Downtown District Plan

Mount Clemens, Michigan

FINAL DOCUMENT APRIL 2011

Downtown Mount Clemens

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Downtown District Plan

Prepared for
Mount Clemens
Downtown Development Authority

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- Oakland University and Betty J. Youngblood
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URBAN PLANNING PRACTICUM

The Michigan State University Urban and Regional Planning Practicum course is a senior level course that planning students must take to earn their American Planning Association accredited degree. Urban and Regional Planning students completing this capstone course utilize skills, knowledge and experience obtained over the duration of their planning education. This course gives students real world experience in urban and regional planning. Students are paired with individual clients who represent cities throughout Michigan. Students are required to review specific urban and land use issues and develop feasible recommendations for their client in the form of an extensive research report. Students meet with planning professors regularly throughout the course and receive feedback on their work in progress. The final recommendations and documents are then presented for final review by clients and professors.

FOREWARD

Many downtowns have experienced levels of disinvestment over the past half a century due to an exodus to outlying suburbs and shopping malls. Downtown Mount Clemens is an area that has experienced this hardship.Though the downtown has been negatively affected by vacancy and a reduction of its commercial base, the city has been successful in maintaining its historic downtown character. This includes the preservation of historic structures and continued efforts to include public artwork within the downtown.

This district plan will be a guiding tool for downtown Mount Clemens and include recommended strategies for development based on research findings and public input obtained in the planning process.

EXECUTIVE SUMMARY

The Mount Clemens Downtown District Plan was created to be a resource for the client, the Mount Clemens Downtown Development Authority. The purpose of this document is to provide an assemblage of data relevant to the downtown planning area as well as to provide a series of specific recommendations based on data that look to improve the downtown and guide future development.

The initial step in creating the plan was research on the history and geographic significance of Mount Clemens. As the report progresses, research and data collection topics become increasingly intensive and specific. Initial demographic analysis was largely drawn from the 2000 U.S. Census as well as reports and projections from the Environmental Systems Research Institute (ESRI). Notable demographic trends included a projected population loss in Mount Clemens, while Macomb County as a whole continued to grow. (See Figures 2.7 and 2.8). In addition to city-county population comparisons, additional information was analyzed, such as levels of educational attainment, unemployment statistics and the representation of different occupations. A socioeconomic index was also utilized to develop a more holistic demographic profile of the planning area. Detailed demographic information can be found on under the heading "Demographic Profile" beginning on page 14.

Initial demographic data collection and analysis represented the foundation of an information-driven understanding of downtown Mount Clemens. To further this understanding and to steer future research efforts, a public meeting was held on February 16, 2011. This meeting allowed residents, business owners and government employees to express their opinions on the current state of the downtown, as well as to share ideas for future development. Public participation information was collected using three methods: individual surveys, small group discussion and a large group meeting. This meeting resulted in the identification of both current assets and future opportunities for the downtown. Concepts developed from this study, such as the poor connectivity between the downtown with the Clinton River or the potential threat of commercial vacancy, guided future research efforts. Detailed information on the public participation process can be found under the heading "Participants and the Planning Process" beginning on page X.

Additional research following this meeting included the creation of multiple land-use maps. These maps were created using both existing data and data collected from an independent walking survey. These maps provide detailed information about the planning area, such as building height, current land use, vacancy, floor area ratio and current zoning designations.

The next phase consisted of specific research categories that resulted from the consideration and refinement of the initial data collected These sections included detailed studies of traffic patterns and a street inventory analysis, a walk score/walkability study and an assessment of business conditions conducted using potential consumer spending trends, tapestry segmentation trends and a retail market gap analysis. This second phase of data collection was important because it provided specific insight that would be instrumental in the creation of recommendations and findings.

The recommendations and findings segment of this document is a distillation of all data collected and analyzed and presented in the form of strategies to make improvements to the downtown planning area. Detailed descriptions of recommendations can be found in page 54 of the plan. These recommendations included:

- Promotion of the Clinton River as a downtown asset through the creation of gateways and the development of vacant land near the river.
- Strengthening of the downtown through the redevelopment and reuse of vacant structures and though infill development
- Using wayfinding and marketing to connect Oakland Universities new campus with the downtown
- Façade design standards as a means to maintain sense of place within historic downtown
- Promoting commercial growth and future development by identifying top retail prospects within the trade area.
- Improve pedestrian safety on Gratiot Avenue by reducing automobile speeds and by constructing necessary infrastructure to support pedestrians and non-motorized transportation
- Promotion of transit through the addition of new or improved bus shelters and route maps

TABLE OF CONTENTS

LIST OF MAPS

APPENDICIES

INTRODUCTION AND OVERVIEW

Purpose and Objectives of the Plan

The Mount Clemens Downtown Development Authority contacted Michigan State University to hire a team of urban and regional planning students to create a downtown district plan to supplement the city's 2009 citywide master plan. The purpose of this district plan was to specifically consider the unique needs of the downtown.

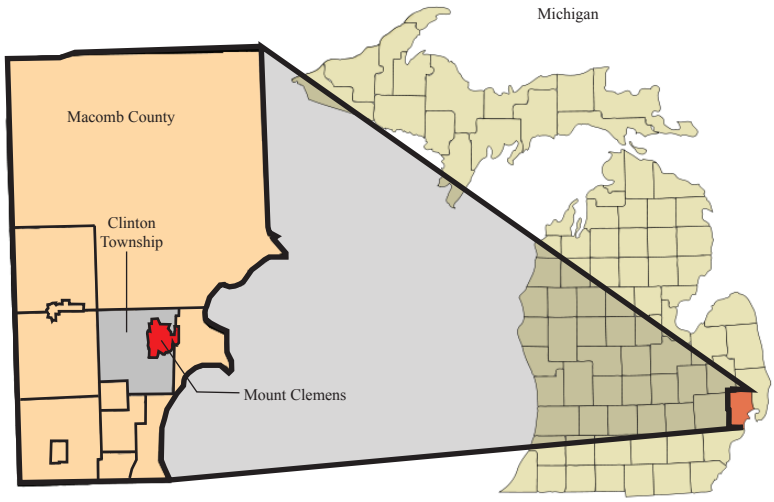
As a plan specific to the city's downtown core, this document considers the input of citizens, employees, and business owners that interact with the downtown. In addition to public input, demographic, economic and land use data have been analyzed in order to develop an informed direction for future downtown development plans.

The objective of this document is:

1. To collect information and create an inventory of demographic, economic, transportation and land use data specific to the downtown planning area.

2. To develop recommendations based on data analysis for the improvement of downtown.

The Downtown Planning Area

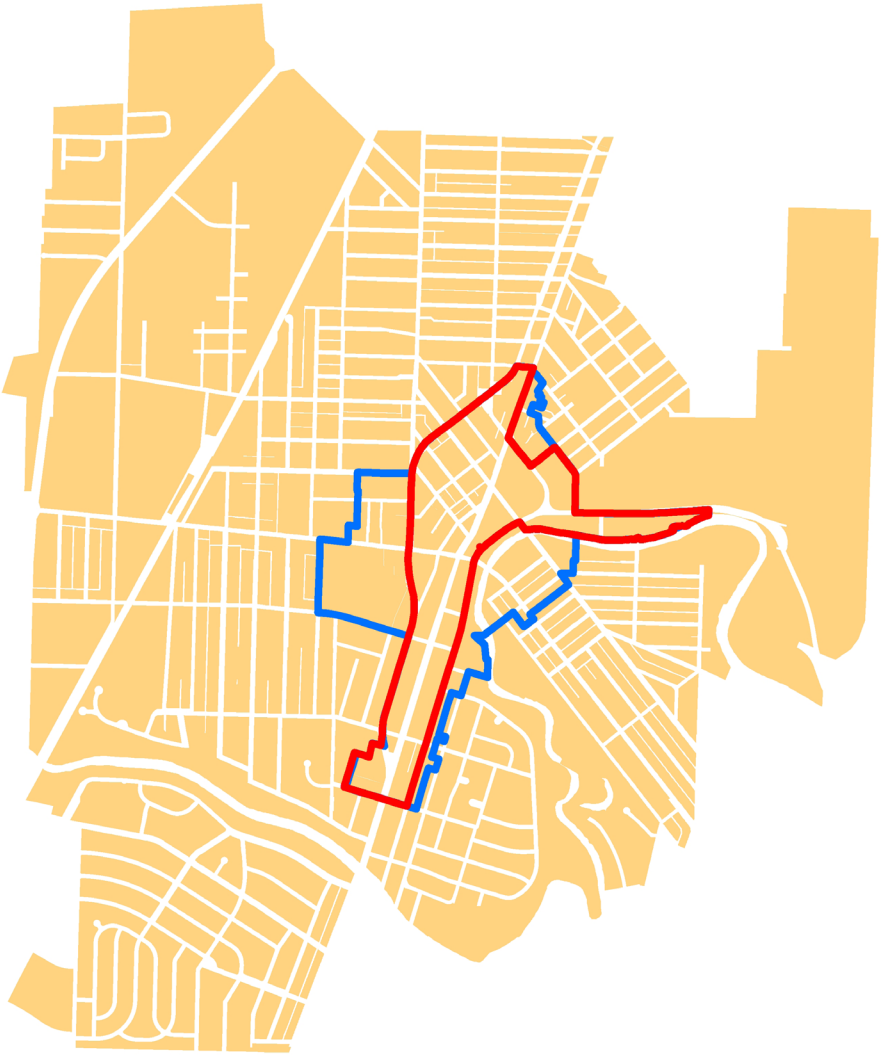


The City of Mount Clemens is located in Macomb County, Michigan. Mount Clemens is approximately 30 miles northeast of Detroit, MI- the largest city in Michigan. Macomb County is part of the Southeast Michigan Council of Governments (SEMCOG), which includes Livingston, Washtenaw, Oakland, St. Clair, Wayne and Monroe Counties. I-94 runs north and south just east of Downtown Mount Clemens. M-3 runs directly through the Mount Clemens Downtown District and defines the downtown boundary. Converted to one-way pairs in the late 20th century, Gratiot (M-3) was redirected around the city forming what is now known as northbound and southbound Gratiot Avenues.

