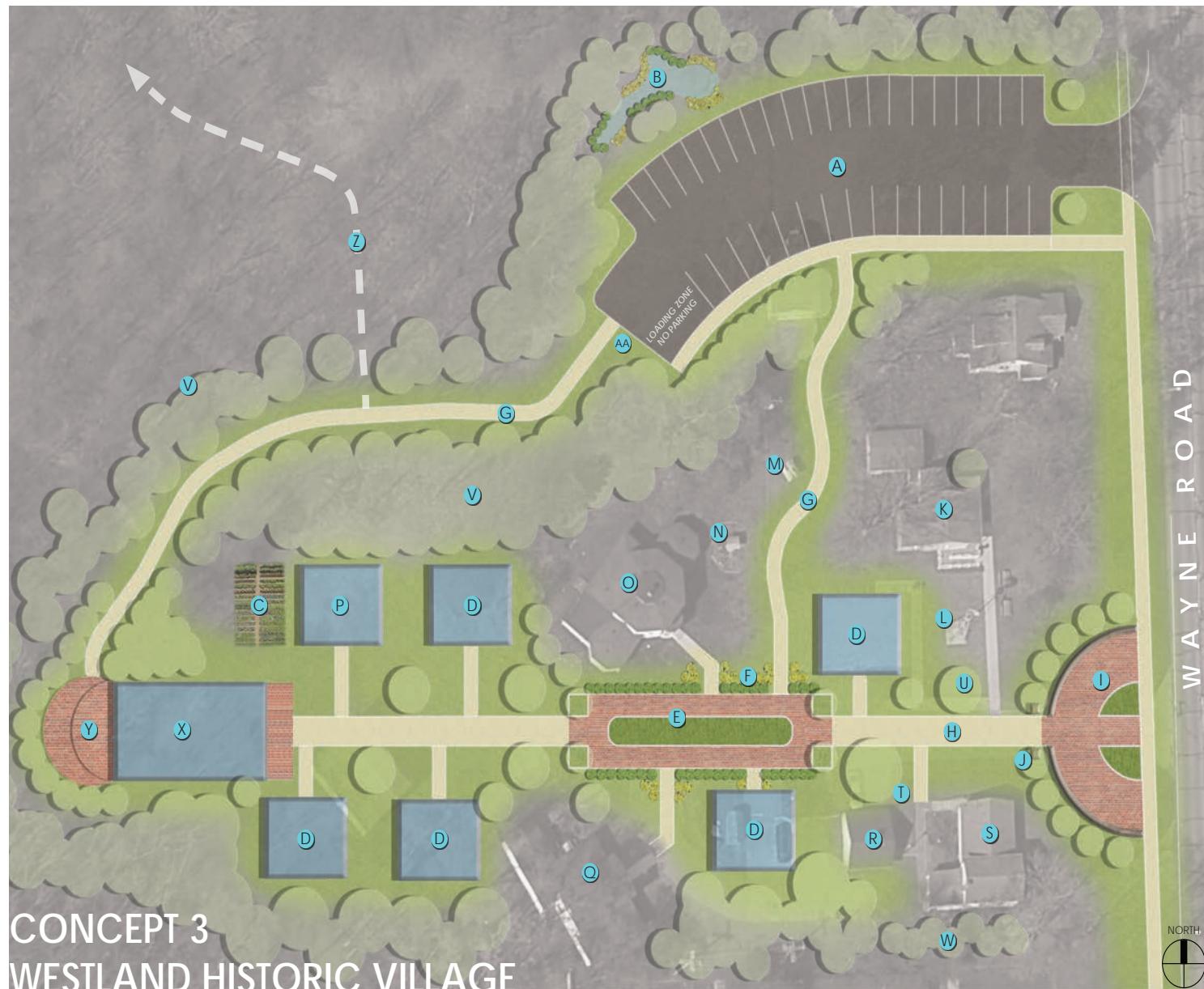
Entrance Plaza



Crushed Granite Pathway



Chapel



## 5.5 NORWAYNE COMMUNITY

The goal for the Historic Norwayne Community is to create a safe, vibrant and positive district, and become a destination for the City of Westland and surrounding communities.

Project objectives include a focus on safety, vibrancy, and positivity. For safety, it is crucial to create a safe environment for all. This can be implemented through the addition of adequate lighting, pathways, safe crosswalks and connections to public transportation. To create a vibrant community, enhanced aesthetics and updated activity spaces is crucial to the success of Norwayne. In terms of social justice, Norwayne is the victim of unjust,

derogatory terms. Promotion of the positive happenings in the neighborhood is needed to educate the public and eliminate any misconceptions.

Community enhancements include the following items:

### SERVICE VEHICLE ACCESS

With construction of Norwayne having started in 1942, the design of the neighborhood's narrow streets and limited turning radii compromises the ability for modern-day service vehicles to adequately provide aid to certain portions of the community, specifically on no-outlet roads. In order to allow for service vehicle access, opportunities exist to convert abandoned properties into additional turning/

hardscape space, to allow for proper emergency vehicle accessibility.

### BUS SHELTERS + PUBLIC TRANSIT

Improve pedestrian mobility by providing access to public transportation & service vehicles, to allow residents to move freely through the community and have access to necessary amenities. Develop transportation shelters to allow for comfortable waiting conditions during inclement weather.

### STREETSCAPE + CROSSWALKS

Improve pedestrian mobility by providing access to public transportation & service vehicles, to allow residents to move freely through the community and have access to necessary amenities. Develop transportation

#### CHARACTER IMAGES:



Service Vehicle Access



Bus Shelters + Public Transit



Streetscape + Crosswalks



Pedestrian Seating

shelters to allow for comfortable waiting conditions during inclement weather.

## PEDESTRIAN SEATING

Increasing the amount of pedestrian seating in parks and other public spaces creates a friendlier neighborhood environment. Allowing for places to sit and relax, talk, get outdoors, or to simply watch children playing creates a more user-friendly environment and invites residents to become a part of the outdoor environment in which they live.

## LIGHTING

The addition of pedestrian lighting would help to increase the safety and walkability of the Norwayne Community, as well as to enhance the neighborhood's traditional

character.

## PARKING

Currently, because of the historic nature of the Norwayne community layout, roadways are narrow and parking is limited. There is potential for small, public parking lots to be developed within the neighborhood blocks, where homes have been abandoned and/or are in a state of blight.

## WAYFINDING & GATEWAYS

Gateway features located within Norwayne will help to establish the character of the neighborhood and create a sense of arrival. Wayfinding signage, both to Norwayne and within the neighborhood limits, will help direct the public to specific locations and identify key features within the community.



Lighting



Parking



Wayfinding + Gateways



Bike Racks



Playgrounds

## BIKE RACKS

Improving the health, and connectivity of the neighborhood can start by promoting alternate forms of transportation such as biking. The addition of bike racks helps to provide an amenity to the Norwayne district, allowing for adults and children alike to easily bike to various locations within the community.

## PLAYGROUNDS

Studies have shown that play is important in the cognitive, physical, and emotional development of children. Along with this, access to fun and safe outdoor environments should be accessible to all residents within the community.

Other significant community enhancements that are already in motion and should be continued, include the following:

## COMMUNITY GARDENS

The Norwayne Community Citizens Council established the Newago Community Garden in 2011, and plans are to implement the Community Garden West in 2018.

## LOWER ROUGE GREENWAY

The City of Westland is partnering with Wayne County Parks in the development

of the Lower Rouge Greenway in Dorsey-Venoy Park. Canoe/Kayak launches will be installed at Venoy and Merriman Roads with enhanced parking, walking trails, and park amenities.

## VACANT PARCEL UTILIZATION

The City has demolished 89 blighted structures since 2010, including 19 quad homes, 30 twin homes, and 40 single family homes. The City has a tri-part approach for the vacant lots:

1. Sale of non-buildable lots to adjoining owners, to be combined into a single

2. Hold open for green space
3. Develop affordable housing

## AFFORDABLE HOUSING DEVELOPMENT AND RENOVATION

The City of Westland currently partners with SER Metro Youth Build to build single family houses and utilize CDBG funds to encourage housing rehabilitation. As the economy improves, the City intends to partner with other developers for single family homeownership opportunities.







# 6.0

## NON-MOTORIZED TRANSPORTATION

- 6.1 Purpose of Non-Motorized Focus
- 6.2 Where is Westland Now?
- 6.3 What is Important?
- 6.4 What are Today's Standards and Practices?
- 6.5 Moving Forward
- 6.6 Project Implementation Matrix

## 6.1 PURPOSE OF NON-MOTORIZED FOCUS

The purpose of this section is to serve the City's vision of becoming a community that provides plentiful and quality opportunities for people to move around Westland using non-motorized modes of transportation.

As a City that came of age during the height of the automobile era, this would truly be transformative for the City of Westland and is key to the successful future of the community. To this end, this portion of the Plan plays a significant role in the future success of the City by promoting health, safety and general welfare of residents and visitors. As Westland develops a robust non-motorized transportation system residents and visitors of Westland will benefit from:

- Viable transportation alternatives for individuals who do not hold driver's license or have access to a motor vehicle at all times.
- Improved safety, especially for the young and old, who have a stronger reliance on non-motorized facilities.
- Increased mobility options for all people who have some level of disability.
- Economic growth by making the City an attractive place to locate a business and live.
- Active living while reducing health care

costs associated with inactivity.

- Reduced water, air, and noise pollution associated with automobile use.
- Improved aesthetics by adding landscaping and medians that improve the pedestrian environment and safety.
- A stronger social fabric by fostering the personal interaction that takes place while on foot or on bicycle.

## 6.2 WHERE IS WESTLAND NOW?

The City of Westland developed during an era that focused on accommodating automobiles. Westland's neighborhoods, shopping center, schools, offices, and churches connect through a vast road system and typically provide ample parking facilities. Meanwhile, safe and strong non-motorized travel amenities are not available. Additionally, consistent with practices of the 1960's through 80's, the City is comprised mostly of single-use zoning districts, which often make for lengthy trips between destination points. Multiple lane roads that can make non-motorized travel intimidating and difficult also serve as the City's mobility framework. On the plus side, however, the City's road system is a primarily a grid pattern, which allows for easier navigation and connectivity by all travelers.

Past and current efforts to improve mobility can be seen throughout the City

including the installation of sidewalks wherever possible in new developments, dedicated funding for repairing sidewalks in disrepair, and specific dedicated sidewalk infrastructure projects like the one currently being implemented on Marquette Street near John Glenn High School.

According to 2012 Census data, 66% of Westland commuters travel to work in under 30 minutes and over 95% of them travel by car. This presents an opportunity to encourage residents to take other means of transportation to work.

2012 Travel Time to Work	City of Westland	State of Michigan	United States
<15 min.	24%	30%	28%
15-29 min.	42%	39%	37%
30-59 min.	30%	26%	28%
60-89 min.	3%	4%	6%
90+ min.	1%	2%	3%

2012 Mode of Transportation to Work	City of Westland	State of Michigan	United States
Car	95.39%	91.40%	85.93%
Motorcycle	0.10%	0.15%	0.22%
Bicycle	0.20%	0.42%	0.55%
Walk	1.52%	2.41%	2.85%
Public transit	0.57%	1.33%	5.12%
Other	0.32%	0.56%	0.88%
Work at home	1.90%	3.72%	4.45%

However, the community survey respondents indicated that personal safety was the biggest barrier to non-motorized travel, followed by lack of bicycle lanes and lack of sidewalks. Currently, the City does not have any significant on-street dedicated bicycle infrastructure. On most neighborhood roads, cyclists can travel with relative ease, but on higher-speed roads throughout the City present a problem, as they are intimidating for most cyclists and often unsafe.

From 2012 – 2016, there have been 188 total bicycle and pedestrian related crashes in Westland. Thirteen were fatal, 25 had serious injuries involved, and 130 involved minor or possible injury. The majority of these crashes occurred on arterials with more than two lanes of travel such as Wayne Road, Middlebelt Road, Inkster Road, and Ford Road. Further study is recommended to identify areas of highest priority and potential countermeasure recommendations. Please refer to Appendix A for SEMCOG High Priority Safety Locations Maps.

## INFRASTRUCTURE

Wayne County and the City of Westland own and maintain surface roads within the City limits. Major arterials in the City are county roads. With the remaining roads owned and maintained by the City. According to recent SEMCOG traffic counts, traffic levels on the arterials vary

significantly, with some locations, such as Ford Road, seeing as much as 37,700 cars per day and others, such as Joy Road, carrying less than 10,000. Because the City is built out and land-locked, expected traffic increases from current volumes are 3-5%. For more detailed information on specific roadways and traffic volumes, please refer to Appendix 1.

The majority of roads in Westland have sidewalks, which greatly enhances pedestrian connectivity throughout the City. The presence of sidewalks along neighborhood roads, however, is variable. Some locations have complete sidewalks, others have occasional gaps, and still others are lacking sidewalks altogether. Survey respondents also indicate there is a high need for more paved sidewalks, crosswalks, or paths with 82% of respondents noting that they would use these facilities. Please see Appendix A for a map of existing sidewalk facilities.

Michigan Department of Transportation (MDOT) and the Wayne County Park System has existing and planned off-road shared use paths that surround the City to the west, north, and south. MDOT owns and maintains the I-275 Bike Path within the I-275 right of way. Wayne County owns and maintains the Hines Drive Trail to the north of the City and is currently working on a new passive recreation trail that will connect the I-275 Trail with the Hines Drive

Trail called the Holliday Park Trail that will run through the Holliday Nature Preserve. They are also currently constructing portions of the Lower Rouge Path that is running alongside the Lower Rouge River.

## POLICIES & PROGRAMMING

Policies and Programming in Westland, shown in the Code of Ordinances, include ADA compliance, sidewalk snow or ice removal, sidewalk ownership, and consideration in zoning.

## 6.3 WHAT IS IMPORTANT?

Practicality, safety, and user enjoyment are the three general features that are important to non-motorized travelers. These must be in place to have a functioning non-motorized network.

