



# Fairlane Planning Area

## Economic Development Strategy and Vision Plan

Liana Bernt, Matthew Biskey, Jacob Hite, Andrew Netter, Chang Xu



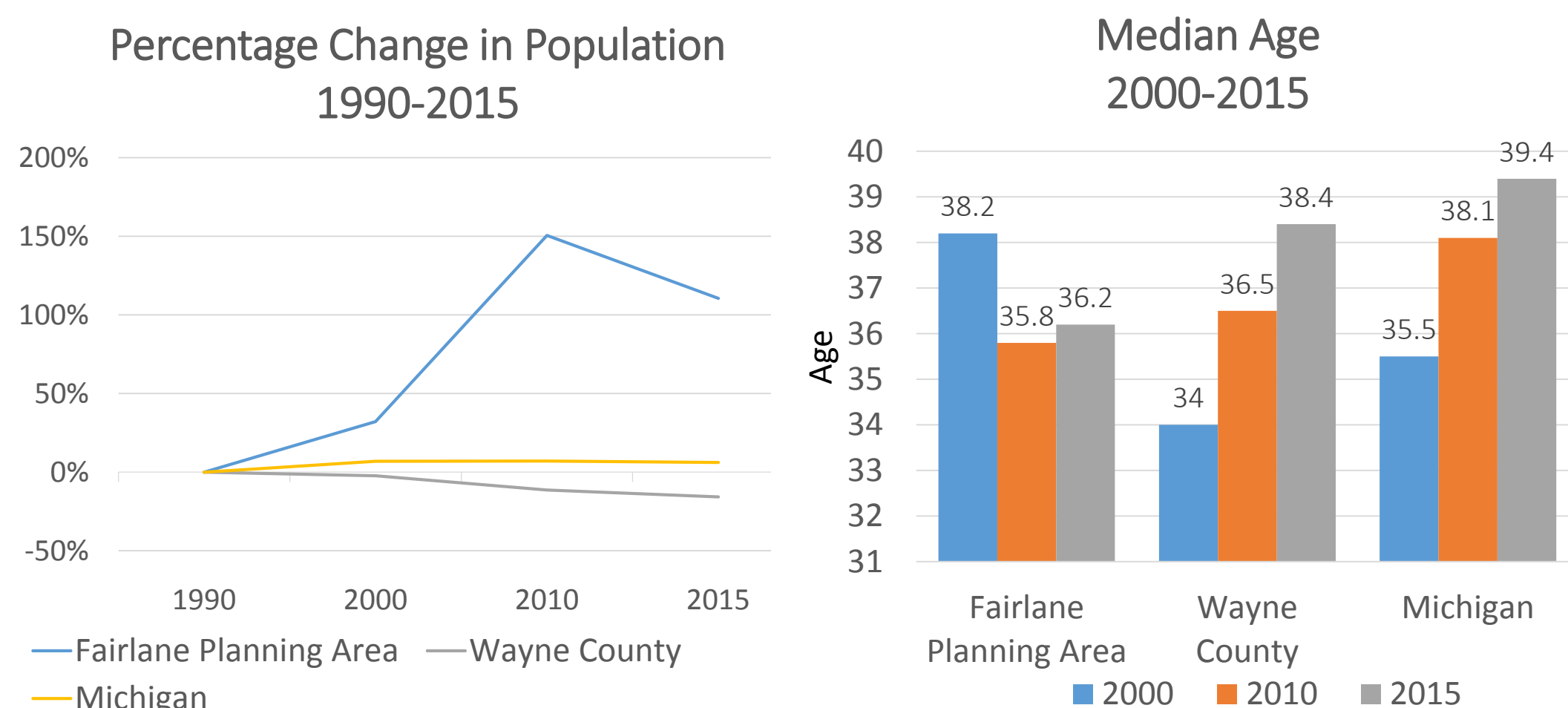
### Project Goal

The goal for this project is to create a vision and economic strategy for the future of the Fairlane Planning Area as a way to guide changes in development and land use. The focus will be on connecting the variety of land uses within the Planning Area with each other and surrounding downtown developments, while also identifying areas for future growth.