The planning area discussed in this district plan is referred to as the "downtown." The planning area is an expansion of the Mount Clemens Downtown Development Authorities' boundaries. The original DDA boundaries were defined as the areas between north and southbound Gratiot, with a southern border at Colonial and Kibbee. The northern boundary being the respective intersections of northbound Gratiot and southbound Gratiot with Jones St. The western boundary was marked by southbound Gratiot, and the eastern boundary included areas east of northbound Gratiot, such as parcels south of N. River Road, and a small area east of northbound Gratiot bounded by the intersections of Walnut and Park.
(See Map 1)

Arthur Mullen, AICP Executive Director of the DDA, expanded the geographic definition of the downtown district to include areas outside of the DDA's boundary. In addition the DDA area, the planning area includes areas west of southbound Gratiot. The additional areas west of southbound Gratiot included a large section north of Church, with a western boundary of Miller and a northern boundary of Cass, a small section north of this lies between Cass and Grand. The southwest corner of downtown was expanded to include an area bordered by South and Colonial. Areas east of northbound Gratiot were also included in the planning area, including a narrow strip between northbound Gratiot and the Clinton River. This included a section across the Clinton River and additional areas both west and north of Park.
(See Map 1)

Map 1: Planning Area



Source: Arthur Mullen DDA 2011

BACKGROUND

General History of Downtown Mount Clemens

Mount Clemens was settled on land purchased by Christian Clemens in the late 1700's. In 1818, the land was platted as a village and named Mount Clemens. The village was then chosen as the Macomb County seat that same year, when the County was first established. Construction of county buildings, churches, and new businesses soon followed. An interurban streetcar connected downtown Detroit to Mount Clemens during the 1800's, which allowed residents access to retail and entertainment that was absent in Mount Clemens. Early industries included a distillery built by Christian Clemens and his partner John Brooks, as well as bathhouses, due to an abundance of mineral baths within the village. After the in migration of new residents, the village was incorporated as a city in 1879. The bathhouses flourished and Mount Clemens was soon regarded as the "Bath City of America". The city attracted tourists from all over the country to its elegant spas and hotels to experience the healing properties of the baths. Other businesses eventually located in Mount Clemens, offering diverse goods and services in the city. Small businesses had difficulty surviving the competition of shopping malls in the late 20th century and Mount Clemens experienced a loss of retail in the downtown. After many of the bathhouses and stores closed, Mount Clemens began to attract visitors with bars and restaurants, and has become the nightlife and entertainment hub for Macomb County. The last remaining bathhouse, St. Joseph's Sanitarium, is slated to be restored with the help of state and federal funding in coming years.

Figure 2.1

Figure 2.2

Figure 2.3

Picture Sources:
http://www.friendsofhistoricpreservation.org/

Downtown Adjacent Institutions

Map 2: Downtown Adjacent Insitutions

Essential landmarks and destinations within the downtown include schools, churches, city and county government buildings, and federal government facilities. These adjacent institutions are important to the community that surrounds them by providing services such as public education, higher education, mail delivery, government services provided by Macomb County and the city of Mount Clemens, and places of worship. The locations included on the map of adjacent institutions were obtained by reviewing aerial maps of the downtown provided by the Google Earth application. The accuracy of these maps were verified through comparing the stated locations with data provided by the city, information from individual institutions and by conducting a current use survey of the downtown. 19 sites were deemed to be institutions that were within the boundaries of the downtown or were within close proximity to the downtown. (See Map 2)

Source: Google, Walk Survey

Figure 2.4 YMCA

Figure 2.5 TLC City Garden

Figure 2.6 Macomb Co. Admin. Bldg

Demographic Profile

City and County Comparison

General Characteristics

Mount Clemens is experiencing declines in almost all major characteristics of its community, creating a variety of challenges for the city. Since 1990, population, the number of households, average size of households and the number of owner occupied housing have all decreased. Projections undertaken by the Environmental Systems Research Institute (ESRI) have also shown declines in these categories for the years 2010 and 2015. Conversely, between 1990 and 2000, Macomb County experienced a growth in population and all other categories (aside from household size) that is expected to continue in 2010 and 2015.

Figure 2.7

MOUNT CLEMENS TRENDS AND PROJECTIONS				
	1990	2000	2010	2015
Population	18,490	17,312	16,864	16,474
Households	7,323	7,023	7,041	6,906
Families	4,300	3,852	3,712	3,594
Average Household Size	2.34	2.21	2.16	2.14
Owner Occupied Housing	4,118	4,295	4,204	4,124
Renter Occupied Housing	3,205	2,778	2,837	2,782
Median age	32.8	36.3	38.5	39.1

Source: U.S. Bureau of the Census, 1990, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

Figure 2.8

MACOMB COUNTY TRENDS AND PROJECTIONS				
	1990	2000	2010	2015
Population	717,400	788,149	839,369	843,369
Households	264,991	309,203	334,182	337,108
Families	195,549	210,867	225,127	225,876
Average Household Size	-	2.52	2.49	2.48
Owner Occupied Housing	-	243,964	260,022	262,442
Renter Occupied Housing	-	65,239	74,160	74,666
Median age	-	37.0	39.4	39.9

Source: U.S. Bureau of the Census, 1990, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

The median age of Mount Clemens in 1990 was 32.8. In the 2000 U.S. Census the median age rose to 36.3. The Environmental Systems Research Institute projected that the 2010 median age will be 38.5 and that the 2015 median age will be 39.1. (See Figure 2.1) Median age in Macomb County also increased from 37.0 in 2000, to a projected 39.9 in 2015. Macomb County showed continued increases in renter and owner occuiped housing respectively while long term projections showed an overall decrease in both categories in Mount Clemens between 1990 and 2015 (See Figure 2.7 and 2.8)

Race and Ethnicity

In 2000, the largest racial groups in Mount Clemens were black and white residents, making up 95.4% of the total population. White residents comprise 75.8% of the city's population and black residents comprise 19.6%. The ESRI report estimated significant changes in Mount Clemens' racial demographic for 2010. The most dramatic change was the decrease of the white population to an estimated 55.7% of the total and an increase in the black population to 39.7% of the total population.(See Figure 2.9)

According to ESRI data, Macomb County is expected to experience similar change with the white population decreasing from 92.4% of the total population in 2000, to an estimated 85.4% of the total in 2010. The black population is expected to increase from 2.6% of the total population in 2000 to 8.27% in 2010. Both the county and the city have experienced an increase in Asian, Pacific Islander, and Hispanic populations and decreases in American Indian and other race populations. (See Figure 2.10)

Educational Attainment

Figure 2.9

MOUNT CLEMENS POPULATION BY RACE AND HISPANIC ORIGIN			
Race	**1990**	**2000**	**2010**
White	14,541 (78.6%)	13,121 (75.8%)	9,397 (55.7%)
Black	3,233 (17.5%)	3,395 (19.6%)	6,698 (39.7%)
American Indian	129 (0.7%)	127 (0.7%)	116 (0.7%)
Asian	78 (0.4%)	85 (0.5%)	102 (0.6%)
Pacific Islander	2 (0.0%)	3 (0.0%)	3 (0.0%)
Some Other Race	148 (0.8%)	132 (0.8%)	134 (0.8%)
Total	*18,490 (100%)*	*17,312 (100%)*	*16,864 (100%)*
Hispanic Origin (Any Race)	335 (1.8%)	404 (2.3%)	431 (2.6%)
Source: U.S. Bureau of the Census, 1990, 2000 Census of the Population and Housing. ESRI forecasts for 2010.			

Figure 2.10

MACOMB COUNTY POPULATION BY RACE AND HISPANIC ORIGIN			
Race	**1990**	**2000**	**2010**
White	694,497 (96.8%)	728,420 (92.4%)	717,641 (85.4)
Black	10,055 (1.4%)	20,165 (2.6%)	68,503 (8.27)
American Indian	2,929 (0.4%)	2,604 (0.4%)	2,970 (0.4%)
Asian	8,519 (1.2%)	17,314 (2.2%)	26,868 (3.2%)
Pacific Islander	75 (0.0%)	133 (0.0%)	210 (0.0%)
Some Other Race	-	14,365 (2.0%)	18,846 (2.2%)
Total	*717,400 (100%)*	*788,149 (100%)*	*839,369 (100%)*
Hispanic Origin (Any Race)	6,710 (0.9%)	12,510 (1.6%)	18,452 (2.2%)
Source: U.S. Bureau of the Census, 1990, 2000 Census of the Population and Housing. ESRI forecasts for 2010.			