### PRACTICALITY

The average speed for a pedestrian is three to four miles per hour, and bicyclists typically travel between 8 and 20 miles per hour, varying by age, trip purpose, and fitness level. Because walking is already a comparatively slow form of transportation, a person will not usually choose to walk to destinations longer than 20 minutes away. Cyclists will travel farther, but both pedestrians and cyclists who are trying to reach a destination generally take the shortest possible route available, and are

## COMPLETE STREETS

According to Michigan Public Act (PA) 135 of 2010, Complete Streets provide “appropriate access to all legal users in a manner that promotes safe and efficient movement of people and goods whether by car, truck, transit, assistive device, foot or bicycle.” The overall trend and movement towards walkable and bike-able communities lend for municipalities to reevaluate their current road networks and evaluate whether non-motorized users can be accommodated safely without compromising the safety of motorized users. It requires coordination between agencies to evaluate and accommodate whenever possible based on sound engineering judgment and community input.



not willing to go far out of their way. The number and duration of stops related to road crossings factors into this.

## SAFETY

National statistics show that a pedestrian's probability of death if hit by a motor vehicle increases from 15% when the car is going 20 mph to 85% if the car is going 40 mph. It is, therefore, with good reason that non-motorized users feel uncomfortable around cars traveling at higher speeds and will often not choose to travel if there are real or perceived higher likelihood of a car collision. In line with this, survey respondents in Westland note that personal safety is the biggest barrier to non-motorized travel in the City, indicating this is a key issue to address and raises the importance of adding facilities specific non-motorized facilities to the network.

One item to keep in mind, however, is that sidewalks facilities, while typically safer for pedestrians, pose a safety issue for bicyclist. If riding on a sidewalk along a high-speed road, the cyclist must approach every driveway with caution due to the visibility issues and the fact that drivers rarely give right-of-way to a bicyclist on sidewalks. The more frequent and busy the road and driveway intersections are the more chances there are for conflicts. Further, if a driver stops a vehicle on an intersecting driveway waiting for traffic to clear, their position blocks the sidewalk. This requires difficult

and often dangerous maneuvering to ride around the stopped vehicle. Additionally, as the number of bicyclists and pedestrians increase on a shared facility, like a sidewalk, the number of conflicts between these non-motorized travelers also increases and pedestrians' comfort decreases. Cyclist/ pedestrian crashes can cause severe injuries to both parties.

## USER ENJOYMENT

Non-motorized travel becomes significantly less appealing when users experience high levels of noise, smell, and splashing water caused by passing cars and trucks is present. Unpleasant or mundane views also severely decrease a non-motorized travelers' level of enjoyment. Some of the urban design elements that contribute to unpleasant or mundane views, in addition to an overall negative experience, include expansive parking lots, garages as the prominent building feature, blank walls, minimal landscaping, and the absence of street furniture, such as benches.

## 6.4 WHAT ARE TODAY'S STANDARDS AND PRACTICES?

Several organizations provide standards on developing the listed non-motorized facilities. The main three organizations are the American Association of State

Highway and Transportation Officials (AASHTO), who provides the Guide for the Development of Bicycle Facilities, the National Association of City Transportation Officials (NACTO), who provides the Urban Street Guide and the Urban Bikeway Design Guide, and the United States Department of Justice Civil Rights Division, who sets the American with Disability Act's Standards for Accessible Design. Each non-motorized facility that the City of Westland develops will need to apply the appropriate set of standards based on the need and context.

Most Michigan cities are building their non-motorized transportation networks primarily through the combination of sidewalks and designated bike lanes or wide shoulders. With this approach, jurisdictions are either installing or connecting sidewalks and providing bicycle lanes or wide, paved shoulders on their main roads. The call-out box to the left presents a description of the different types of bike lanes and the standards for both bike lanes and paved shoulders.

In addition to sidewalks, bike lanes, and wide shoulders, other increasing popular non-motorized improvements include:

#### ***Bicycle Parking***



Bicycle parking facilities provide a safe, organized space for bike storage and send the signal that cycling is welcome in the City.

#### ***Bicycle Lanes***



Bicycle lanes provide safe routes for cyclists on roads with vehicular traffic. Various forms include buffered or protected lanes, sharrows, or marked bicycle lanes. Buffered lanes are best for high-traffic roads and use curb, rail, or bollards to protect cyclists from traffic lanes. Sharrows use a symbol marked in a lane to allow for both motorized and bicycle traffic.

#### ***Curb Bump-outs***



A curb bump-out creates an extension of the sidewalk to create a shorter crossing distance, help slow vehicles, and draw attention to pedestrians.

#### ***Curb Ramps with Tactile Inserts***



Curb ramps with tactile inserts provide both an anti-slip aid and a tactically perceptible cue that distinguishes the sidewalk from the street. This makes it easier and safer for people in wheelchairs, the visually impaired, children, and people with strollers to cross.

#### ***Crossing Islands***



Crossing islands provide a refuge for pedestrians who are crossing a wide, multi-lane road.

#### ***Crosswalks***



Crosswalks that are designated with paint or another treatment, such as pavers, alert drivers to the potential presence of crossing

pedestrians.

#### *Landscaping*



Tree and plants serve as a traffic calming measure by visually narrowing a roadway and creating a more inviting environment for non-motorized travelers.

#### *Lighting*



Lighting helps create safer and usable facilities and can add to the character of an area or roadway depending on the design of the lighting fixtures.

#### *Mini-Roundabout*



Mini-roundabouts slow traffic through intersections and have a fully mountable

center island that emergency vehicles, buses or large trucks can drive over when necessary.

#### *On-Street Parking*



On-street parking calms traffic by narrowing a roadway and creating a buffer between pedestrians and vehicular traffic.

#### *Pedestrian Signals*



Pedestrian signals indicate when a pedestrian can most safely cross a street. The following are different types of pedestrian signals:

#### *Pedestrian Demand-Actuated Signal*



Instead of automated pedestrian crossing signals, demand-actuated signals involve

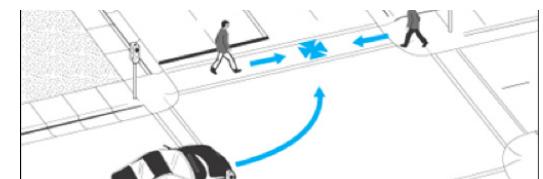
pedestrians pushing a button to activate the signal. These most appropriate in places where pedestrian traffic is infrequent.

#### *Pedestrian Countdown Signals*



Countdown pedestrian signals show how much time remains to complete a crossing safely.

#### *Leading Pedestrian Interval*



Leading pedestrian intervals give pedestrians a head start in front of turning traffic when crossing the street.

#### *Pedestrian Beacons*



Pedestrian beacons allow traffic to flow until pedestrian activated and then present a set of flashing light or other signal to alert

drivers of a pedestrian crossing.

### **Road Diets**



Road diets reconfigure lanes to add multi-modal capacity, on-street parking, and/or a turn lane. The most common form of a road reduces motorized travel lanes through consolidation of lanes or the reduction of width.

### **Signs**



Signs that welcome, alert, inform, and direct non-motorized travelers are an important component to easing non-motorized travel.

### **Signed Bike Routes**



Signed bike routes designate where cyclists will find easier travel. The signs will also

raise awareness to motorists to be alert to cyclists.

### **Trails**



Trails offer a separated pathway intended for both recreation and travel, often through designated recreational areas.

## 6.5 MOVING FORWARD

### *Recommendation 1: Create Destination Connections*

It is important to connect the key locations in the City of Westland through bicycle and walking facilities. Key destinations include:

1. City Hall
2. Hix Park
3. Holiday Nature Preserve
4. State of Michigan 18th District Court
5. Mike Modano Ice Arena
6. Westland Police Department
7. Westland Farmer's and Artisan's Market
8. Westland Senior Resources Center
9. William P. Faust Public Library
10. Norwayne Historic District
11. Hubbard Park
12. Voss Park
13. Stottlemeyer Park
14. Firefighter's Park
15. Annapolis Historic District
16. Corrado Park
17. John Glenn High School

### 18. Stottlemeyer School

In order to prioritize where new sidewalk should be constructed, the goals and objectives were reviewed as well as public comments received at the public meetings and through the survey. It is commonly accepted that most walkers will choose to walk over driving to a community asset or local destination if it is within a 20 minute walk or within a  $\frac{1}{4}$  mile. Therefore, a sidewalk program approach could be to prioritize the development of sidewalks near those assets. The stakeholder group confirmed the community assets to include City Hall, area parks, schools, and senior/community centers. A query was run to identify where there were missing sidewalks within a  $\frac{1}{4}$  mile of the identified community assets. For query results, refer to the Community Connections Map located in Appendix 1.

They are represented as purple in color. Based on these responses and factoring in crash history, the following areas are recommended for new sidewalk/shared use path construction:

- Intersection of Warren and Merriman Roads
- $\frac{1}{4}$  mile radius from City Hall
- $\frac{1}{4}$  mile radius from Westland Farmer's and Artisan's Market
- $\frac{1}{4}$  mile radius from Faust Public Library

- $\frac{1}{4}$  mile radius from Stottlemeyer School

An off road facility to create connections to the regional bicycle network would be ideal but the current road network and coordinating land uses would not make an off road network feasible due to the high cost of right of way that would need to be purchased to develop a network for both sides of the road. An alternative to this could mean an on road network which could be a routing/sharrow combination, bike lanes through the narrowing or elimination of travel lanes, or useable wide shoulders that could be converted to bike lanes. Creating a routing/sharrow facility would require a very low traffic road ideally with a low number of curb cuts and speed limit. A road that is less than 20,000 ADT with two travel lanes or more in each direction would be needed in order to accommodate bike lanes. Central City Parkway, Wayne Road, and Wildwood Street are the most logical north/south connections to serve the Holliday Park Trail and Lower Rouge Path. Wildwood Street or Central City Parkway are recommended for further study.

Note that the recommendations for these facilities represent a high-level evaluation of the where non-motorized facilities will be best suited. A more detailed investigation will be necessary with each corridor to determine the most appropriate modifications. The following safety concern areas for pedestrians and bicycles are

recommended for further study, including coordination with the County when necessary:

- Wayne Road from Warren to Ford Roads
- Wayne Road from Canyon Drive to Glenwood Road
- Ford Road from Newburgh Road to Wildwood Road
- Warren Road from Merriman to Inkster Roads
- S. Carlson Street and Cherry Hill Road

***Recommendation 2: Launch a 3 E's Campaign – Education, Encouragement, and Enforcement***

Because the City of Westland is not historically a biking and walking City, it is vitally important to educate residents about walking and biking safety, encourage residents to use the walking and biking facilities that either already exist or that will be installed, and enforce protection of walkers and bikers by addressing driver behavior that is dangerous to non-motorized travelers. Some examples of education and encouragement programs are....

Create a Walking Program. Partner with large employers to design and publicize routes to walk or bike to work, give time for walking or bicycling during the day or foster walking or bicycling groups. The American

Heart Association provides support to business-based walking programs through incentive items, printable material and recognition. A popular program called Walk With a Doc is a program where a doctor holds regular walks in a popular place like a local park and gives a brief presentation on a health topic and then leads participants on a walk at their own pace. An Incentive based program like a Mileage Club is also a successful way to encourage more walking throughout the community. <https://walkwithadoc.org/>

Organize Around an Event: Many national events take place such as a Walk to School Day, Bike to Work Day, or Car Free Day that could be led by the community or grass roots organizations. These will usually attract local media and can be a successful way to launch an on-going program or a targeted marketing campaign. <http://www.walkbiketoschool.org/>, <https://bikeleague.org/content/bike-month-dates-events-0>, <https://www.daysoftheyear.com/days/world-car-free-day/>

Bicycle Safety Programs: Many programs have launched throughout the US that are either focused on Complete Street Designs or are education campaigns designed to teach the general public the Rules of the Road for safe driving. These include programs like the How We Roll Program funded by the Ohio Department of Transportation. <https://www.fhwa.dot.gov/>

ENVIRONMENT/ehei/awards/2012/ohio.cfm. Other younger age targeted programs could include the Safety Town Program or Bike Rodeos and led at the local schools. [http://www.sheriffssafetytown.org/\\_uploads/documents/resourceGuide.pdf](http://www.sheriffssafetytown.org/_uploads/documents/resourceGuide.pdf)

Law Enforcement Training: Having an effective training program in place will ensure that law enforcement officers are knowledgeable of the state laws and local ordinances that apply to pedestrians and bicyclists. For example, Wisconsin has a pedestrian and bicycle law enforcement training course, called Enforcement for Bicycle Safety (EBS). This course teaches law enforcement officers various aspects of bicycle safety, which laws to emphasize with child and adult bicyclists and with motorists to reduce crashes, how to begin bicycle crash cause identification, and the importance of officers as front line, on-traffic-duty educators. <http://wisconsindot.gov/Pages/safety/education/bike/education.aspx>

***Recommendation 3: Expand Wayfinding to Bicycle Facilities***

As the City embarks on the new wayfinding program, the City could install additional signs and directional aids along biking and walking facilities that are at scale with non-motorized travelers. Signed routes make residents and visitors aware of bike-friendly streets throughout the City so that other more car centric roadways can

be avoided. Distance to community assets should also be referenced on the signs to provide direction and information to not only encourage visiting these assets but help them make good bicycling decisions while en route. A Wayfinding Study is recommended.

#### ***Recommendation 4: Adopt Supportive Policies and Programs***

Policies and programs that support the City of Westland becoming a bicycle and pedestrian friendly city are critical to the success of non-motorized travel. Some key policies and programs that will help advance non-motorized transportation. Complete Streets: According to Smart Growth America, over 1,200 Complete

Streets policies have been passed in the United States, including those adopted by 33 state governments, the Commonwealth of Puerto Rico, and the District of Columbia. A policy or ordinance would commit the City to consider bicycle, pedestrian, or transit accommodations on roadways when they are being planned for work. It is recommended that Westland consider adopting a policy for the City.