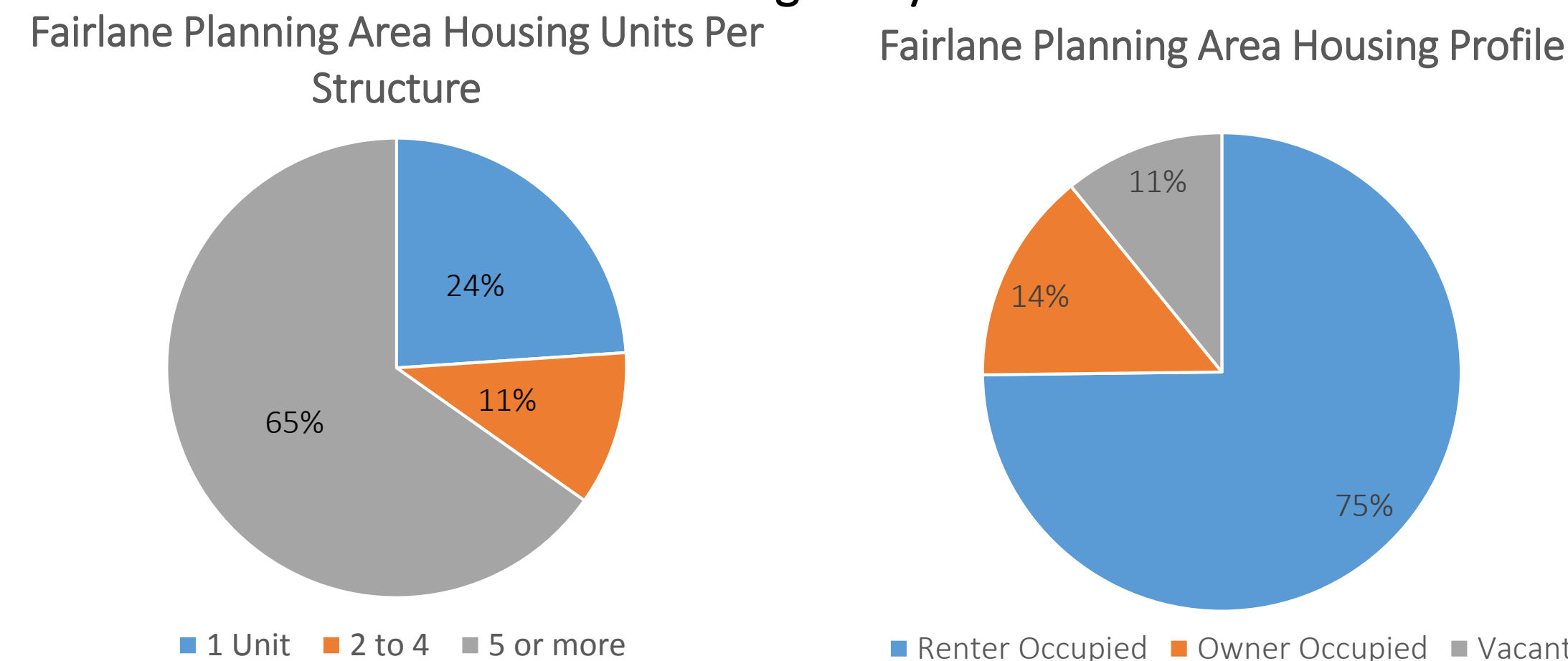
### Study Area

The Fairlane Planning Area is a unique planning district within the City of Dearborn, Michigan. Located between the banks of the Rouge River to the west, US-12 to the south, M-153 to the north, and M-39 to the west, the Planning Area bridges the divide between the East and West downtown districts of Dearborn. The Planning Area plays host to several major stakeholders including AAA Michigan, the Ford Motor Land Development, Henry Ford College, and the University of Michigan-Dearborn. It is also home to the Fairlane Town Center shopping mall, the centerpiece fixture of the Planning Area that provides over 1.3 million square feet of leasable retail space and is the largest retail location in Dearborn.