ESRI's Census 2000 Summary Profile states that 30.8% of Mount Clemens residents held a high school diplloma which was the highest level of educational attainment in 2000. Data from the U.S. Bureau of the Census 2000 report showed a similar level of educational attainment in Macomb County, with 32.8% of county residents having received high school diplomas. The second largest segment of Mount Clemens residents is those have attended some college, but have not obtained a degree, this accounts for 27% of the population. The smallest categories of educational attainment are at either end of the spectrum, with 4.5% of Mount Clemens residents having attained post-graduate education (Master's/Professional/Doctorate Degree) and 4.8% of the population having attained a level of education below the 9th grade. The greatest difference between levels of education when comparing Macomb County and Mount Clemens is in the percentage of residents who have not received a high school diploma but have been educated to 9-12th grade level. 16.7% of city residents and 12.2% of county residents are within this category. A similar difference can be found by looking at the percentage of residents who have Bachelor's degrees as their highest level of educational attainment with 11.9% of county residents and 9.0% of city residents within this category. (See Figure 2.11)

Figure 2.11

POPULATION 25+ BY EDUCATIONAL ATTAINMENT				
	Macomb County		Mount Clemens	
	Number	Percent	Number	Percent
Total	535,836	100.0%	12,048	100.0%
Less than 9th Grade	25,755	4.8%	581	4.8%
9th - 12th Grade, No Diploma	65,616	12.2%	2,009	16.7%
High School Graduate	175,565	32.8%	3,715	30.8%
Some College, No Degree	132,819	24.8%	3,253	27.0%
Associate Degree	41,936	7.8%	864	7.2%
Bachelor's Degree	63,603	11.9%	1,087	9.0%
Master's/Professional/ Doctorate Degree	30,542	5.7%	539	4.5%
Source: U.S. Bureau of the Census 2000				

Occupation

ESRI's Census 2000 Summary Profile states that 58.4% of Mount Clemens residents are part of the labor force. 54.1% of all residents are employed, 4.2% are unemployed and 0.1% of residents are members of the armed forces. Comparatively, data on Macomb County from the U.S. Bureau of the Census 2000 report shows that 63.1% of residents are employed, 2.7% are unemployed and 0.1% are in the armed forces. (See Figure 2.12)

Figure 2.12

POPULATION 16+ EMPLOYMENT STATUS

	Macomb County		Mount Clemens	
	Number	Percent	Number	Percent
Total	618,864	100.0%	13938	100.00%
Labor Force	408,563	66.0%	8,149	58.5%
Civilians Employed	390,791	63.1%	7,545	54.1%
Civilians Unemployed	16,925	2.7%	588	4.2%
In Armed Forces	847	0.1%	16	0.1%
Not in Labor Force	210,301	34.0%	5,789	41.5%
Source: U.S. Bureau of the Census 2000				

Mount Clemens residents are employed largely by three occupation categories: sales/office and administrative support employs 26.3% of city residents, management/professional category employs 25.9% of residents and production/transportation/material moving employs 21.1% of residents. The smallest occupations represented are construction/extraction/maintenance at 10.9%. Occupation category representation within the county are very similar to Mount Clemens when expressed as a percentage. The greatest difference can be seen in the management/professional category, 120,704 (or 30.9% of) country residents fit within management/professional category compared to the 1,955 (or 25.9% of) city residents. The next largest difference can be observed within the production/transportation/material moving category, with 69,232 (or 17.7% of) county residents holding occupations within this category and 1,595 (or 21.1% of) city residents. (See Figure 2.13)

Figure 2.13

CIVILIAN EMPLOYED POPULATION 16+ BY OCCUPATION

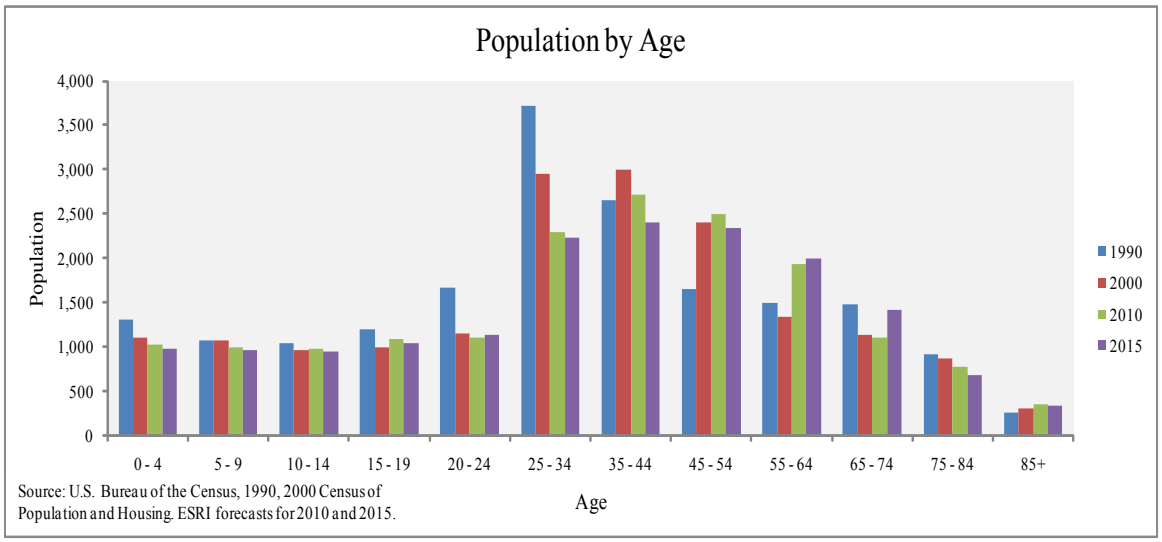
	Macomb County		Mount Clemens	
	Number	Percent	Number	Percent
Total:	390,791	100.0%	7,545	100.0%
Management, professional and related occupations	120,704	30.9%	1955	25.9%
Service occupations	51,220	13.1%	1188	15.7%
Sales and office occupations	110,480	28.3%	1,984	26.3%
Farming, fishing, and forestry occupations	430	0.1%	0	0.0%
Construction, extraction, and maintenance occupations	38,664	9.9%	823	10.9%
Production, transportation, and material moving occupations	69,293	17.7%	1,595	21.1%
Source: U.S. Bureau of the Census 2000				

City Demographics: Age and Income

Age

Mount Clemens is characterized by the age groups 25-54, (See Figure 2.7) which contributes to nearly half of its residents. This may produce an aging population in years to come. There is a fairly even distribution among all other age cohorts. A 2030 population forecast done by SEMCOG states that the senior citizen age group will double, as the younger age groups will experience further levels of decline. (See Figure 2.14)

Figure 2.14



Income

According to ESRI forecast data, the greatest change in income brackets between 2000 and 2010 was seen in the $150,000 and above category, which is projected to increase by 4%. The second largest increase is within the $50,000-74,999 category, which is predicted to increase by 3%. Another increase is seen in the $75,000 - 99,999 income bracket, increasing by 2%. All other income brackets are projected to decrease between 2000 and 2010, with the greatest decrease seen in the $15,000 and under category. (See Figure 2.15 and Figure 2.16)

Figure 2.15

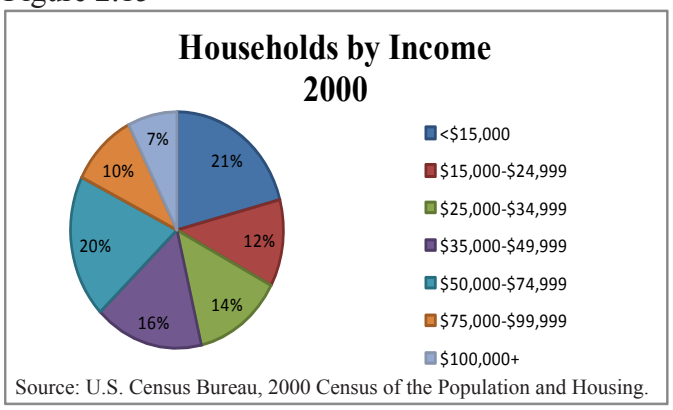
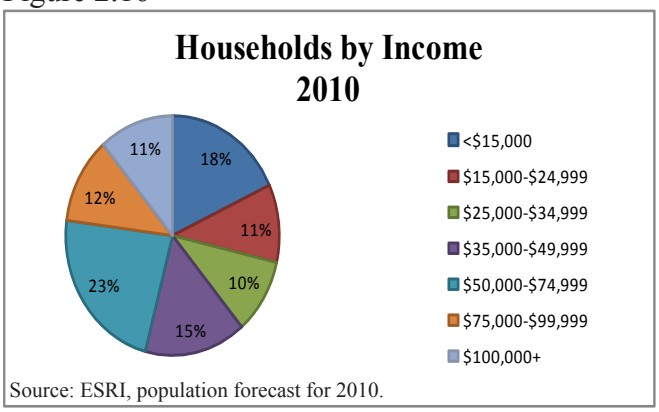


Figure 2.16



Demographic Summary

Demographic comparisons between Mount Clemens and Macomb County reveals two different trends. Population data and projections shows that Mount Clemens will continue to lose population between 1990 and 2015. In stark contrast, Macomb County's population has been projected to continue to increase from 1990 to 2015. The city's continued population loss compared to the surrounding county's continued growth demonstrates the decline of Mount Clemens. Additionally, employment data shows greater unemployment in Mount Clemens in comparison to Macomb County. (See Figure 2.7, 2.8, 2.13)

In other areas, the city and the county are quite similar. Occupational categories and levels of educational attainment suggest that residents of both the city and the county at large have comparable educational opportunities and employment options. (See Figure 2.11 and 2.22) Nevertheless, declines in Mount Clemen's number of households, families, and decreases in both renter and owner occupied housing suggests that new development and planning techniques are necessary to slow population loss and capture some of the future growth predicted for Macomb County.