Americans with Disabilities Act (ADA) Transition Plan: Many cities throughout the US have taken a progressive approach in its ADA Title II compliance efforts. These include preparing an ADA Transition Plan that analyzes and prioritizes physical infrastructure as well as accessibility of its public buildings. The concept is to prove

a uniform level of physical access in its buildings and facilities, thus ensuring ADA Program Access for the public and opportunities employment for persons with disabilities. As areas are identified and prioritized, they can be budgeted into planned projects such as resurfacing of roadways or upgrades to a community facility. It is recommended that Westland complete an ADA Transition Plan.

Safe Routes to School: The Safe Routes to School Program is an international program that encourages children to walk and bicycle to school. Since 25% of national morning commute traffic is contributed to pick up and drop offs of students by parents with their personal vehicles, the program not only alleviates traffic congestion, but



promotes a healthy and active lifestyle at a young age. Most successful programs are led by staff and parents who can commit the time and effort to sustain the program long term. Funding is available through FHWA to start and implement infrastructure projects as well as encouragement and education programs. It is recommended that Westland start a Safe Routes to School Program in coordination with the School District.

**Update Zoning Code to Include Walkable and Bicycle Amenities in New Developments:** One of the biggest hindrances to encourage safe bicycling and walking connectivity are when new developments occur. Westland could update its zoning code to require for a minimum

bike parking standard as well as encourage shared use paths or sidewalks on the periphery of the site. It is recommended that Westland review and update their zoning code.

***Recommendation 5: Install Biking Amenities***

At minimum, simple bicycle racks are important to install throughout the City to have safe and organized storage for bikes and to send the message that biking is welcome and encouraged in Westland. Likewise, benches and other street furniture provide resting spots to pedestrians and signal that Westland supports pedestrian travel.

We recommend installation of bike racks.

Bicycle parking throughout the City should be easy to locate and simple to use. Whenever possible, they should be as close to the entrance of a public facility as possible. Other priority locations could include within the rights of way near large business generators, bus stops, and apartment complexes. The most effective and FHWA recommended design is the Inverted U bike rack. It supports two bikes simultaneously, can allow the bike to be locked in two places, and will not bend the rim of a bicycle wheel. If artistic designs are considered, special attention must be made to ensure the design and utility of the rack is not compromised.



## 6.6 PROJECT IMPLEMENTATION MATRIX

The implementation matrix below outlines each recommendation and assigns projects/programs with potential sources for funding and a general time frame. Because of the changing nature of these resources, this is only meant to serve as a guide for future budget planning and not as a rigid plan. The abbreviations depicted in the matrix are listed to the right.

Abbreviation	Time Frame	Abbreviation	Responsible Party
S	Short (0 - 3 yrs.)	PS	Public Service Dept.
M	Medium (4 - 7 yrs. )	P	Police Department
L	Long (7+ yrs. )		
O	Ongoing		

Abbreviation	Responsible Party
CIG	Community Interest Groups
ED	Economic Development Dept.
S	Schools
PR	Parks & Recreation Dept.

Recommendation 1.0 Install Safe and Connected Infrastructure			
Project	Time Frame	Responsible Party	Potential Resources
Sidewalk Installation at intersection of Warren and Merriman Roads	M	PS	Transportation Alternatives Program, Safe Routes to School, Local Funding, CDBG
Sidewalk Installation at intersection ¼ mile radius from City Hall	M	PS	Transportation Alternatives Program, Safe Routes to School, Local Funding, CDBG
Sidewalk Installation at intersection ¼ mile radius from Westland Farmer's Market	M	PS	Transportation Alternatives Program, Safe Routes to School, Local Funding, CDBG
Sidewalk Installation at intersection ¼ mile radius from Faust Public Library	M	PS	Transportation Alternatives Program, Safe Routes to School, Local Funding, CDBG
Sidewalk Installation at intersection ¼ mile radius from Stottlemeyer School	M	PS	Transportation Alternatives Program, Safe Routes to School, Local Funding, CDBG

Safety Study of Wayne Road from Warren to Ford Road	S - M	PS	SEMCOG - Traffic Safety Plan Implementation Assistance Program
Safety Study of Wayne Road from Canyon Drive to Glenwood Road	S - M	PS	SEMCOG - Traffic Safety Plan Implementation Assistance Program
Safety Study of Ford Road from Newburgh Road to Wildwood Road	S - M	PS	SEMCOG - Traffic Safety Plan Implementation Assistance Program
Safety Study of Warren Road from Merriman to Inkster Road	S - M	PS	SEMCOG - Traffic Safety Plan Implementation Assistance Program
Safety Study of S. Carlson Street and Cherry Hill Road	S - M	PS	SEMCOG - Traffic Safety Plan Implementation Assistance Program
Bike Feasibility Study of Central City Parkway	L	PS	Local Funding
Bike Feasibility Study of Wildwood	L	PS	Local Funding

#### Recommendation 2.0 Launch a 3 E's Campaign

Project	Time Frame	Responsible Party	Potential Resources
Walking Program	S	PR, CIG	Hospitals, Wayne County Health Dept., Healthy Westland
Bike/Walk Event	S	PR	Hospitals, Wayne County Health Dept., S, CIG, Healthy Westland
Bicycle Safety Program	S	P/S	CIG, Safe Routes to School, SEMCOG - Traffic Safety Plan Implementation Assistance Program
Law Enforcement Training	S	P	Safe Routes to School

### Recommendation 3.0 Expand Wayfinding to Bicycle Facilities

Project	Time Frame	Responsible Party	Potential Resources
Bicycle Wayfinding Study	S - M	PS	Local Funding

### Recommendation 4.0 Adopt Supportive Policies and Programs

Project	Time Frame	Responsible Party	Potential Resources
Complete Streets	M	PS/ED	
ADA Transition Plan	M - L	PS	
Safe Routes to School	S	PS/S	Safe Routes to School, SEMCOG
Zoning Code	L	ED	

### Recommendation 5.0 Install Biking Amenities

Project	Time Frame	Responsible Party	Potential Resources
Bike Racks	M	PS/ED	





# 7.0

## IMPLEMENTATION

7.1 Overview

7.2 Implementation Matrix

7.3 Capital Improvements Plan

7.4 Zoning Strategy

## 7.1 OVERVIEW

The implementation matrix below outlines each strategy with possible sources for funding and a general time frame. Because of the changing nature of these resources, this is only meant to serve as a guide for future budget planning and not as a rigid plan. The abbreviations depicted in the matrix are listed to the right.

Abbreviation	Time Frame	Abbreviation	Responsible Party
S	Short (0 - 3 yrs.)	DDA	Downtown Development Authority
M	Medium (4 - 7 yrs. )	ED	Economic Development Dept.
L	Long (7+ yrs. )	HC	Housing & Community Development Dept.
O	Ongoing	NS	Neighborhood Services Dept.
Abbreviation	Responsible Party	PR	Parks & Recreation Dept.
BD	Building Dept.	PS	Public Service Dept.
BO	Business Owners	U	Utilities
CC	Chamber of Commerce	WC	Wayne County
CIG	Community Interest Groups	TIFA	Tax Increment Finance Authority
CW	City of Westland		

## 7.2 IMPLEMENTATION MATRIX

### Goal 1.0 Strengthen Neighborhoods

Objective	Time Frame	Responsible Party	Potential Resources
1.1: Preserve and enhance older neighborhoods through City-sponsored home improvement programs	O	HC	HUD, MSHDA, Private Financing
1.2: Install neighborhood gateway signage that is coordinated with the City's overall wayfinding program.	S	PS	CIG, DPS, BD
1.3: Improve safety within neighborhoods by addressing street lighting needs.	L	PS	DTE
1.4: Increase neighborhood walkability by filling sidewalk gaps.	S, M	PS	SEMCOG, MDOT
1.5: Promote a variety of quality housing types by allowing for more "missing middle" housing and mixed-use development in the zoning code.	L	HC, ED	Private/Public
1.6: Maintain and improve infrastructure by engaging in an asset management program and using this as the foundation for capital improvements planning.	O	CW	MDEQ

## Goal 2.0 Standout as a Regional Destination

Objective	Time Frame	Responsible Party	Potential Resources
2.1: Engage in a branding and marketing campaign to help the region become more aware of Westland's assets.	O	CW	DDA, TIFA, ED
2.2: Implement the Gateway and Wayfinding strategy to clearly identify the City as a destination and direct visitors and residents to key focal points.	O	CW	SEMCOG
2.3: Develop a strategic reinvestment plan around City Hall and the Westland Mall to create a district that serves as a walkable and vibrant shopping and dining district.	S	ED	MEDC, Public/Private
2.4: Develop a strategic plan to emphasize the area around the old City Hall site.	S	ED	MEDC, Public/Private
2.5: Collaborate with local civic organizations, schools, and the Chamber of Commerce to promote and expand local events.	O	CW/DDA/CC/CIG	DDA,CC,CIG, S

## Goal 3.0 Lead as a Compassionate City

Objective	Time Frame	Responsible Party	Potential Resources
3.1: Expand youth civic leadership programs and/or youth councils to supplement childhood education, provide positive adult modeling, and generate future leadership.	O	CIG/NS	WC, Detroit Wayne Mental Health Authority (DWMHA), North Brothers Ford, MI Taking Pride in Prevention Initiative Grant, and the Westland Rotary Club
3.2: Foster more public/non-profit partnerships to collectively address local social needs.	O	CW/CIG	DDA,CC, CIG, S, Healthy Westland
3.3: Continue to develop public policy that supports and promotes the Compassionate Cities movement.	O	CW	CW

#### Goal 4.0 Provide Premier Amenities

Objective	Time Frame	Responsible Party	Potential Resources
4.1: Follow the City's Parks and Recreation Plan to continue to enhance the Westland's park system.	O	PR	MDNR, Foundations
4.2: Create and stimulate public gathering spaces at the proposed City Center area and program these with interactive points of interest.	L	PR	MDNR, Public/Private
4.3: Develop the City's non-motorized network following the recommendations outlined in the non-motorized strategy presented in Chapter 4 of this Plan.	O	PS, PR	MDNR, SEMCOG, MDOT

#### Goal 5.0 Advance Green Practices

Objective	Time Frame	Responsible Party	Potential Resources
5.1: Adopt an electric vehicle ordinance to encourage developers to include charging stations.	S	BD	CW
5.2: Streamline solar permitting processes and explore other ways to support the use of renewable energy.	S	BD	CW
5.3: Continue to employ storm water management best practices.	O	PS	MDEQ, MDNR, EPA, CW
5.4: Continue to address brownfield sites and contaminated areas.	L	ED/DDA	MDEQ, MEDC
5.5: Continue and enhance current recycling initiatives.	O	PS	MDEQ
5.6: Further the vision of Mission: Green through the support of businesses and residents.	O	BD	Foundations



## 7.3 CAPITAL IMPROVEMENTS PLAN

A CIP (Capital Improvements Plan) is a tool to identify and prioritize the long-term capital project requirements of a local unit of government. The CIP is a schedule of proposed improvements to a community's public facilities that includes a prioritization of projects over a 6 year period. The first year of the CIP is the capital budget and the CIP is annually updated. The CIP's relationship to the master plan, as stated in the Michigan Planning Enabling Act (Act 33 of 2008), is "to further the desirable future development of the local unit of government under the master plan." To accomplish this, the planning commission, legislative body, or chief administrative official (depending on language in the charter), shall annually prepare the CIP to assist the planning commission and board or council in reviewing and approving public infrastructure projects, such as streets, parks, and utility infrastructure.



## CIP PROCESS

A process known to be successful in creating CIPs is as follows:

### 1. DEFINE CIP PROCESS AND ROLES

- Appoint a CIP coordinator to lead the project
- Identify participants and roles for CIP preparation
- Establish a CIP Review Team
- Review and update capital improvement policies
- Collect data to assist with review, including budget projections, master plan amendments, policy changes and new regulations
- Define cost threshold, lifespan and types of projects to qualify for CIP
- Establish agreement on priority system to evaluate projects. Key considerations should include:
  - Is the project supported by the Master Plan or other plan
  - Is it legally required
  - Is it fiscally responsible
  - Is it a high priority for the community
- Other considerations include:
  - Relationship to or coordination with other projects
  - Estimate of annual income from projects
  - Estimate of annual operating expenses
  - Duration of project

- Sequencing
- Project mandated by the state and/or federal law
- Projects essential to public health or safety
- Projects that save in operating costs

### 2. HOLD LAUNCH MEETING

- The CIP Review Team hosts launch meeting to explain purpose of CIP and roles in the process
- Members of the public are encouraged to share information about infrastructure needs and priorities
- Project lead summarized feedback from the public and provides to staff for consideration in identifying project

### 3. IDENTIFY PROJECTS

- Complete asset inventory of existing capital investments, which includes
  - Age, condition and replacement dates
  - Status of projects currently underway
- Develop a schedule for replacement and improvement needs based on asset inventory
- Complete project application forms of projects to be considered for CIP

### 4. EVALUATE & SCORE PROJECTS

- The CIP Review Team uses criteria established in Step 1 to evaluate and score project requests (scoring can be done individually or as a team)

### 5. RANK PROJECTS AND DRAFT THE CIP

- The CIP Review Team ranks projects based on:
  - Criteria established in Step 1
  - Available funding
  - Capacity to complete projects
- The project lead organized the projects into a table, with funding shown over 6 years (unfunded projects should also be included and scheduled for later years or compiled in a separate section)

### 6. REVIEW AND APPROVE THE CIP

- The CIP Review Team provides draft to the Planning Commission
- Planning Commission reviews and conducts public hearing
- Planning Commission adopts the CIP and forwards to Council or Board
- Council or Board adopts CIP and uses for annual budget
- For communities with two year budgets, the second year is a simple update
- Update costs, funding sources, and timing for a six-year system

## 7.4 ZONING STRATEGY

### RELATIONSHIP BETWEEN THE PLAN AND ZONING

The zoning ordinance is a regulatory tool to manage land use that is enabled by the Michigan Zoning Enabling Act (MZEZA), PA 110 of 2006. Section 203 (1) of the act requires that zoning be based on a plan, given that a plan describes the vision and policies for the future and the zoning ordinance provides the regulatory tool to achieve these policies. For instance, the zoning ordinance will help direct land uses to appropriate areas through zoning districts and promote community attractiveness through the dimensional standards designated for each land use.