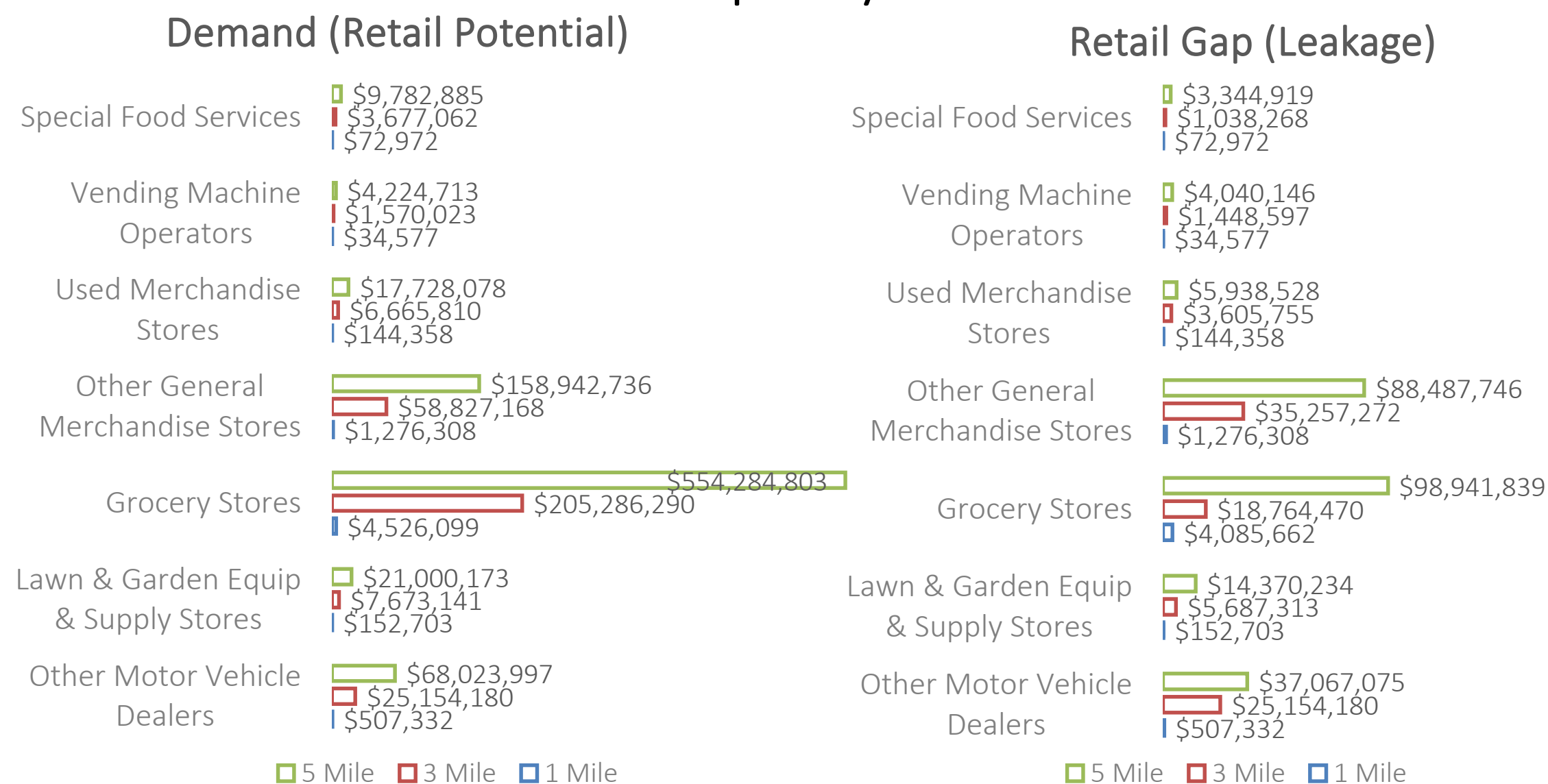
### Socioeconomic Profile



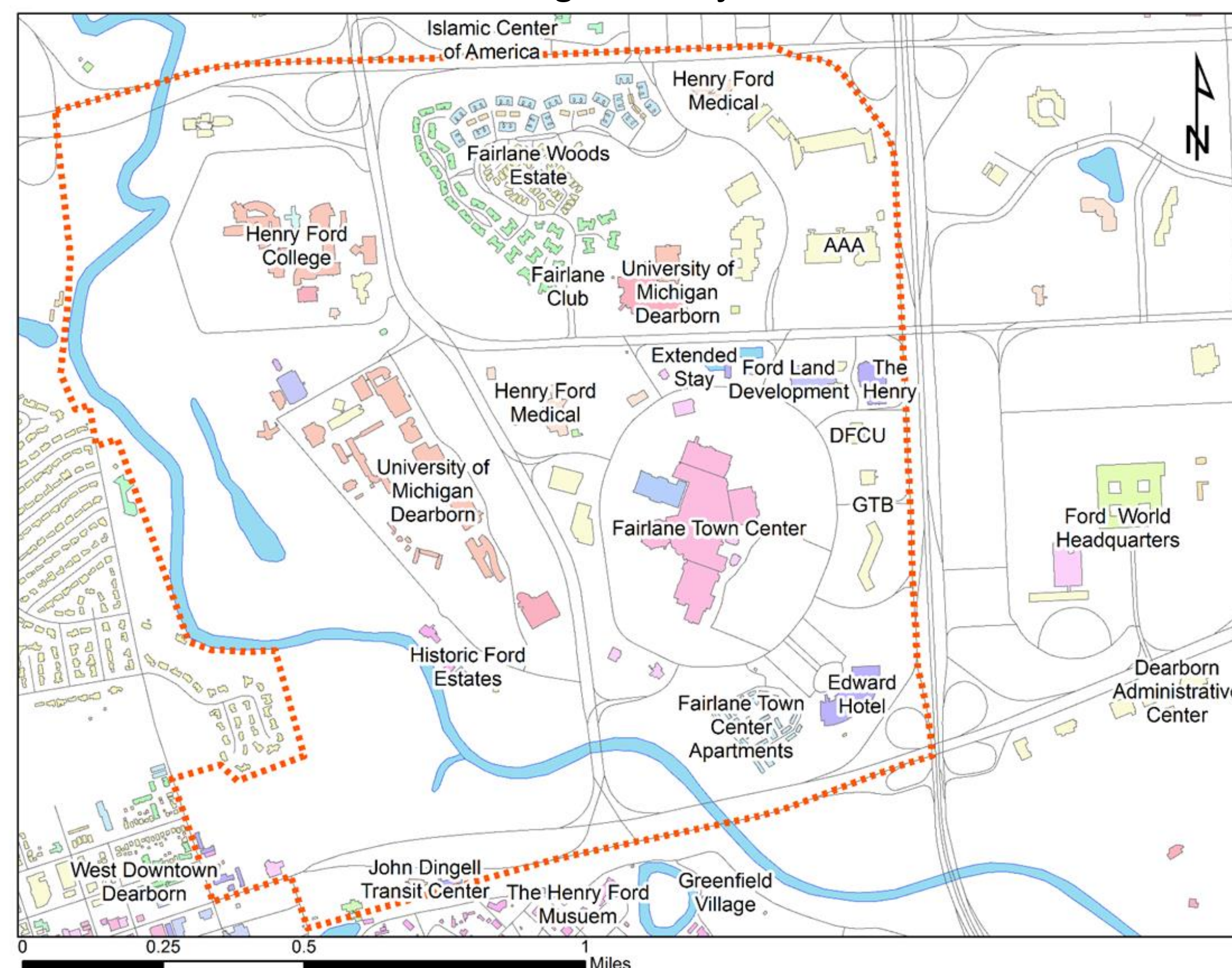
### Housing Analysis



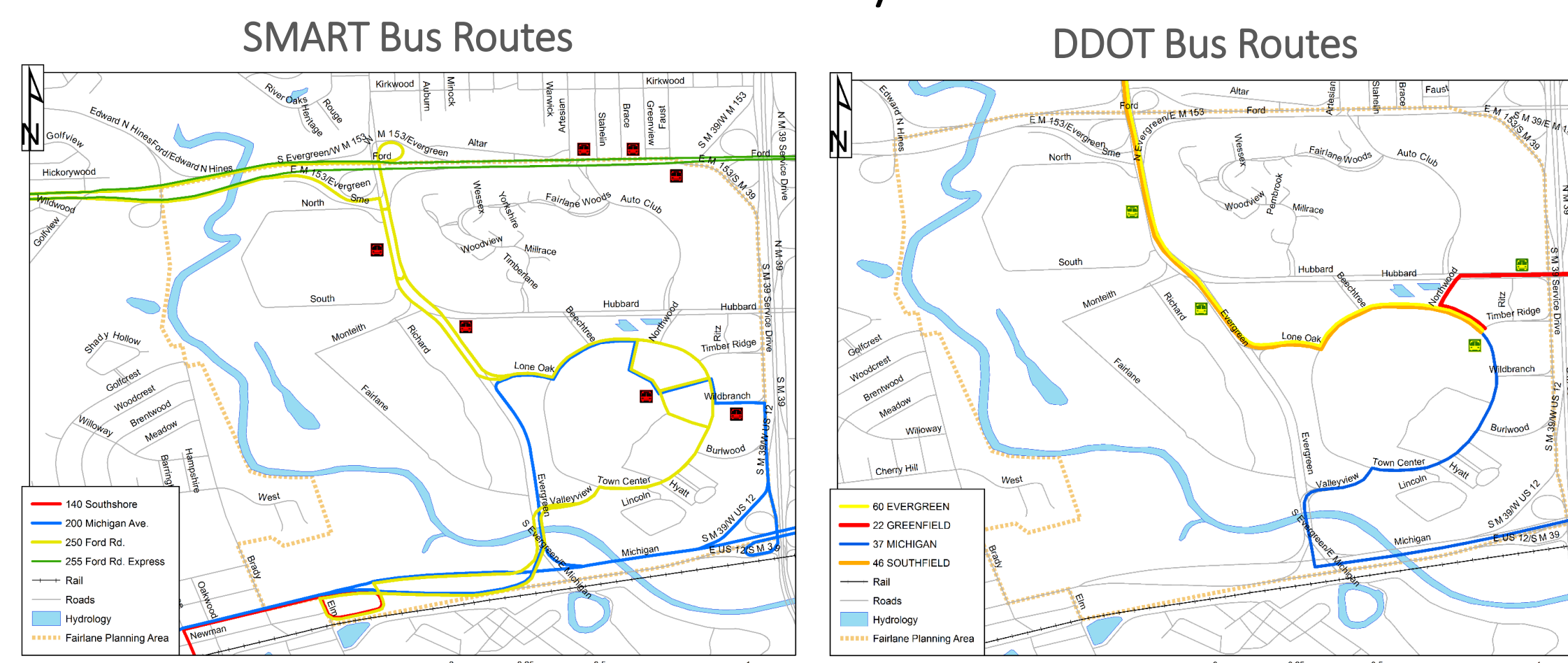
### Retail Gap Analysis



### Fairlane Planning Area Major Destinations



### Transit Analysis



### Non-Motorized Transportation Connectivity Analysis



### Strength, Weakness, Opportunity, Threat Analysis

Strength	Weakness
<ul style="list-style-type: none"> <li>Diversity of land uses</li> <li>Location between the town downtowns</li> <li>Located on major roadways (Michigan Avenue and Ford Road)</li> <li>Located near exits and entrance ramps to M-39 (Southfield Freeway)</li> <li>Located close to the new John Dingell Transit Center (Amtrak and Smart bus access)</li> <li>Access to public transportation within the planning area</li> <li>Diverse housing stock</li> <li>Diverse demographics</li> </ul>	<ul style="list-style-type: none"> <li>Existing zoning designations</li> <li>Parking requirements</li> <li>Existing parking facilities (amount)</li> <li>Separation of land uses</li> <li>Vacant space</li> <li>Auto centrality</li> <li>Lack of pedestrian and bicyclist infrastructure</li> </ul>