Composite Socioeconomic Index

Demographic data provides a more holistic understanding of a geographic area when viwed not as a series of individual characteristics, but rather as a group of interconnected attributes. Demographic data exists in much the same way, while the individual characteristic is important in its own right, it is the cumulative effect of each characteristic that paints the bigger picture of the conditions the community is experiencing. The cumulative characteristics that form the bigger picture of a community are often referred to as socioeconomic conditions.

Socioeconomic conditions combine social and economic demographics into one characteristic. The core characteristics of socioeconomic conditions are comprised of income, education and occupation demographics. However, other variables such as, poverty levels, homeownership, vehicle ownership, and employment are also used to describe socioeconomic conditions of a community in addition to the core characteristics listed above. Socioeconomic conditions are important because a high income community may have low educational attainment, high unemployment and low occupational status, resulting in a reduction of socioeconomic conditions.

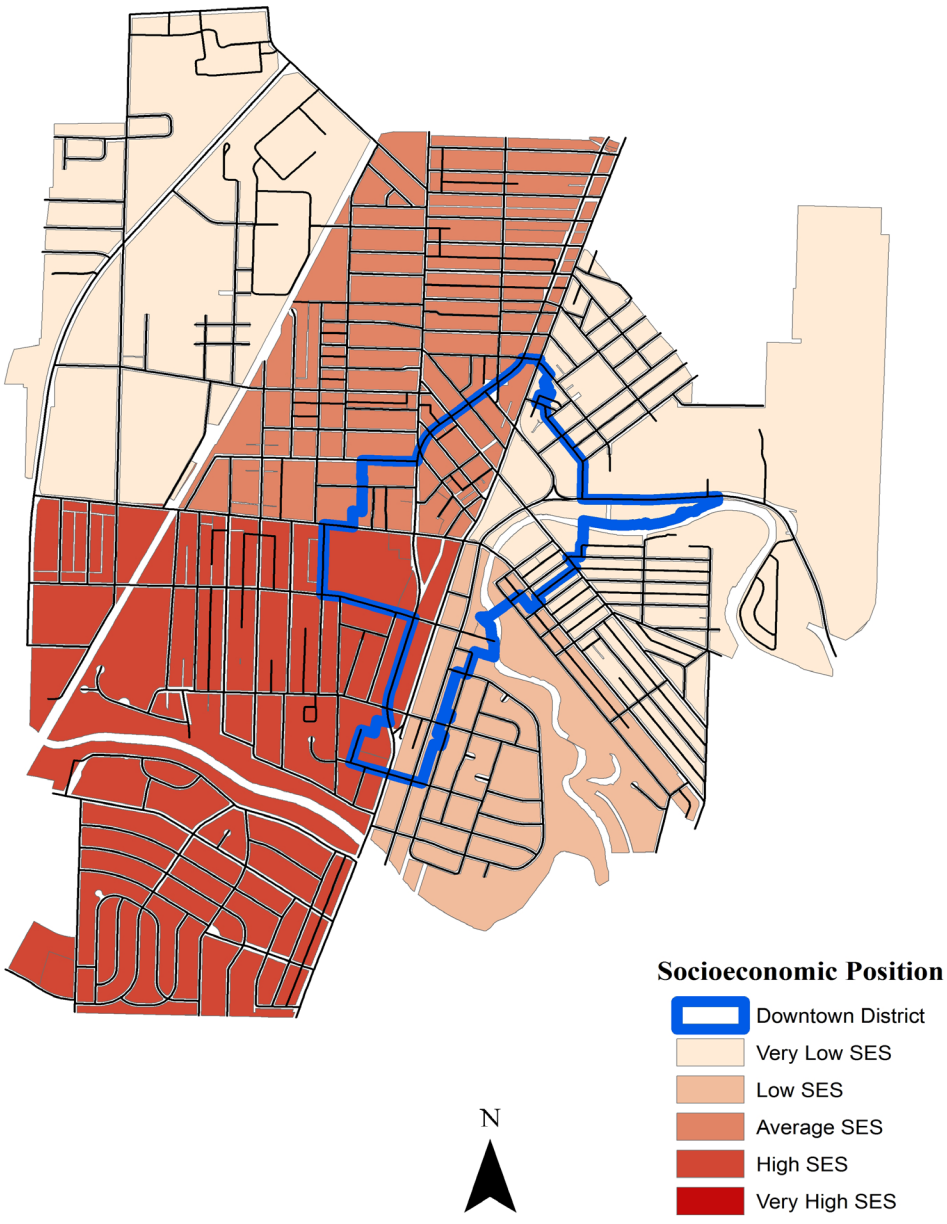
An established method in which to depict socioeconomic conditions is known as a Composite Socioeconomic Index. The Composite Socioeconomic Index takes into consideration 9 demographic variables; educational attainment, median income, family poverty, unemployment rate, median rent, median value of dwelling, vehicle ownership, home ownership, and occupational status. The index works by subtracting a demographic variable within a census tract from the demographic variable of the region (Macomb County). The values of each variable for a census tract are then added together to for an index from very low socioeconomic status to very high socioeconomic status (see Appendix M for CSI method).

When socioeconomic data is applied to a map of Mount Clemens, correlations between status and geography can be observed. Map 3 displays the census tracts within Mount Clemens and each has been assigned one of the five socioeconomic status positions. Looking at this data from a citywide persepective is important because the socioenomic index summarizes multiple demographic attributes into a single desig nation . This data impacts the planning area because it provides a broad perspective of the socioeconomic make up of the city and gives insight into how these groups can impact the downtown.

make up of the city and gives insight into how these groups can impact the downtown.

Socioeconomic groups are largely segregated within the city. “High” and “Average” SES groups occupy census tracts 2453 and 2451 and occupy a broad section through the center of the city. Areas defined as “Low” and “Very Low” SES can be found in tracts 2450, 2452, and 2454. The blue border indicates the downtown planning area. The planning area encompasses portions of tracts within all four socioeconomic categories represented in Mount Clemens. This information is important when planning for the downtown because it shows that the downtown is made up of a variety of socioeconomic groups. This should be taken into consideration during future development because it is important to accomodate the unique needs of a diverse group of downtown residents and patrons.

Map 3: Composite Socioeconomic Index



Participants and the Planning Process

The Planning Process

Figure 2.17

Public Participation

In order for a plan to effectively serve the citizenry, it should reflect the opinions and interest of the public. Public participation has been used in the public decision making process historically to create solidarity in policies and ordinances. Figure 2.17 above illustrates the way public participation is integrated into the planning process through the means of group visioning and community feedback on draft plans and recommendations. This public input is an integral part of creating a strong downtown plan.

Public Input

A public meeting was held on February 16th, 2011 in Mount Clemens to gain input for the Downtown District Plan. In attendance were citizens, business owners, as well as city and county employees. During the meeting a downtown assessment survey was administered, followed by small group discussion, and a SWOT analysis, which assesses the strengths, weaknesses, opportunities, and threats to a certain situation or area. Meeting attendees were asked about their perception of the downtown, as well as their vision for the future, in order to build a consensus on the future direction for the downtown. Additional surveys were submitted by concerned citizens following the public meeting as well. This information is presented separately in appendix A from the surveys collected during the public meeting. The majority of participants in the public meeting were individuals who worked within the City of Mount Clemens for periods ranging from 9 months to 25 years. The majority of participants in the post-public meeting surveys were residents of Mount Clemens and had been living in the area for time periods ranging from 6 to 61 years. Survey topics of interest are presented in the following sections.