### ZONING DISTRICTS AND DIMENSIONAL STANDARDS

A description of each zoning district and dimensional standards is outlined in City's zoning ordinance.

### PROPOSED CHANGES TO THE ZONING ORDINANCE

Upon the adoption of this Plan, the City intends to ensure that the zoning ordinance reflects the policies in this Plan. In general, all changes to the zoning ordinance will:

- Ensure that new developments uphold the desired character of the community
- Direct commercial development to lands that have the capacity to support such development and away from sensitive and significant natural features
- Establish adequate blight, lighting, natural feature protection, and noise regulations to minimize the negative impact on the community
- Allow for mixed land uses in designated areas to promote vibrancy and connection
- Coordinate with adjacent jurisdictions

Furthermore, to link the zoning ordinance to the Plan, the zoning districts will need to connect to the future land use districts described in this Plan and displayed on the Future Land Use Map. The zoning districts, as they stand currently, and future land use districts are paired in the table on the next page. Ultimately, the locations of the zoning districts listed in this table, will need to reflect the locations of consequent future land use categories.

### REDEVELOPMENT READY COMMUNITIES

*"To be vibrant and competitive, Michigan communities must be ready for development. This involves planning for new investment and reinvestment, identifying assets and opportunities, and focusing limited resources. Certified Redevelopment Ready Communities® attract and retain businesses, offer superior customer service and have a streamlined development approval process making pertinent information available around-the clock for anyone to view."*

-MEDC

In order to be a certified RRC, Westland must demonstrate that all RRC Best Practices criteria are being met. The RRC certification is a formal recognition that a community has a vision for the future and the fundamental practices in place to get there. Once certified, communities gain access to additional technical assistance and opportunities to showcase their community to potential developers. It is important to keep these best practices in mind when updating the zoning ordinance.

## ZONING PLAN COMPARISON TABLE

Future Land-Use Categories	Approximate Existing Zoning Districts
Single Family Residential	Single- and two-family residence districts (R1 through R6)
Multiple Family Residential	Two-family residential district (R6) / Townhouse residential district (THR) / Garden(GAR) / Mid-rise residential district (MRR)
Mobile Home Park	Mobile home residential district (MHR)
Neighborhood Commercial + Office Services	Office business district (OB) / Low-intensity commercial business district (CB1)
Community Commercial	General commercial business district (CB3)
Industrial	Light industrial district (I1) / General industrial district (I2)
Public	Low-intensity commercial business district (CB1)
Semi-Public	Office business district (OB) / (CB1)
Schools with Parks	Low-intensity commercial business district (CB1)
Parks/Open Space	Single-family residential district (R1)
City Center	Planned unit development district (PUD)
Shop + Dine District	Planned unit development district (PUD) / Shopping center commercial business district(CB2)