Opportunity	Threat
<ul style="list-style-type: none"> <li>Future land use goals</li> <li>Ford Land Development master plan</li> <li>Growing student population</li> <li>Dearborn Master Plan</li> <li>Rouge Gateway Trail</li> <li>Transit Oriented Development</li> </ul>	<ul style="list-style-type: none"> <li>Unknown future of the mall</li> <li>Vacant residential, retail, and hotel spaces</li> <li>Temporary student population</li> <li>Isolation from the two downtowns</li> </ul>

### Recommendations

- Goal 1: Create a cohesive identity for the Fairlane Planning Area.**
- Objective 1.1: Improve and create public spaces that enhance the sense of community and place
  - Objective 1.2: Create a brand for the Fairlane Planning Area that identifies it as a unique neighborhood within the City of Dearborn.
  - Objective 1.3: Create a Fairlane Planning Area community built around the needs and interests of the local population.
- Goal 2: Increase non-motorized transportation connections within the Fairlane Planning Area.**
- Objective 2.1: Implement bicycle path and sidewalk improvements.
  - Objective 2.2: Provide amenities that complement walking and bicycle use.
- Goal 3: Enhance opportunities for multi-modal transit in the Fairlane Planning Area.**
- Objective 3.1: Create an environment that is conducive to multi-modal transit and development.
  - Objective 3.2: Attract more transit options to the area.
  - Objective 3.3: Improve existing transit facilities.
- Goal 4: Foster cohesive future land uses and development.**
- Objective 4.1: Update the zoning code to coincide with the future land use goals from the Master Plan.
  - Objective 4.2: Continuing retail development and potential expansion within the Fairlane Area to attract people into the area.
  - Objective 4.3: Encourage the future development of a wide range of housing options within the Fairlane Planning Area.
  - Objective 4.4: Development of a form-based code.