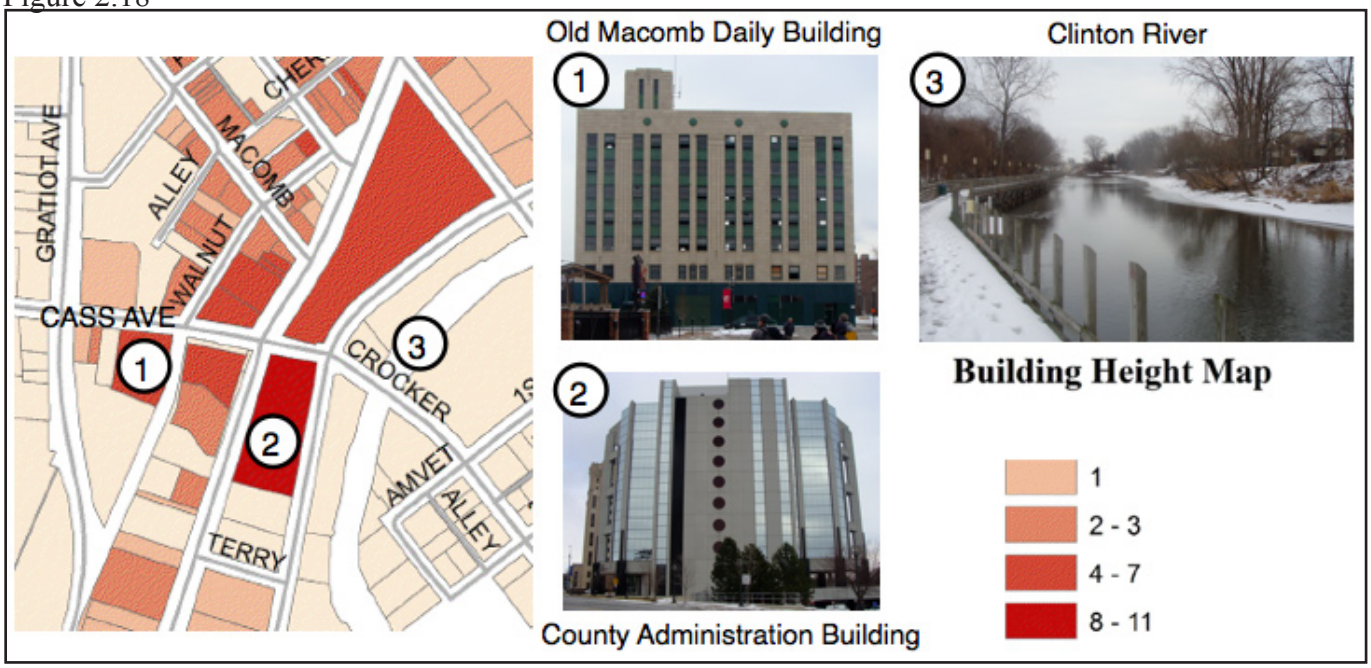
Downtown Landmarks

The buildings and landmarks of a city are what help establish an identity. Survey participants were asked to list the building and landmarks that defined the downtown to them. Responses gathered at the public meeting lacked a definitive consensus on a single landmark or building that defined the downtown.

Survey responses included multiple buildings or landmarks that contributed to the character of the downtown. Three features that were consitently referenced in survey responses were the County Administration Building, the Macomb Daily Building, and the Clinton River. The Macomb Daily Building and County Administration Building are both located along Cass Street with the Clinton River directly across northbound Gratiot to the east.

Downtown Needs

Figure 2.18



Participants also contributed to a needs assessment by creating a list of the needs they identified for Downtown Mount Clemens. The most prevalent response to this question was the need for more businesses. More specific examples were given such as niche shopping and a dry goods grocery. Other recommendations were listed, such as the creation of a Downtown Business Association and the inclusion of downtown businesses in the decision making process for downtown development. The second most prevalent response was the need for higher levels of safety, this stemming from both real or perceived public safety concerns. The third most frequent need was for more recreational programming and family oriented activities within the downtown. Current activities and events, such as the Stars and Stripes Festival, have been deemed successful and survey participants indicated a need for more of these activities.

Downtown Assets

The assets of downtown Mount Clemens were very clear in the survey feedback. The greatest asset identified being the historical downtown fabric. This historical downtown fabric provides a walkable infrastructure that is interconnected and allows for easy access of downtown amenities. Another asset identified was the Clinton River which is located East of the downtown. Currently the downtown lacks a strong connection to the waterfront. The third most important asset was listed as the entertainment and nightlife of downtown Mount Clemens.

Threats

The greatest threat listed for the downtown is its negative perception and safety concerns, such as the amount of vacant storefronts as well as aging infrastructure and blight. The second threat was the prohibitively high rent costs and taxes that may make it difficult to develop new business opportunities. The third highest threat listed was that certain downtown commercial uses threatened the downtown's traditional sense of place, specifically that there exists a redundancy of bars and similar establishments

Opportunities

Meeting attendees and survey participants were asked what opportunities they saw for the improvement of the downtown. The greatest opportunity was seen as the riverfront, and the development of new assets and activities to attract and retain visitors in the downtown. Opportunities discussed in the SWOT analysis also included a bike path along the river. The second greatest opportunity for improvement for the downtown was redevelopment of underused buildings for new residential units. Opportunities included the adaptive reuse of vacant office properties. For example, new residential lofts could be developed in preparation for possible new residents as a result of the opening of the Oakland University campus. The third greatest opportunity was to brand and market the downtown in a different way to attract new visitors and residents while addressing the perception of poor safety within the downtown.

Focus Group Input

Focus groups discussed the same questions encompassed in the survey thoroughly and shared ideas together building a greater consensus among participants. The three groups discussed the downtown area and all decided that it was defined by Northbound and Southbound Gratiot, which also created a barrier for connectivity to surrounding areas. Solutions to this barrier were discussed, among them were more and better traffic lights, as well as pedestrian bridges over Gratiot. Groups listed many of the same landmarks that were listed in the individual surveys such as the County Buildings and the Old Macomb Daily building. Groups voiced the need to create Mount Clemens as a greater destination spot with the improvement of public seating and greenspace, as well as better branding for the downtown. Opportunities also included the new Oakland University campus and the improvement of retail within the downtown.

Summary of Public Input

Key themes were identified through group discussions and survey input. Public input data analysis showed that participants placed importance on the existing downtown and its sense of place. When participants were asked to describe threats to the downtown, they identified issues such as vacancy and a lack of connectivity between the Clinton River and downtown because of walkability issues associated with northbound and southbound Gratiot. Participants also discussed opportunities to improve the downtown, such as the development of the riverfront, the reuse of vacant properties, and preparing for new visitors resulting from Oakland University's new downtown campus.

CURRENT CONDITIONS IN THE PLANNING AREA

Existing Land Use and Zoning

When planning for future land use, it is important to know current land use as well as existing zoning designations. Land use and zoning information was gathered using a variety of sources. Broad land use and zoning data for the downtown was made available by the Downtown Development Authority. Current land use data for the downtown planning area was unavailable, so this information had to be gathered through an independent analysis. A walking survey was conducted in March of 2011 in which all 468 parcels within the planning area were reviewed.

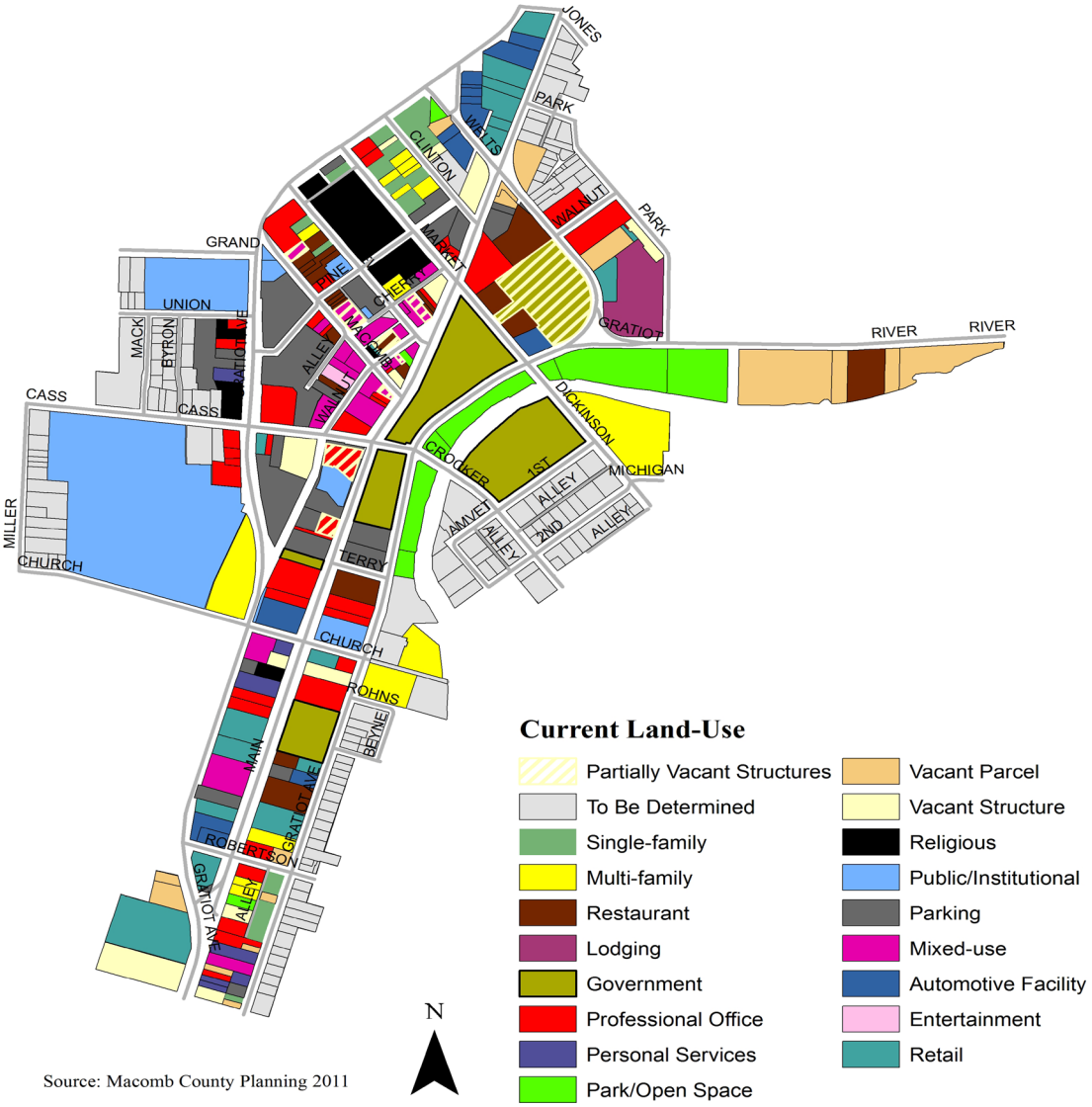
Parcels were categorized into 19 land use designations that were created based on the diversity of land uses within the downtown. This data was then placed into GIS to create a map (See Map 6). The data was also categorized in broader designations and placed into another land use map (See Map 5). This map displays a more general idea of which land uses dominate different areas of the downtown.