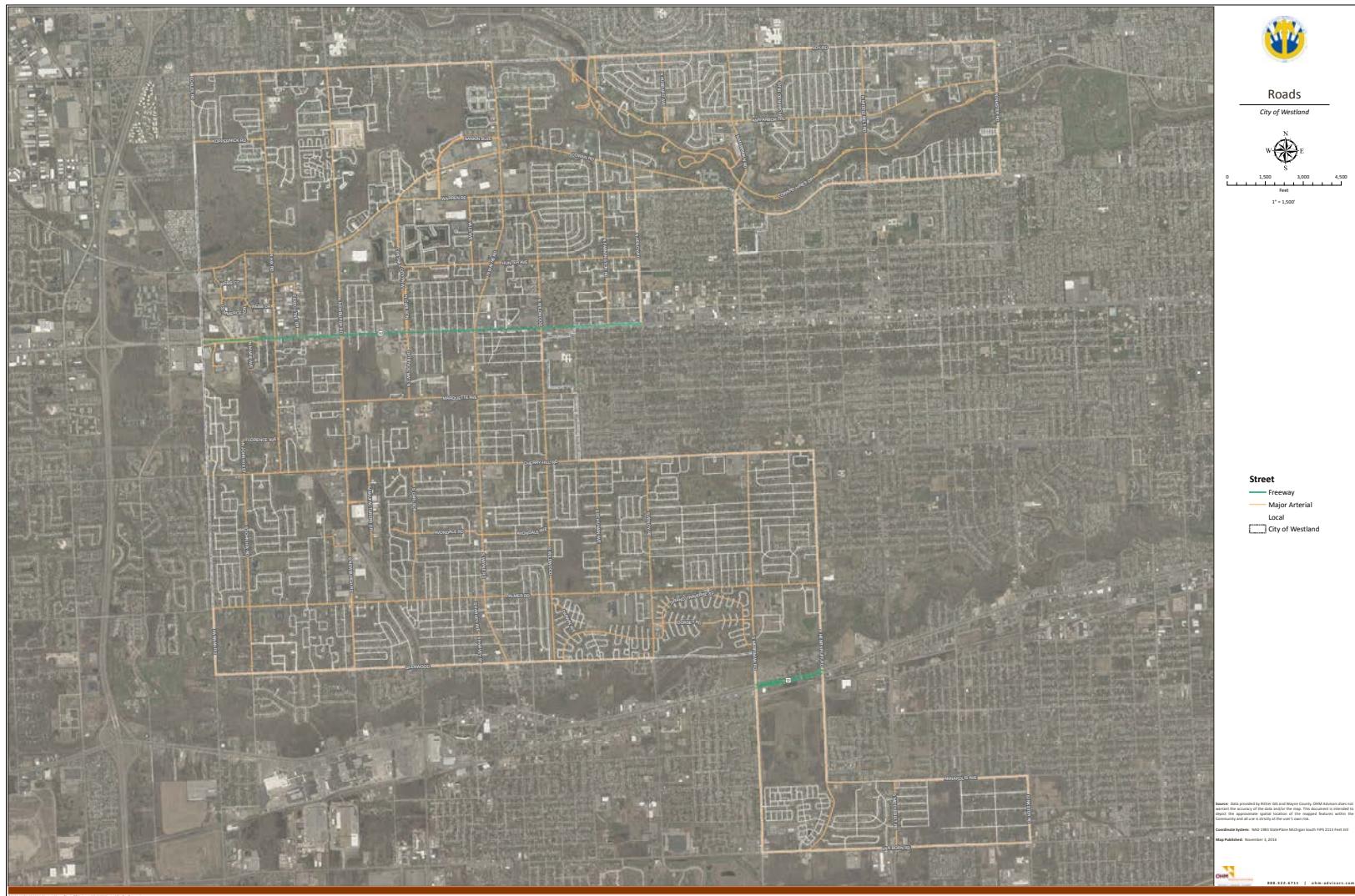


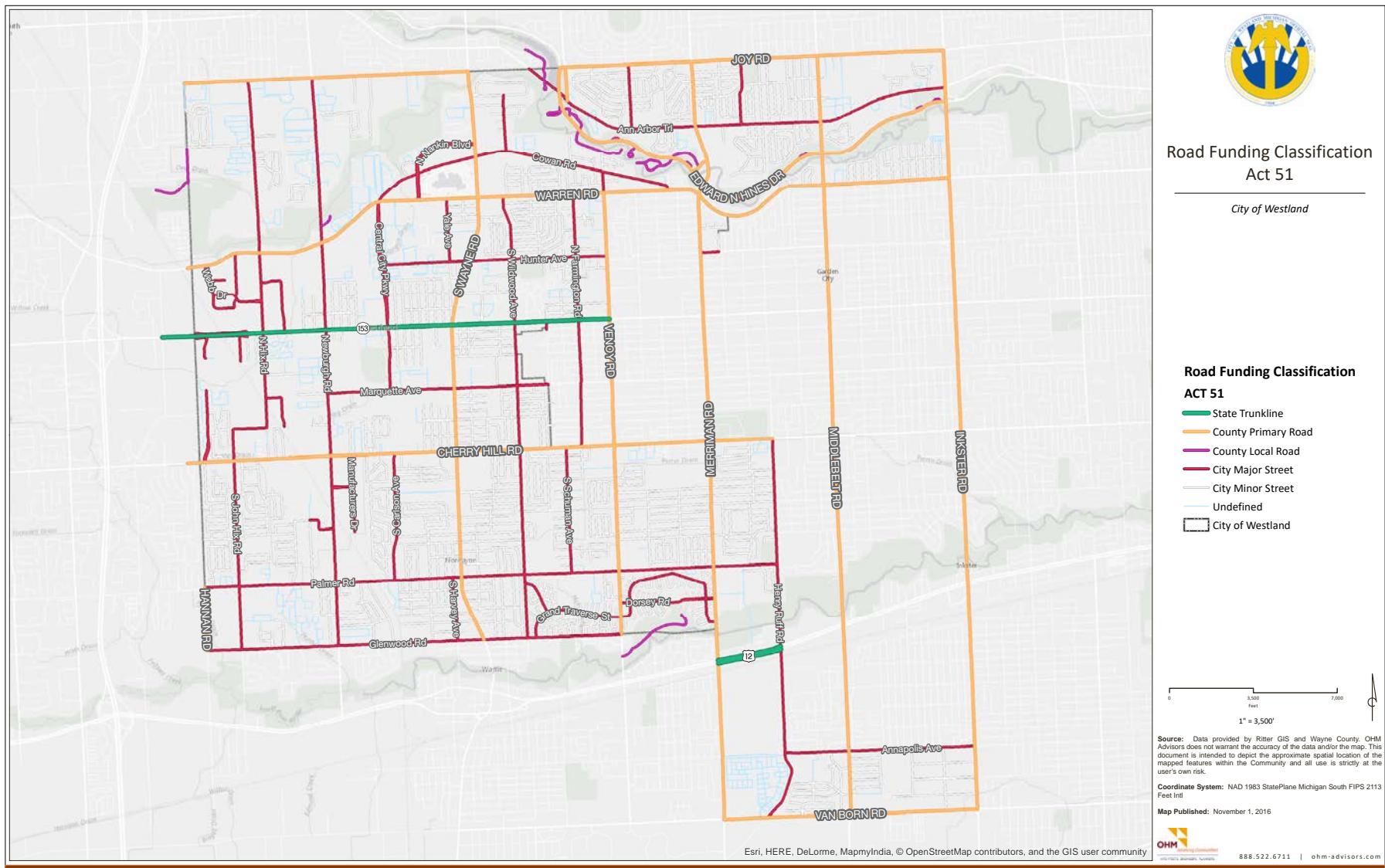
# A

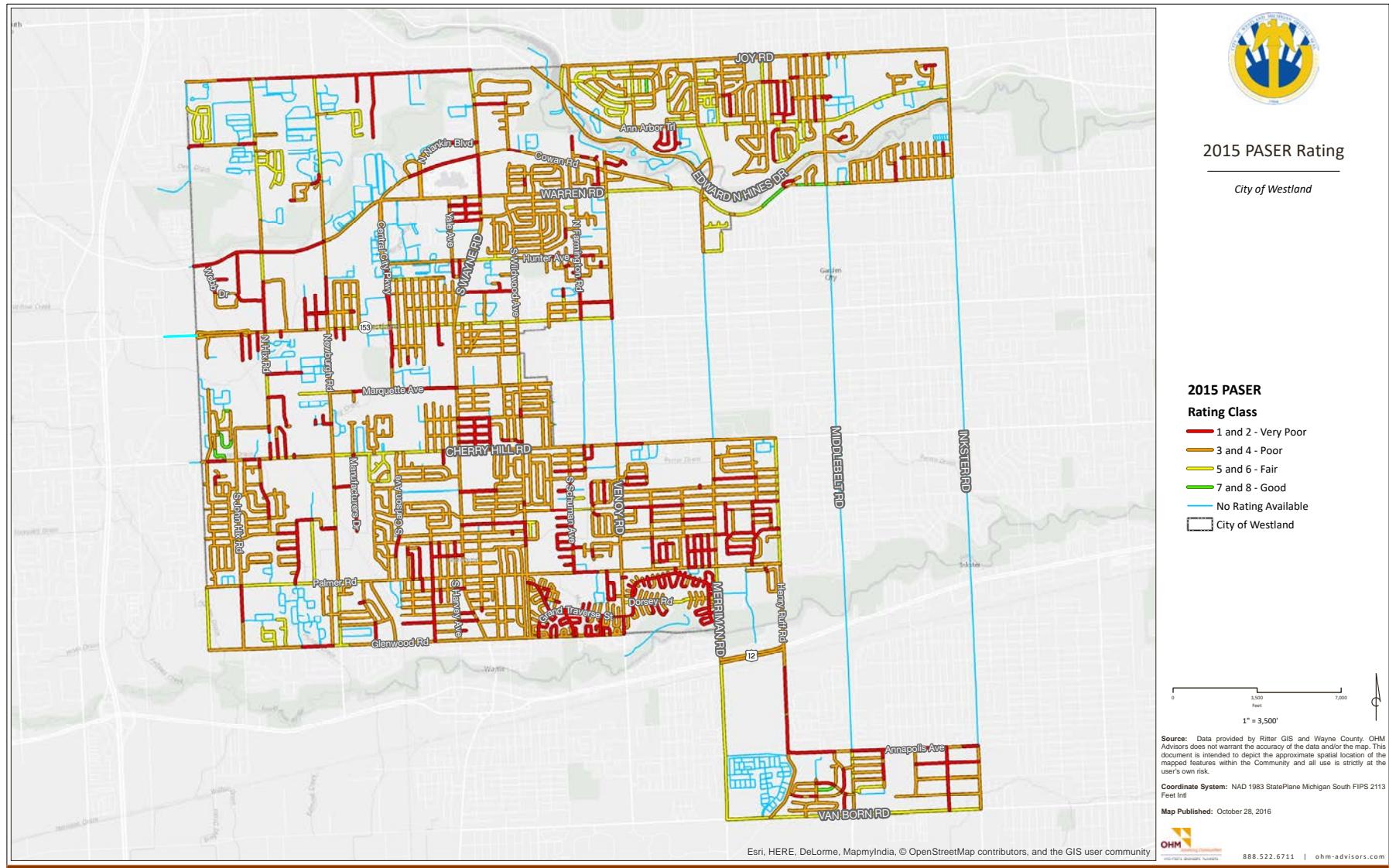
## APPENDIX

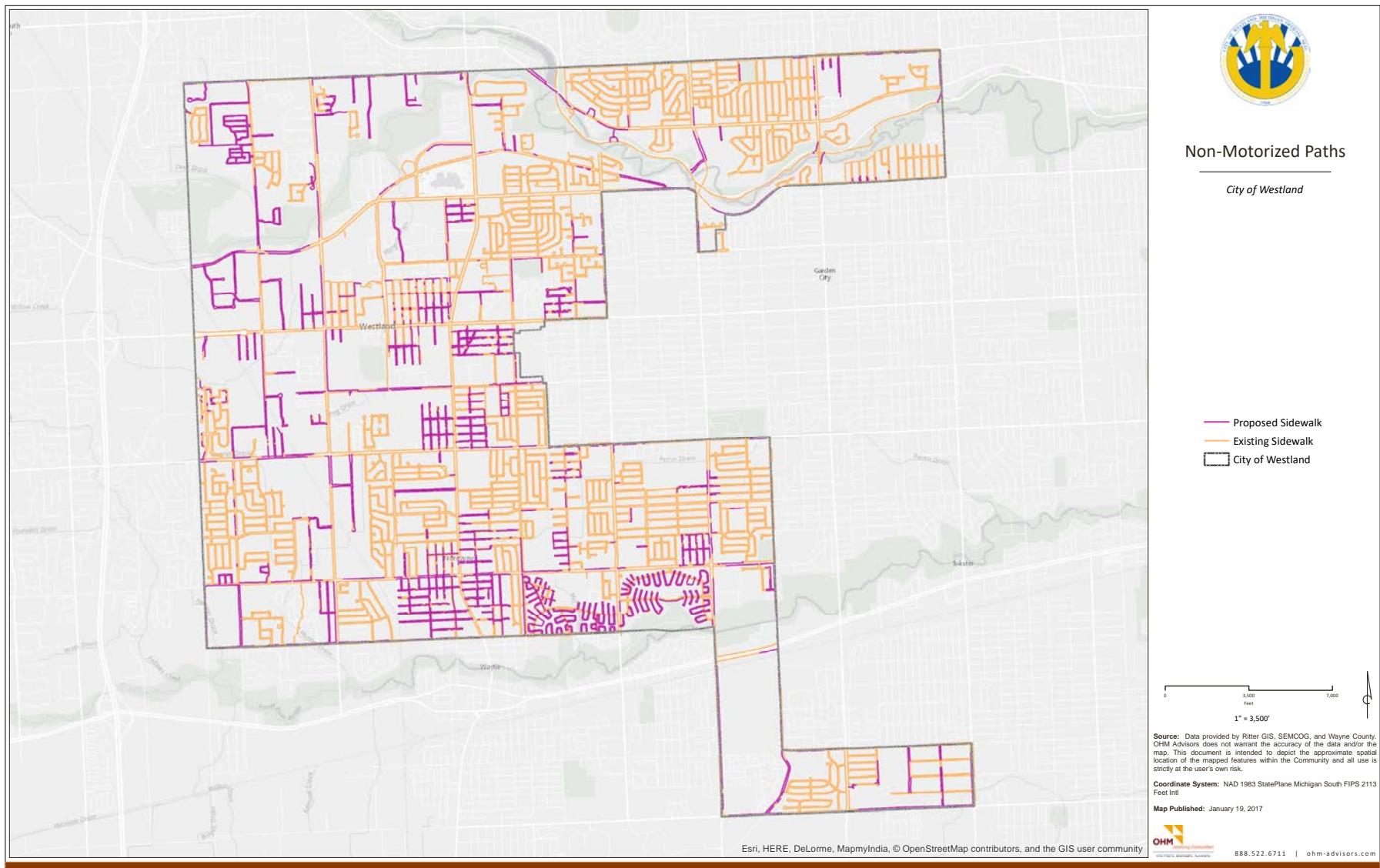
- A.1 Additional Maps
- A.2 Surveys
- A.3 Wayfinding Package
- A.4 Public Hearing Notices

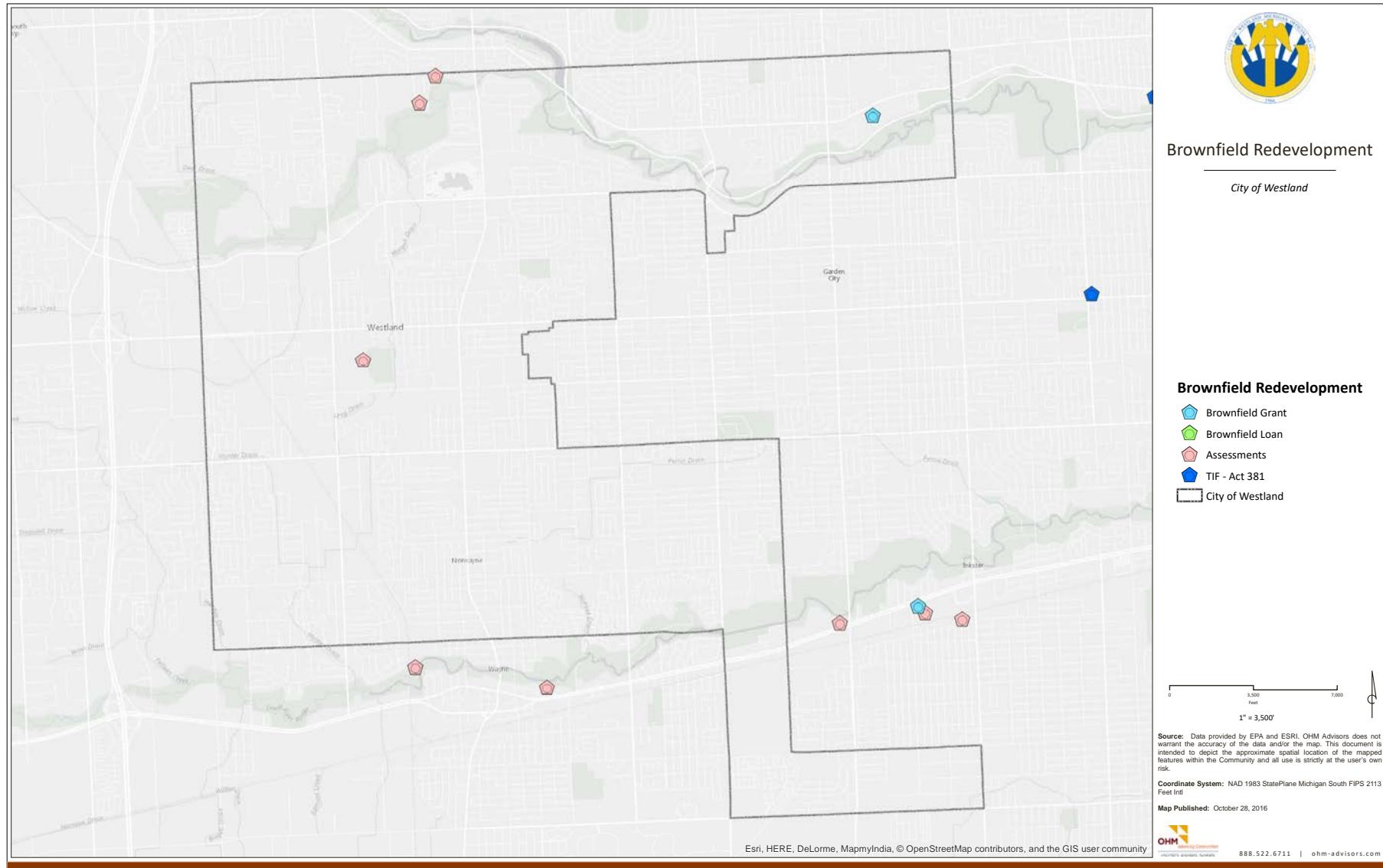
## A.I ADDITIONAL MAPS

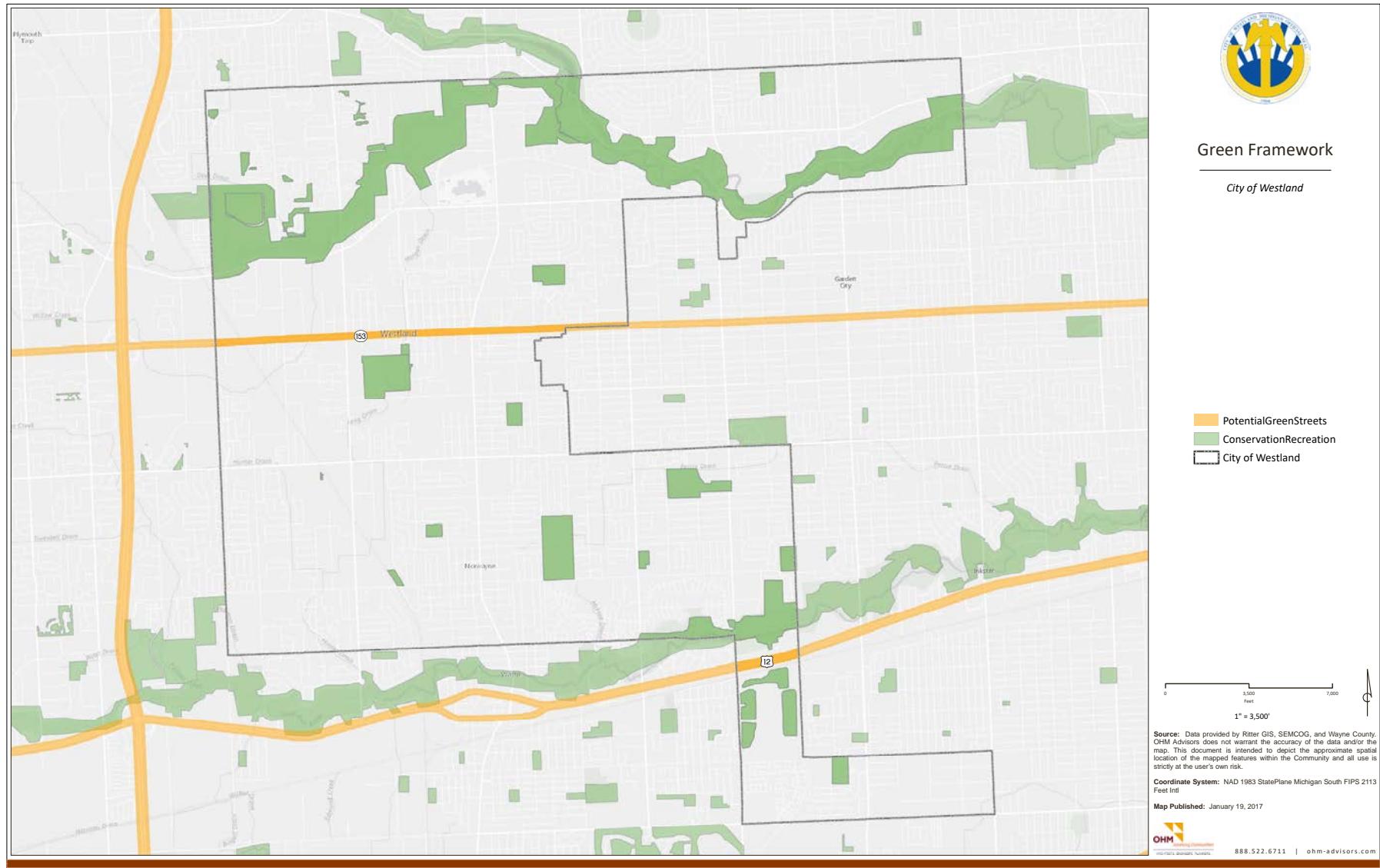


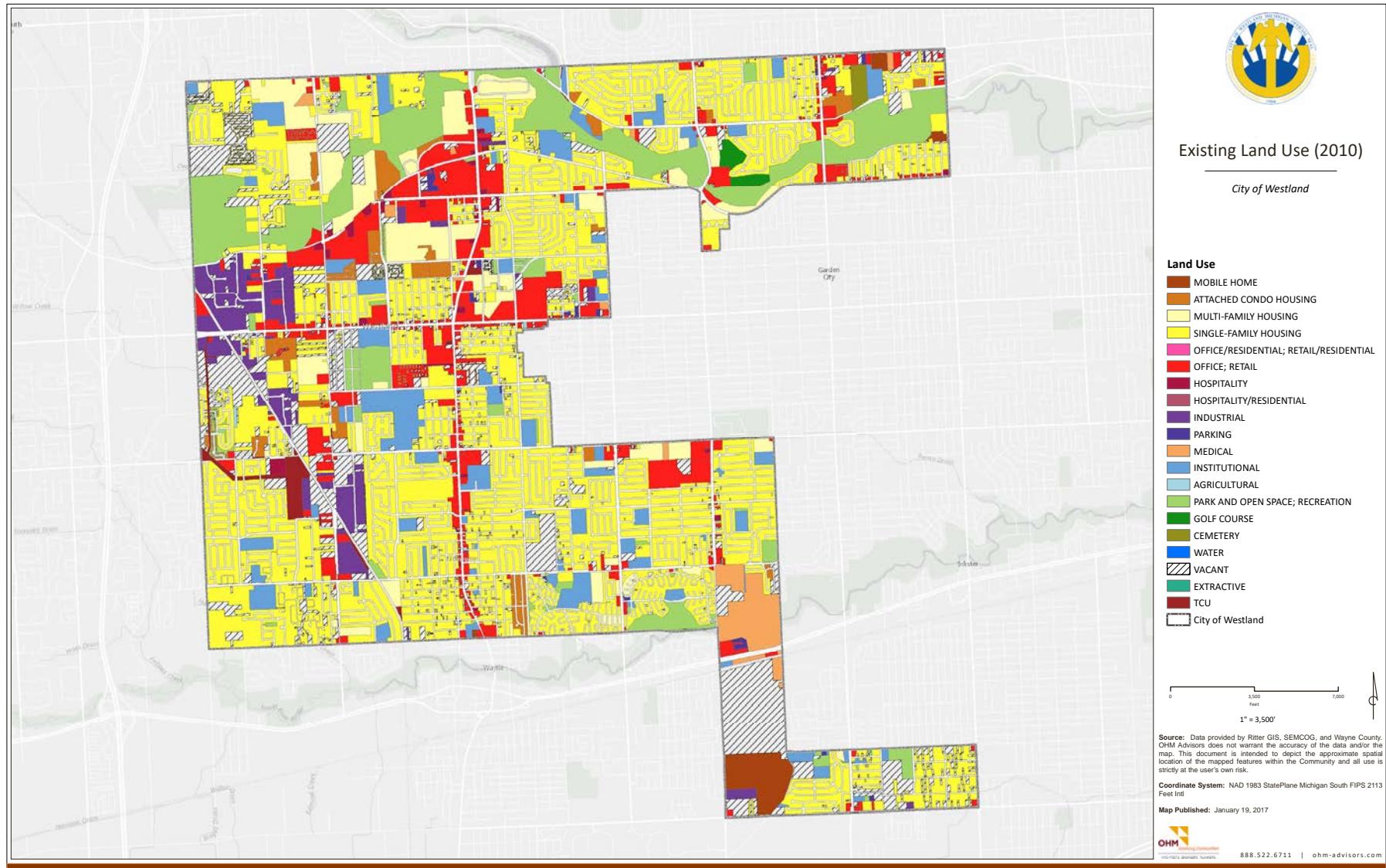




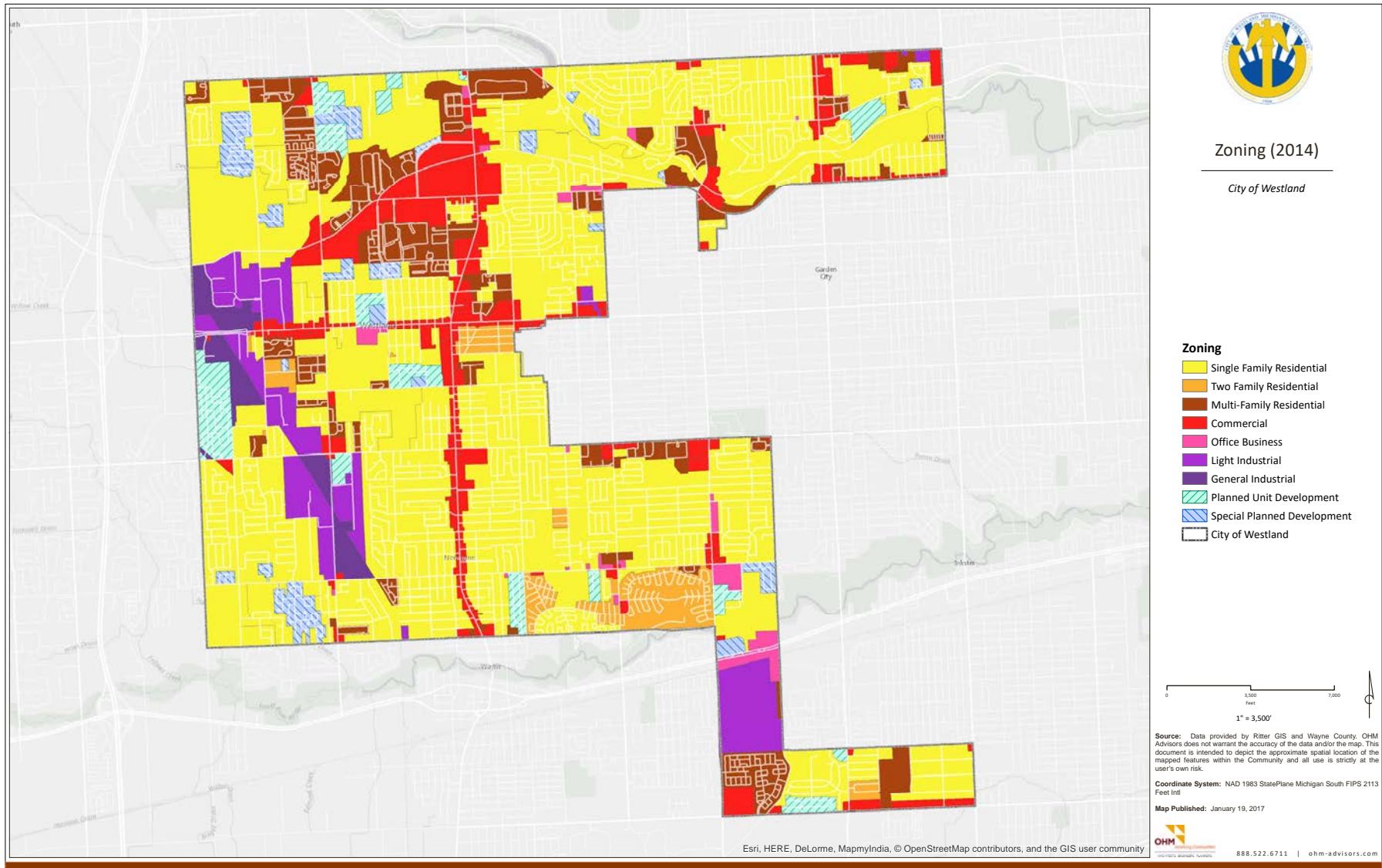




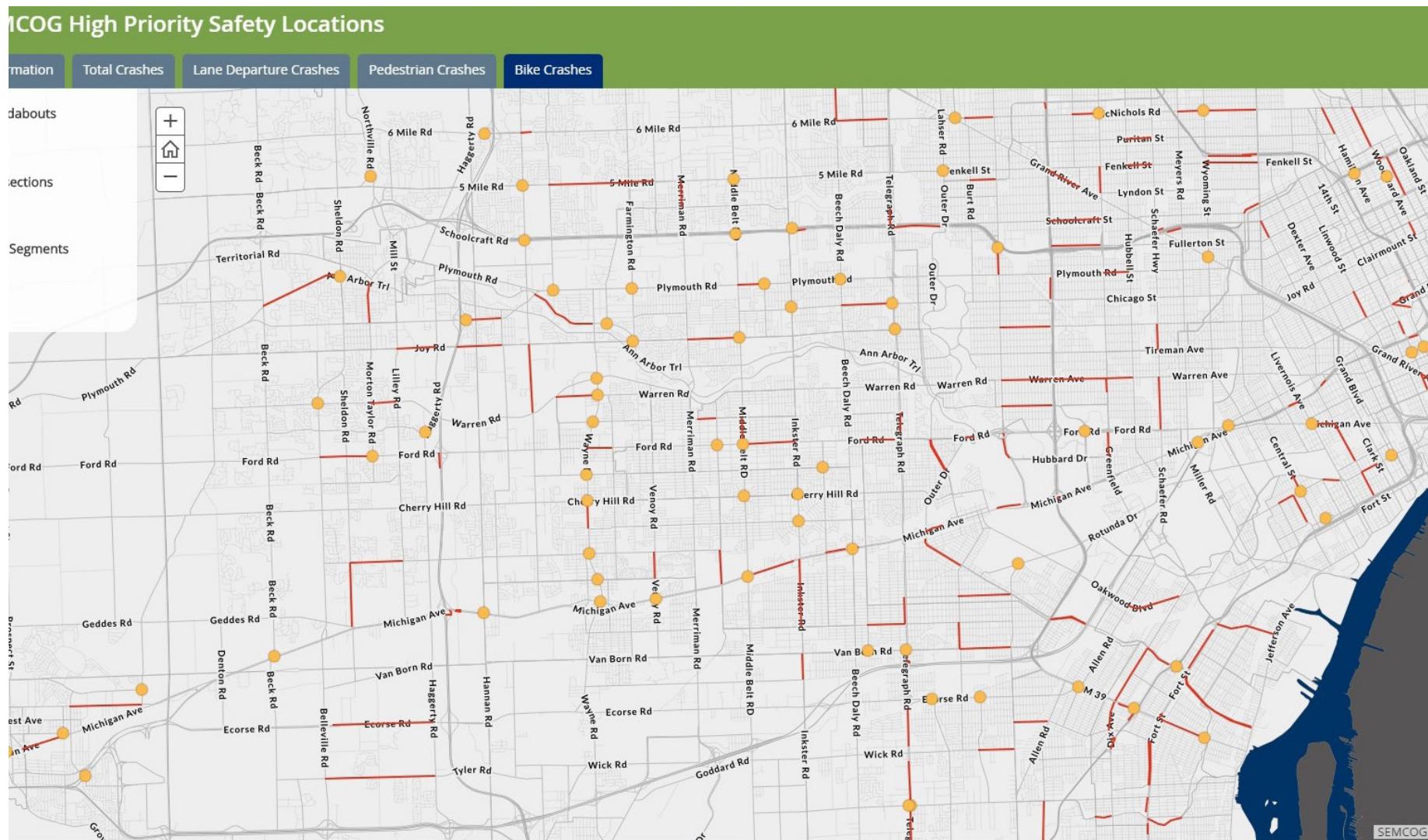




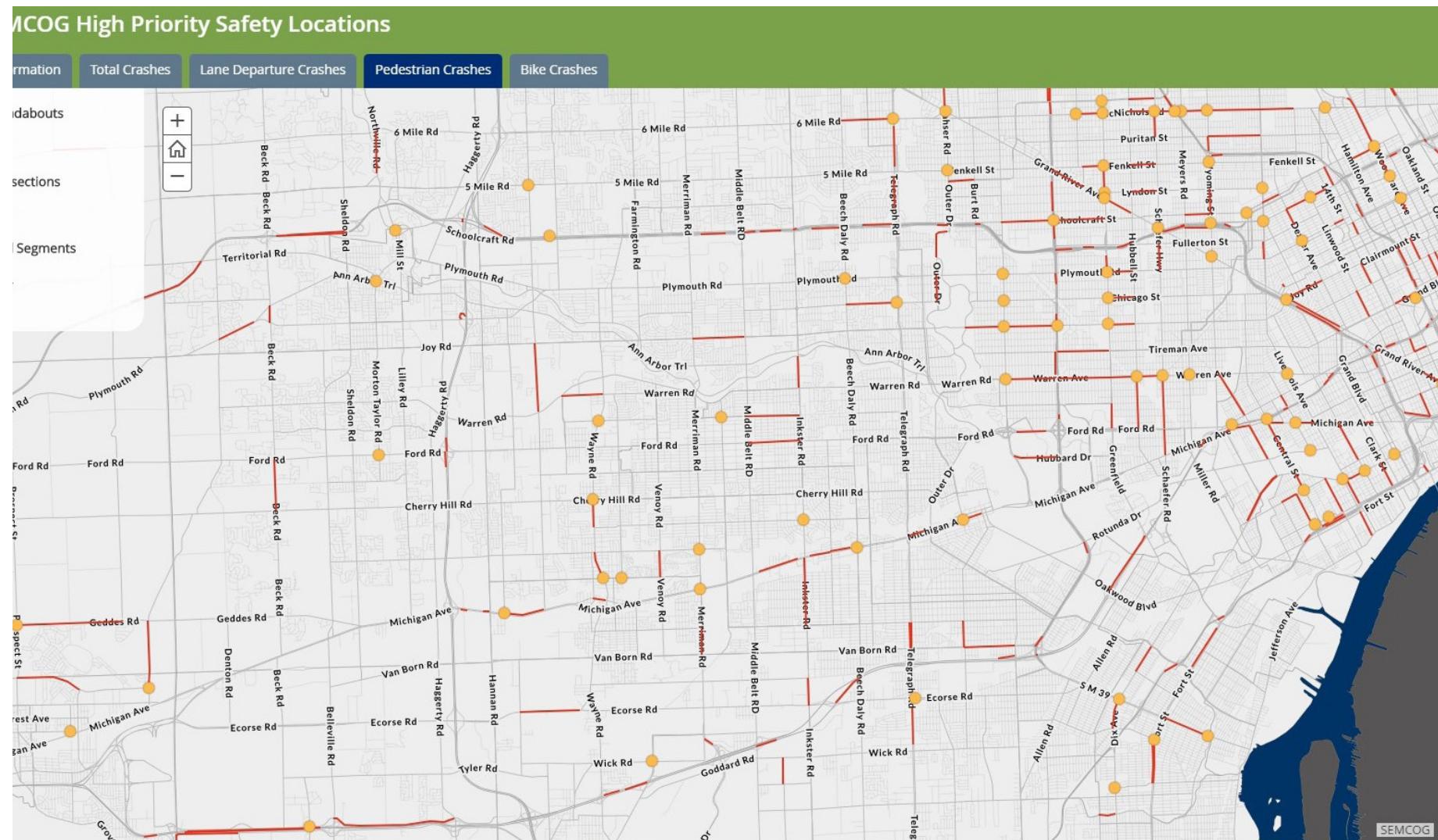
P:\0126\_016\0135160090\_Westland\_Master\_Plan\_\GIS\ArcLayouts\20161118 Westland Map Set - Existing LandUse.mxd