Building heights were also collected during the walking survey and translated into a map to show the distribution of buildings heights across the downtown (See Map 4). To get an idea of the levels of density within the downtown, parcel sizes were calculated in GIS and combined with building footprints, the amount of land covered on a parcel by a building, to form of a ratio. These ratios are represented in Map 8.

Zoning data provided by the Downtown Development Authority was also placed into GIS to create a zoning map. (Map 7). Zoning designations are described in the following section.

These maps give the plan a clear view of the downtown and can contribute to future planning efforts within the city.

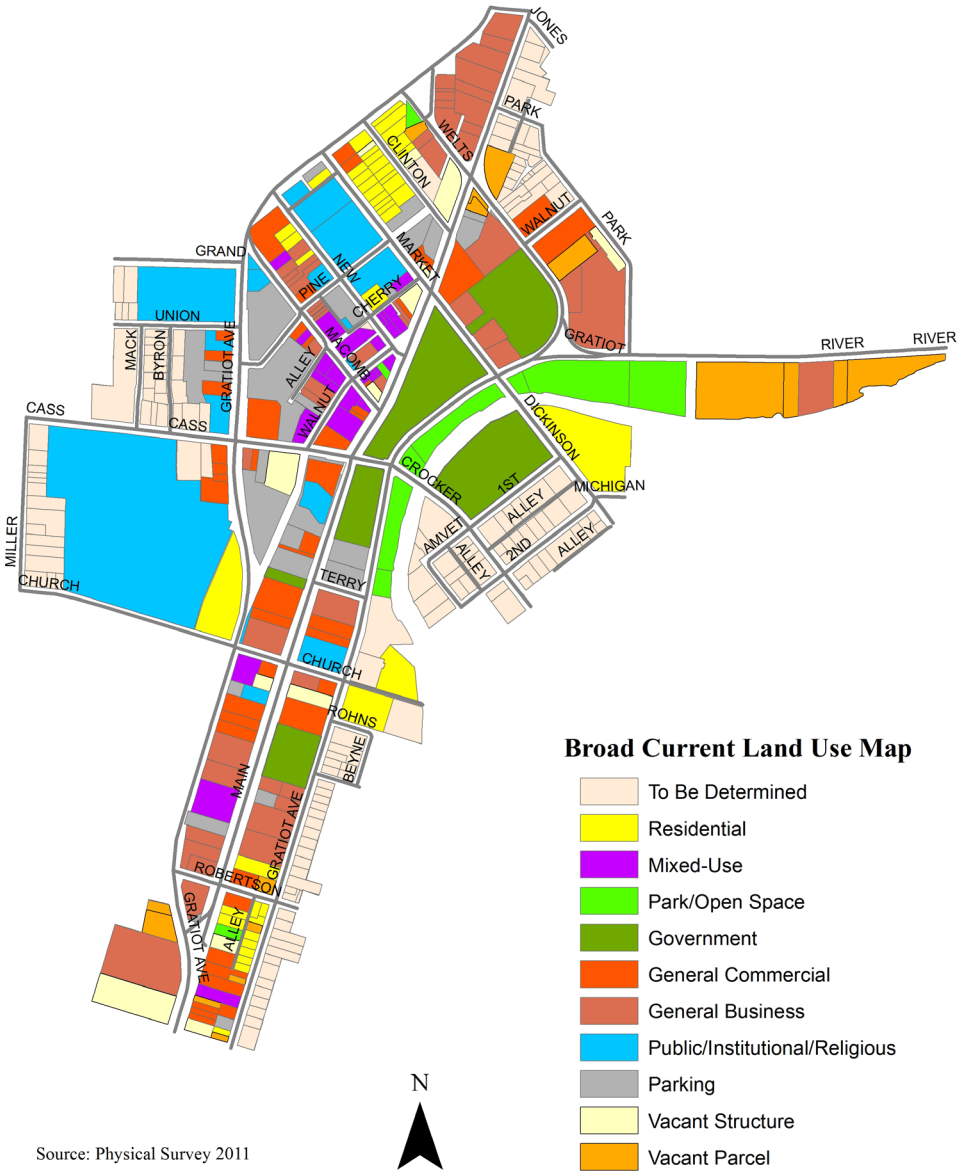
Map 4: Downtown Current Land Use



Source: Macomb County Planning 2011

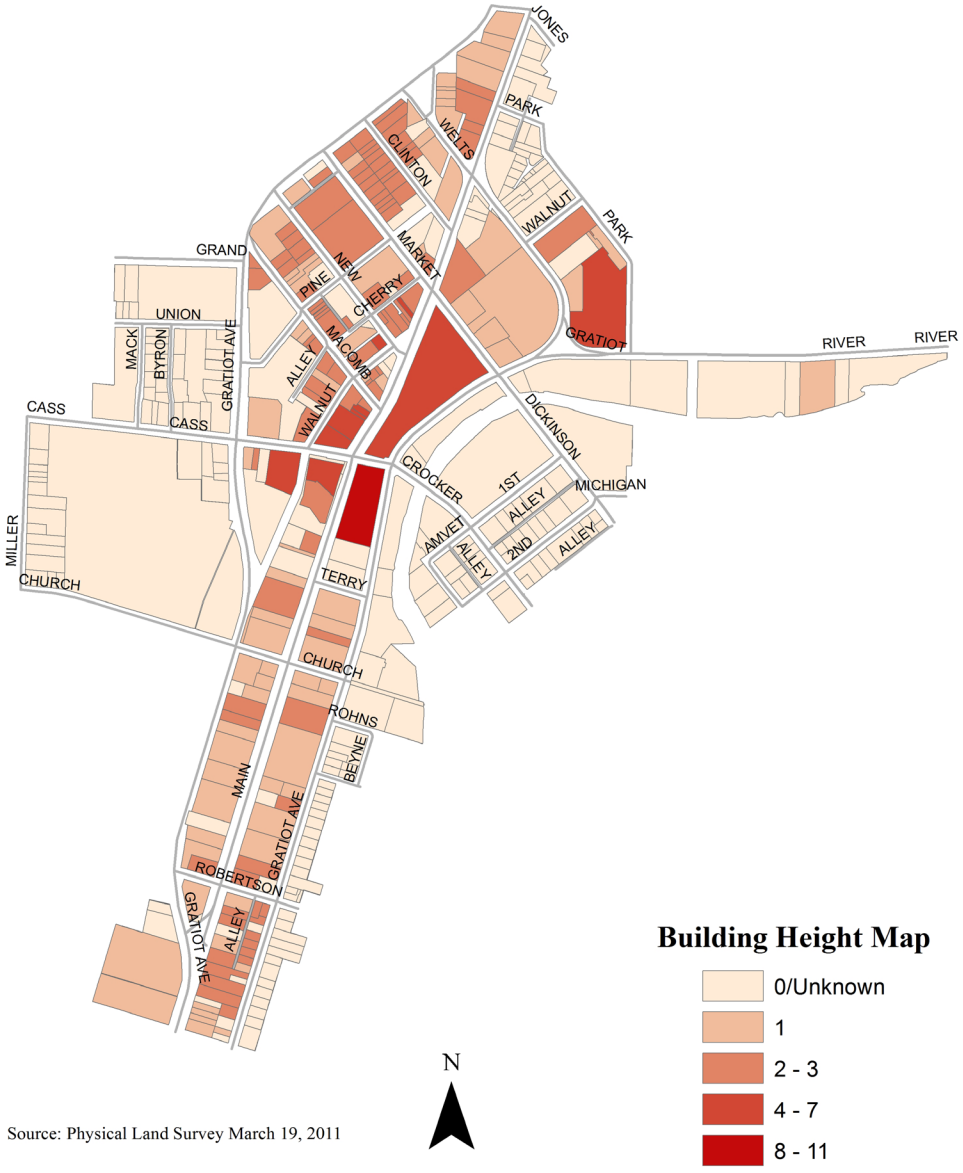
Current land use data was developed through a walk survey of the planning area. Uses and vacancies were recorded and then organized into 19 land use categories. This map represents a valuable tool when analyzing current uses, and considering vacant parcels as sites for future development. The most common land use within the planning area was “Professional Office” with a total of 40 parcels. These parcels can be seen distributed throughout the downtown. When calculating vacancy through this walk survey, three categories were used. Vacant parcels, where no structure is currently built, vacant structures and partially vacant structures. There are 16 vacant lots, 13 vacant structures and 11 partially vacant structures.