## SEMCOG High Priority Safety Locations Bike Crashes

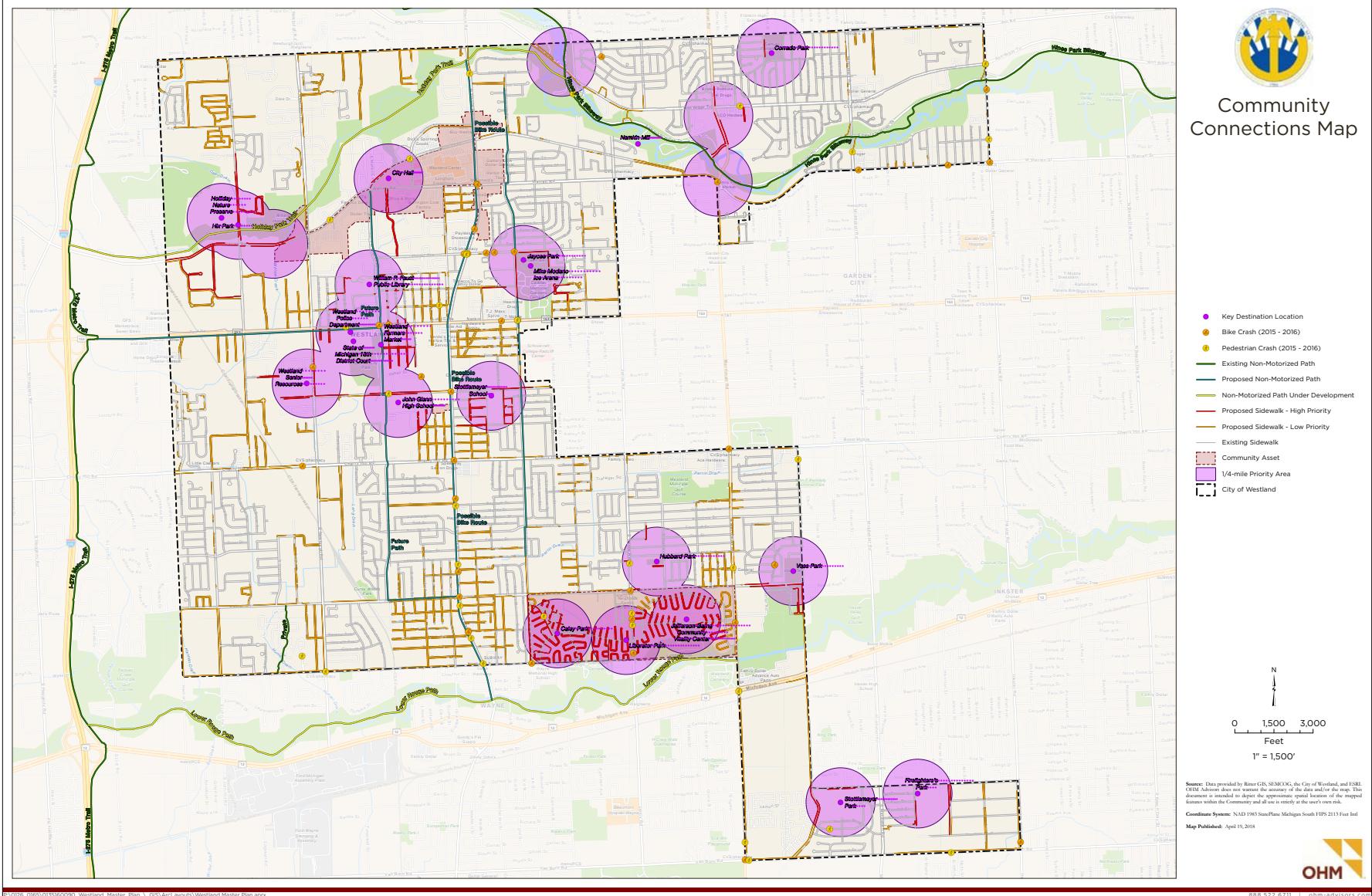


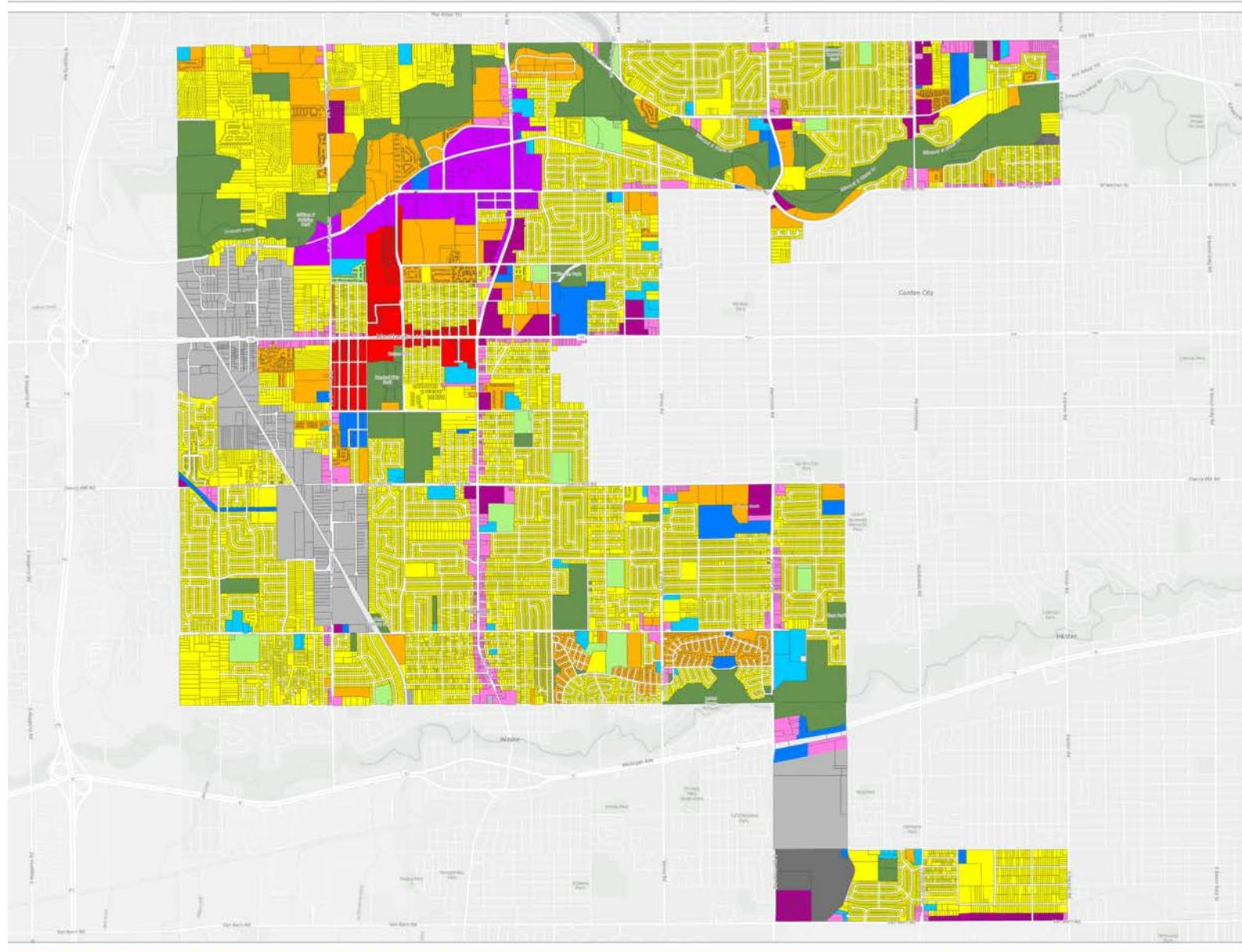
## SEMCOG High Priority Safety Locations Pedestrian Crashes





## Community Connections Map





## Future Land Use

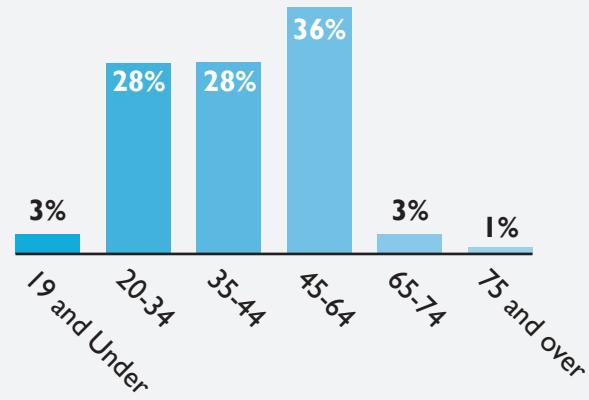


## A.2 SURVEYS

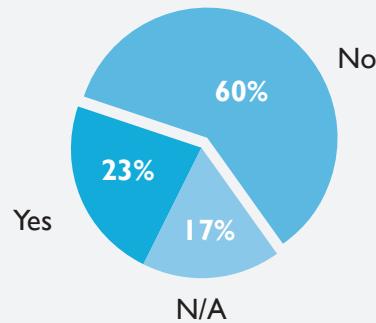
### MASTER PLAN

Total Responses: 336

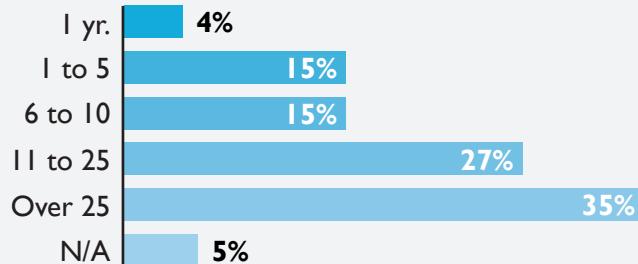
#### 1. What is your Age Category?



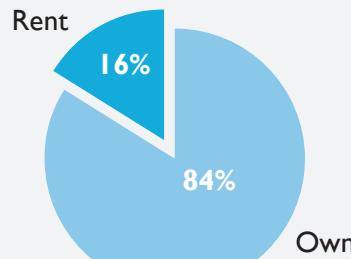
#### 2. Is your place of employment located within the City of Westland?



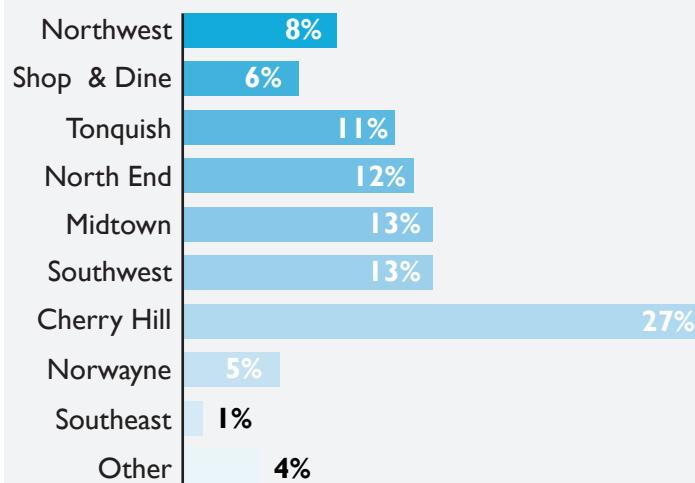
#### 3. How long have you lived in the City of Westland?



#### 4. Do you own or rent your current place of residence?



**5. What neighborhood of Westland do you identify with?**



**6. What do you consider to be the three primary strengths of Westland?**

- “ Affordable housing, shopping and dining”
- “ Clean streets, decent schools, waste management”
- “ Diversity in population, strong recycling program and great parks”
- “ Size, location, history”
- “ Community involvement, resident pride, business growth potential within the city.”
- “ Size, potential, diversity”

**7. What do you consider to be the three primary challenges facing Westland?**

- “ Safety, education, business development (and retention)”
- “ Parks, store closings, roads”
- “ Empty buildings, crime, road maintenance”
- “ Blight, sanitation, lack of pedestrian/downtown area”
- “ Schools, politics, crime”

**8. The Master Plan Steering Committee is examining the following thirteen key topics. Please rank these in the order that is most important to you with one (1) being the most important.**

**Highest voted item per ranking:**

1. Sense of Safety
2. Overall Appearance
3. Public Services
4. Overall Appearance
5. Sense of Community & Road Quality
6. Overall Appearance
7. Community and Cultural Events
8. Housing Choices
9. Entertainment
10. Shopping Opportunities
11. Employment Opportunities
12. Public Transportation
13. Public Transportation & Non-motorized Transportation Facilities

**9. Any comments or other topics that are important to you not listed in the rankings?**

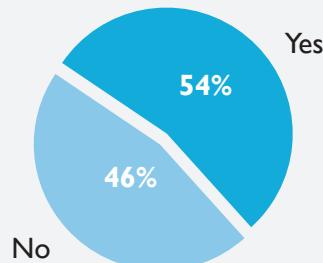
“The library is my top priority. It helps people with an enormous amount of things. It's an invaluable asset that must be protected”

“ Opportunities”

“ Creating a downtown district”

“ Green spaces, water containment plants”

**11. When navigating through Westland, do you find that destinations or districts (ex. shopping and dining districts, parks, library, etc.) are clearly defined?**



**10. If Westland had a downtown or a town center, what features would you like included?**

“ Small businesses, open music space, park, parking”

“ Places to watch and learn something creative like art and food. It has to be things that invite participation for all ages in a safe, well-maintained, eco-friendly area/buildings.”

“ Unique bars and restaurants, non-chain stores”

“ Night entertainment”

“ Green space, walking paths, local eateries”

“ A nice park where people can stroll or gather like in Plymouth. Cafés, coffee shops, book store - they are getting rare but people still love the option. Plenty of benches or seating.”

“ More for the youth in the community ”

“ Music in the park ”

“ Green spaces, eateries and seating area”

**12.** If you were to characterize Westland in one word, what would you call it?

“ Hopeful”  
“ Caring”  
“ Disconnected”  
“ Opportunities”  
“ Transitioning”  
“ Declining”  
“ Friendly”  
“ Home”

**13.** What does Westland’s motto, “An All American City” mean to you?

“ Freedom and community togetherness of all cultural and ethnic backgrounds”

“ I love the idea of being an inclusive culture moving toward the American Dream”

“ Nothing”

“ Being diverse and creating a community that is supportive, positive, encouraging, beautiful and a place everyone wants to live”

**14.** Describe your vision for Westland, or how you would like the city to be identified in 20 years from now?

“ To continue to be a welcoming, growing, stable, compassionate, inclusive community. To continue to provide opportunities for intellectual, artistic and affordable recreational activities for everyone.”

“ Recreation capitol of Metro Detroit (Southeast MI)”

“ Clean, Green and safe!!!”

“ A destination, rather than a pass-through to get to the expressway!!!”

“ Accessible cultural and recreational area with multi use paths and filling or re-purposing of empty buildings in a safe environment ”

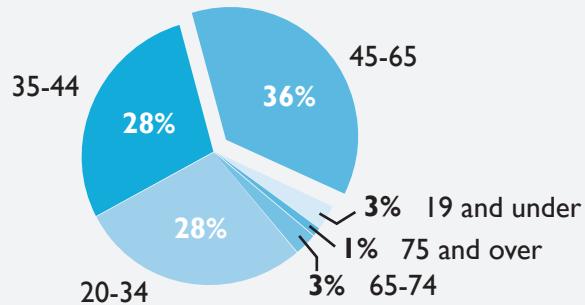
“A great city to raise a family”

“Center to live, shop, dine and entertainment”

## NON-MOTORIZED TRANSPORTATION PLAN

Total Responses: 85

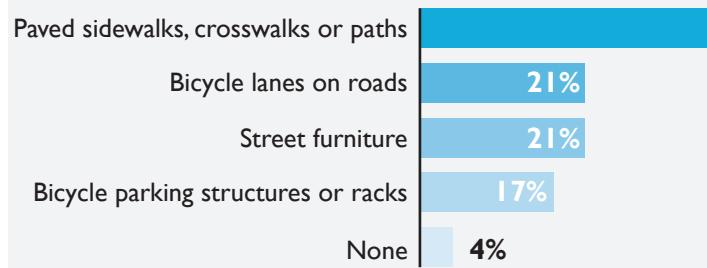
### 1. What is your age category?



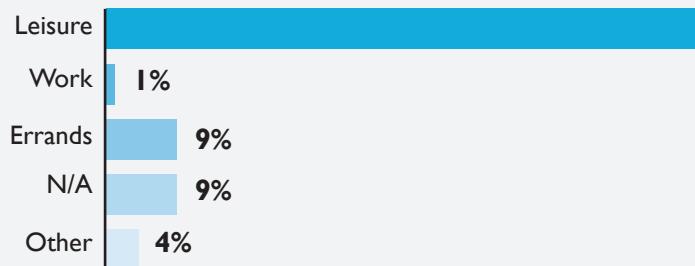
### 2. Please fill out the table according to how often you use the following modes of non-motorized transportation.

Daily - Walking, Jogging	31%
Weekly - Walking, Jogging	36%
A few times a year - Walking, Jogging	25%
Never - Walking, Jogging	8%
Daily - Bicycling	10%
Weekly - Bicycling	28%
A few times a year - Bicycling	38%
Never - Bicycling	25%
Daily - Small wheeled transport	3%
Weekly - Small wheeled transport	3%
A few times a year - Small wheeled transport	15%
Never - Small wheeled transport	79%
Daily - Other	13%
Weekly - Other	5%
A few times a year - Other	3%
Never - Other	80%

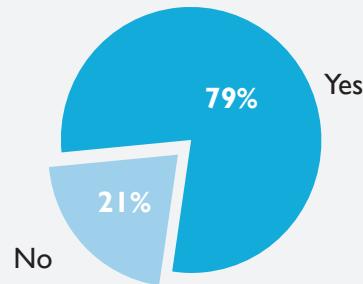
**3. What facilities would you use? Check all that apply.**



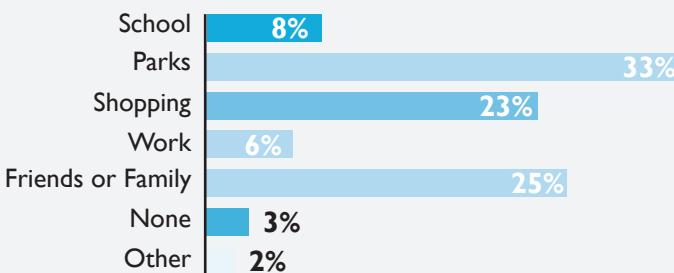
**4. What is typically the nature of your non-motorized travel?**



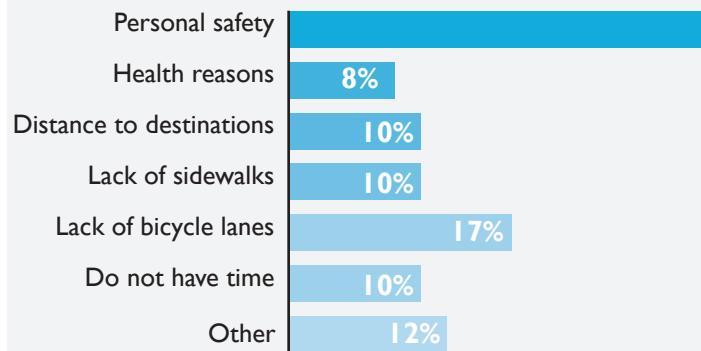
**5. Would you like to use non-motorized transportation methods more frequently?**



**6. What destinations would you like to walk or bike to?**



**7. What is the largest barrier to you walking or bicycling more frequently?**



**8. Where would you like to see existing pathways connected?**

“Hines Park to Westland Parks”

“Between Cherry Hill and Wayne and Warren and Wayne.”

“Tattan Park to the surrounding neighborhoods”

“Between our Midtown area (Ford Road) connected to our Shop & Dine area (Warren and Wayne Roads)”

“North side of Marquette Rd from Wayne to Newburgh.”

“Neighborhoods to community centers/parks”

“Hines & 275 pathway”

**9. What other bicycle/pedestrian improvements are needed in Westland?**

“Crosswalks”

“More bike paths in parks and alongside roads. Fill in gaps in existing sidewalks everywhere.”

“Better up keep on the existing neighborhood sidewalks.”

“Bike lanes and safe cross walks”

“Close sidewalk gaps”

“More places for them to go, than walking in the middle of the street. More drains may need to be put in place so the sidewalks aren’t flooded and the pedestrians put themselves in danger.”

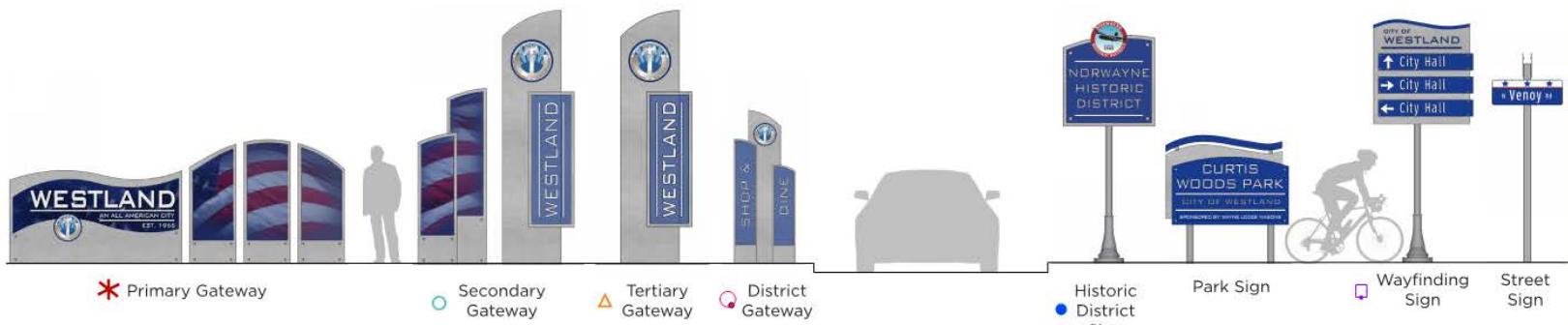
“Safety especially at dark.”

“Bike lanes on main roadways”



## A.3 WAYFINDING PACKAGE

The following pages were pulled from the City of Westland's Gateway & Wayfinding Package. These pages provide a summary of all signage concepts and their locations.



DRAWINGS ARE FOR DESIGN INTENT ONLY. DRAWINGS SHALL NOT BE USED AS CONSTRUCTION DOCUMENTS. THE CONTRACTOR AND/ OR SIGN FABRICATOR SHALL PROVIDE SHOP DRAWINGS FOR REVIEW AND APPROVAL.

DO NOT SCALE DRAWINGS. UTILIZE DIMENSIONS INDICATED ON THE PLANS. FIELD VERIFY DIMENSIONS PRIOR TO CONSTRUCTION DOCUMENTS.

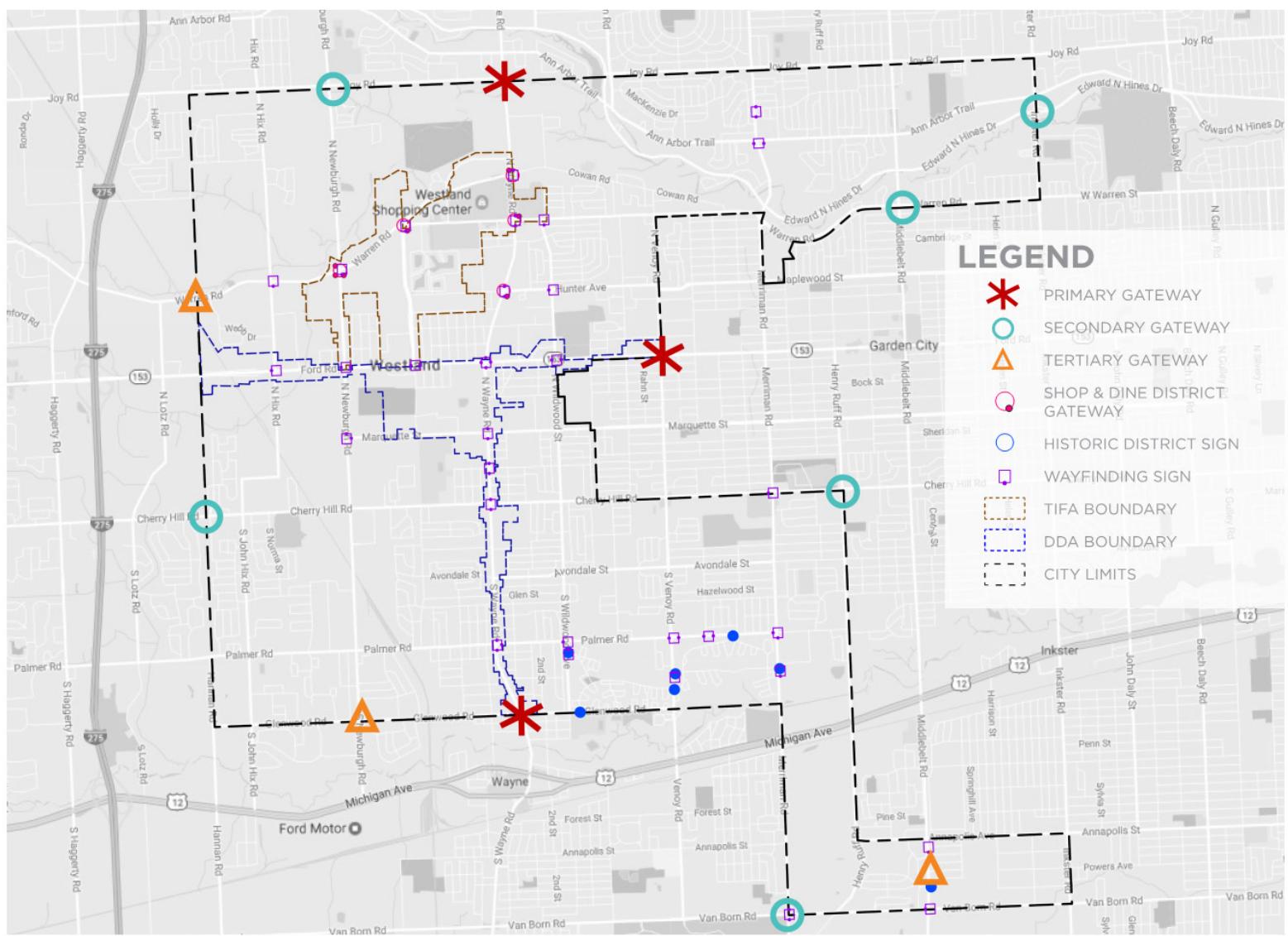
Sign Family

July 2017

**OHM**  
Advancing Communities

# WESTLAND Michigan

## Gateway & Wayfinding Package



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### Sign Family Locations

July 2017



## **A.4 PUBLIC MEETING NOTICE**

### **CITY OF WESTLAND NOTICE OF PUBLIC HEARING**

A request for a public hearing has been presented to the Planning Commission of the City of Westland, Wayne County, Michigan:

Public Hearing for Review of the 2016 City of Westland, Michigan Master Plan Final Draft

Notice is hereby given that a public hearing of the City of Westland Planning Commission will be held at City Hall, 36300 Warren Road, Westland, Michigan at a Special Meeting of the Planning Commission to be held at 7:30 p.m., Tuesday, June 19, 2018. A copy of the Master Plan is available for review at the office of the Building and Planning Department at 36300 Warren Road, Westland MI 48185

Kenneth B. Sharp, Chairman  
Westland Planning Commission