Map 5: Broad Current Land Use



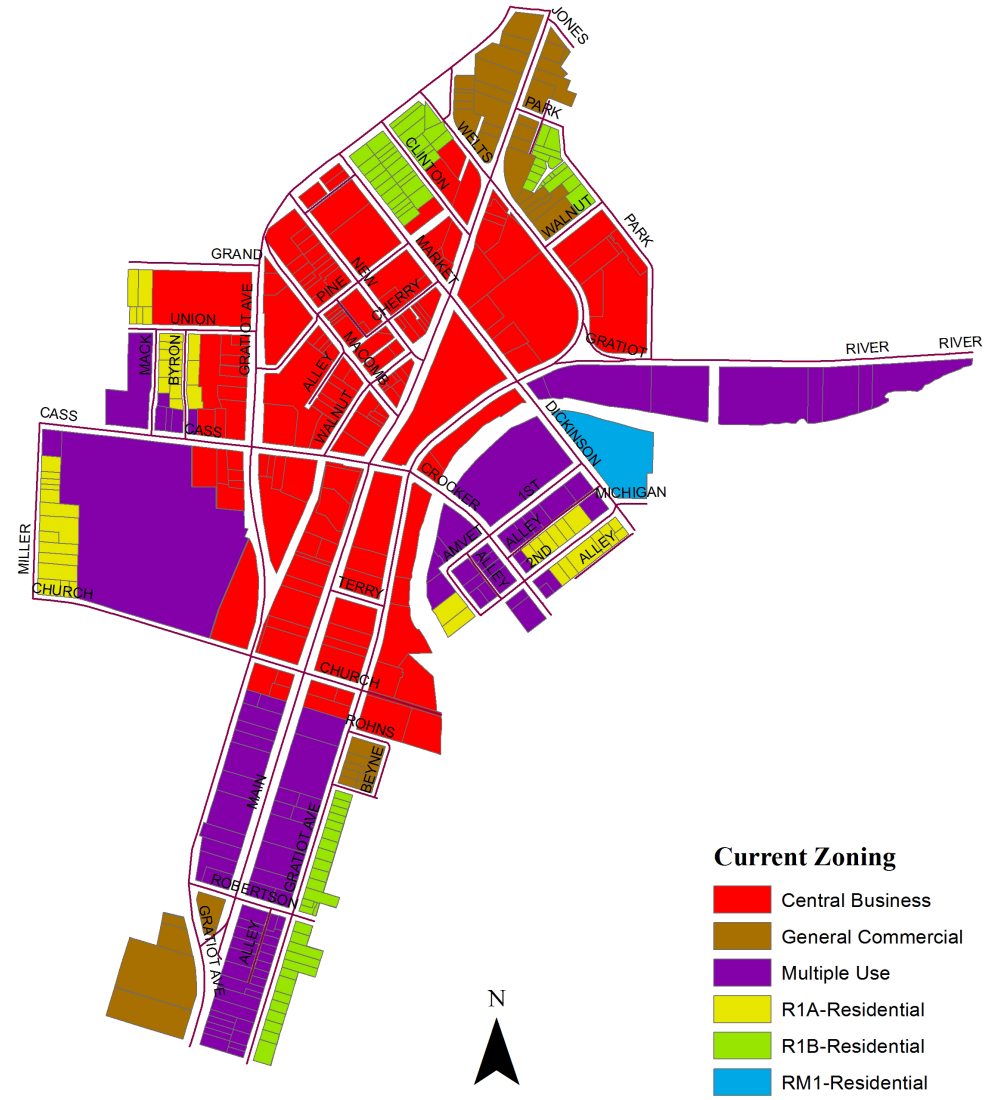
From a broad perspective, “General Business” is the most well represented land use, with 56 parcels in the downtown planning area. Approximately 31 parcels are vacant. Parks and open space within the planning area are situated next to the Clinton River. The majority of residential parcels are located in the northwest corner of the planning area. The least represented use, by number of parcels, is “Government” with six parcels, though some of these parcels are considerably larger than those classified under other uses.

Map 6: Downtown Building Height



The tallest buildings in the downtown are located along southbound Gratiot and are city and county government buildings. This grouping of structures within the 8-11 stories range helps define the core of downtown Mount Clemens. The area between Cass and Market is largely 2-3 story buildings. This area represents the commercial and business core of the downtown.

Map 7: Downtown Current Zoning



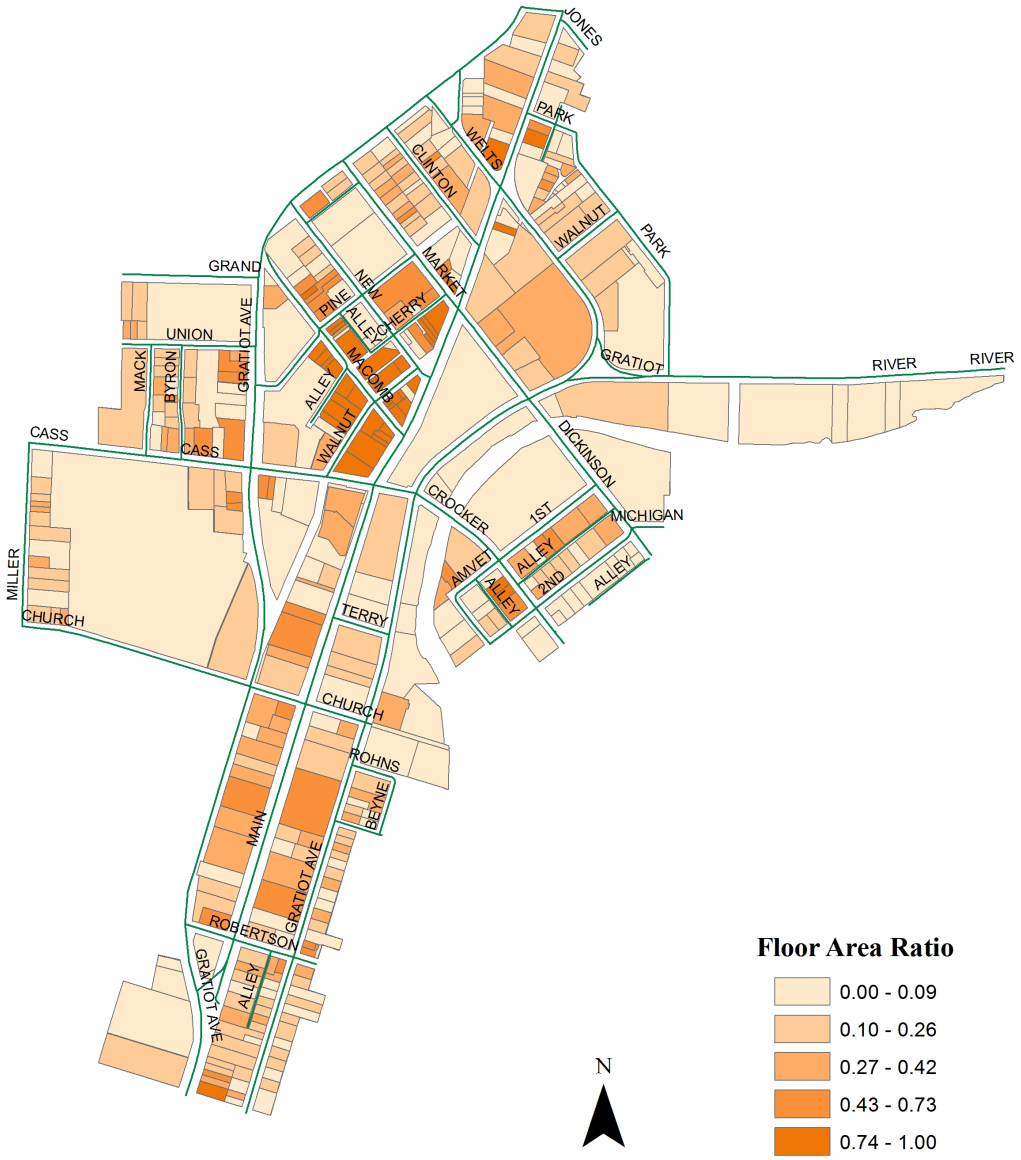
Source: Aurther M[redacted] DDA 2011

The majority of the planning area has been zoned as "Central Business". This designation is defined as: "CB districts encourage a diversity of compatible land uses which include a mix of residential, office, retail and other similar uses within an attractive looking environment that is pedestrian friendly. The central business district is situated along the oneway pairing of the Gratiot Avenue by-pass routes north of Church Avenue and west of the Clinton River. The Downtown Development Authority functions in a large part of this district."

Residential zones are not prevalent in the planning area, only 42 parcels are within this designation. Residential zones within the downtown fit within three categories: R1-A Single-Family Residenital, R1-B Single-Family Residential, RM-1 Mulitiple Family Residential.

Another well represented zone within the downtown planning area is "Multiple Use." This designation is meant to represent a transition between commercial and residential areas. These zones can be seen bordering the downtown's commercial and business core.

Map 8: Downtown Floor Area Ratio



Source: Aurther Mullin DDA 2011

Map 8 represents the buildings floor area or footprint in comparison to the lot size. This data demonstrates the density of the built environment and is an important land use consideration. Aside from large municipal parking lots, the areas between Cass and Market (with an east and west border of north and southbound Gratiot respectively) represent a very densely built area. Buildings within this commercial core occupy nearly the entire lot. In comparison, county/government buildings do not occupy the entire lot, though this is largely due to public space and attached parking.

Vacant and Underutilized Parcels

Along Macomb Place (which runs northwest to southeast between North and South Gratiot), there are several vacant areas. This strip of retail and business locations is central to many of the festivals held downtown every year. Another street with multiple vacant properties is Main Street. Completely vacant buildings include the Macomb Mews Building and 85 N. Main on Main Street, as well as 65 Macomb Place and 40 Macomb Place on Macomb Place.

There is underutilized land within the parking lot area directly east of southbound Gratiot and north of Cass Avenue where there is growth potential. Also, vacant parcels north of the Clinton River and south of N. River Road (adjacent to MacArthur Park) have potential for future development.

A January 2011 report provided by the DDA indicated, the Retail Space vacancy rate is significantly lower in the Downtown District than the office rate. It was determined that there were about 65 ground floor retail/restaurant spaces within the Downtown core. Between May 2010 and January 2011, the additional rental of ten new ground floor spaces has improved the vacancy rate from 31% to 15%.

In addition to vacancy information provided by the DDA, an independent walking survey was conducted in March of 2011 to determine the current land use within the downtown. This survey indicated a total of 40 vacant or partially vacant parcels. These parcels were categorized as vacant parcels (16 parcels), vacant structures (13 structures), or as partially vacant structures (11 structures). Map 9 displays the results of the independent walking survey. Because some structures were only partially vacant, the predominant use was also displayed. Yellow hash markings indicate partially vacant structures.

Source: Arthur Mullen, Executive Director, City of Mount Clemens Downtown Development Authority, Walking Survey

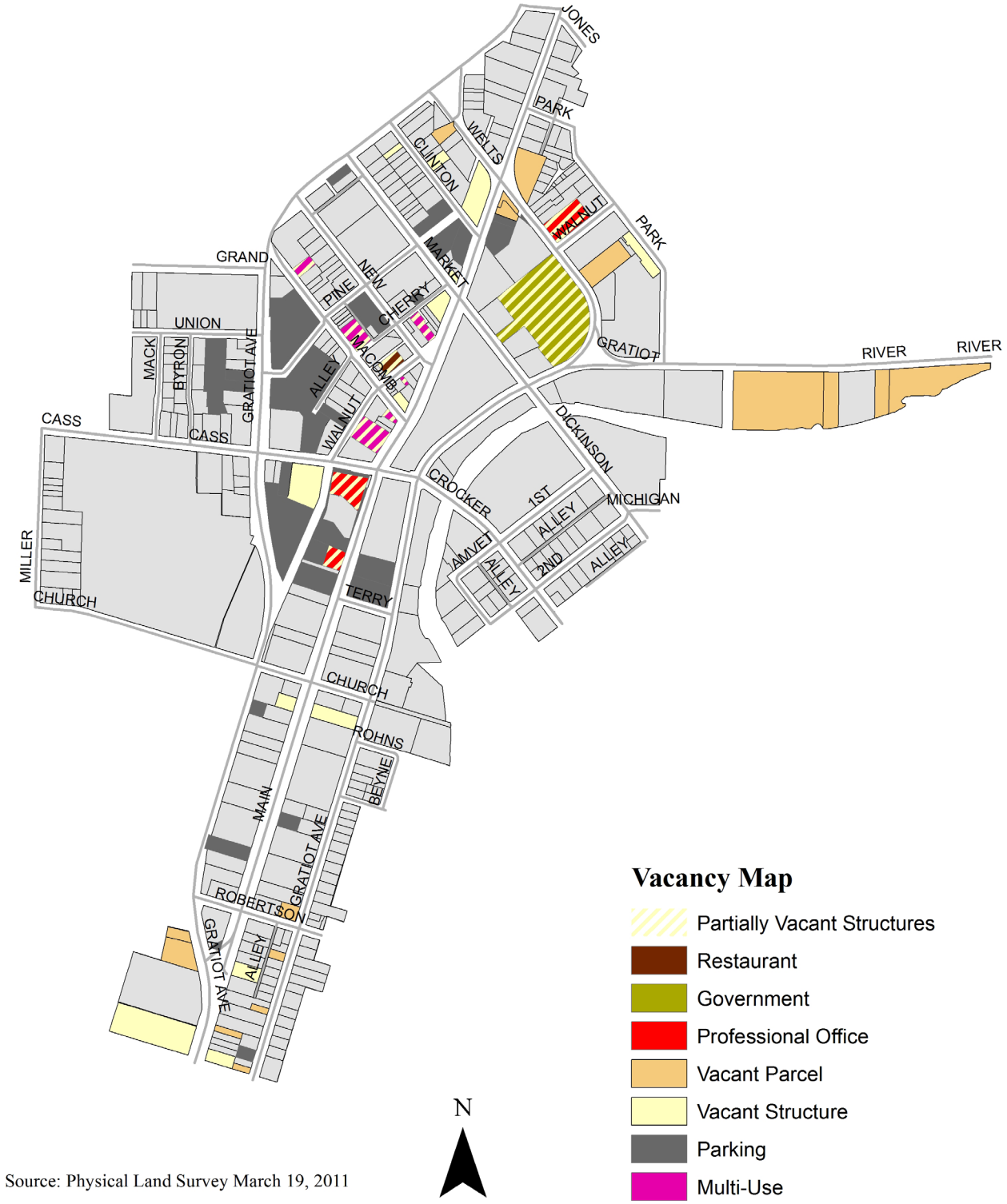
Figure 3.1 *75 N. Main Street*

Figure 3.2 *Macomb Mews Building*

Figure 3.3 *85 N. Main Street*

Figure 3.4 *35 N. Main Street*

Map 9: Downtown Vacancy



Source: Physical Land Survey March 19, 2011

Traffic and Cirulation Patterns

Street Inventory

Background

Downtown Mount Clemens consists of 36 roadways with northbound and southbound Gratiot Avenue defining the borders for the majority of the downtown district. Gratiot Avenue is considered a principal arterial road while Main Street is considered an urban collector road. All other streets in the downtown are considered urban local roads. These classifications are based upon the National Functional Classification (NFC) System developed by the Federal Highway Administration to classify all streets, roads, and highways according to their function (Mount Clemens Master Plan).

The downtown streets form an interconnected grid which is highly conducive to pedestrian activity. In the mid-20th century, Gratiot Avenue, once a part of what is now known as Main Street, was converted to two streets functioning as one-way pairs. This conversion was in response to an increase in traffic prior to the completion of I-94 and formed a bypass around the downtown.

Method of Analysis

The street inventory study contained within this section evaluates the roadway and pedestrian conditions of north and southbound Gratiot Avenues as well as Main Street. Importance was placed on these corridors because they have acted as traditional access routes to the downtown commercial districts. Evaluation and improvement of these corridors was identified as an important consideration for downtown Mount Clemens through both public participation data and the Strengths, Weaknesses, Opportunities, and Threats analysis. North and southbound Gratiot Avenue is also considered a major principal arterial route for the region and Main Street serves as a major urban collector route for the downtown. Roadway classification and the determination that these areas pose a threat to the future success of downtown were used as a justification to narrow the focus of this section.
Southbound Gratiot from Walnut Street to Cass Avenue, Northbound Gratiot from Terry Street to Market Street, and Main Street from Terry Street to Market Street were evaluated on foot using a survey provided by the National Complete Streets coalition. Each block was evaluated based on the conditions of the following infrastructure categories:

- Sidewalks
- Crosswalks
- Bicycle facilities
- Transit facilities
- Automobile facilities
- Building facades/Landscaping

The survey was modified from its original form to best-fit the needs of Mount Clemens. The survey can be referenced in appendix C. The Complete Streets coalition does not set specific standards for infrastructure and design elements; it is up to individual communities to decide what a “walkable” community looks like. Using information available in the manual Designing Walkable Urban Thoroughfares: A Context Sensitive Approach as well as Federal Highway Administration Standards, general standards and

guidelines were set for each set of infrastructure elements. ADA Accessibility Guidelines specific to sidewalk and trail design were unavailable, however, the Federal Highway Administration provides a report that outlines guidelines and recommendations for accessible design in the manual Designing Sidewalks and Trails for Access. The table found in appendix G outlines the origins of definitions and guidelines used to evaluate the focus area conditions. Map 10 shows the roadway and pedestrian facilities evaluated in downtown Mount Clemens. Each section number was based on how many sections or blocks that were evaluated on each roadway. The survey matrix (Figure 3.5) summarizes the evaluated condition of each section. Section numbers listed in this matrix correspond directly to the section numbers displayed in Map 10. A summary of conditions for each roadway can be found below along with an expanded description of conditions not mentioned within the survey matrix. Many of these examples were documented within downtown Mount Clemens but have not yet been widely implemented.

The regional context section summarizes and outlines the Gratiot Avenue Corridor Improvement Plan. The completed plan is available at the following web address: http://www.lslplanning.com /documents/ALL_combined.pdf. This plan has many implications for downtown Mount Clemens and contains the most up to date information for the region. The information found in this plan will be taken into consideration in the recommendations section of this report. When implementing report recommendations, this plan should be referred to for standards and guidelines concerning access management and non-motorized facilities. Another plan with implications for downtown Mount Clemens is the 2035 Regional Transportation Plan for Southeast Michigan. However, at the time of the Downtown District Plan's creation, the 2035 Regional Plan has not been completed. As this plan progresses, recommendations presented in the plan for roadways, infrastructure, transit, and non-motorized facilities should be taken into consideration.

Map 10: Mount Clemens, Street Inventory Context

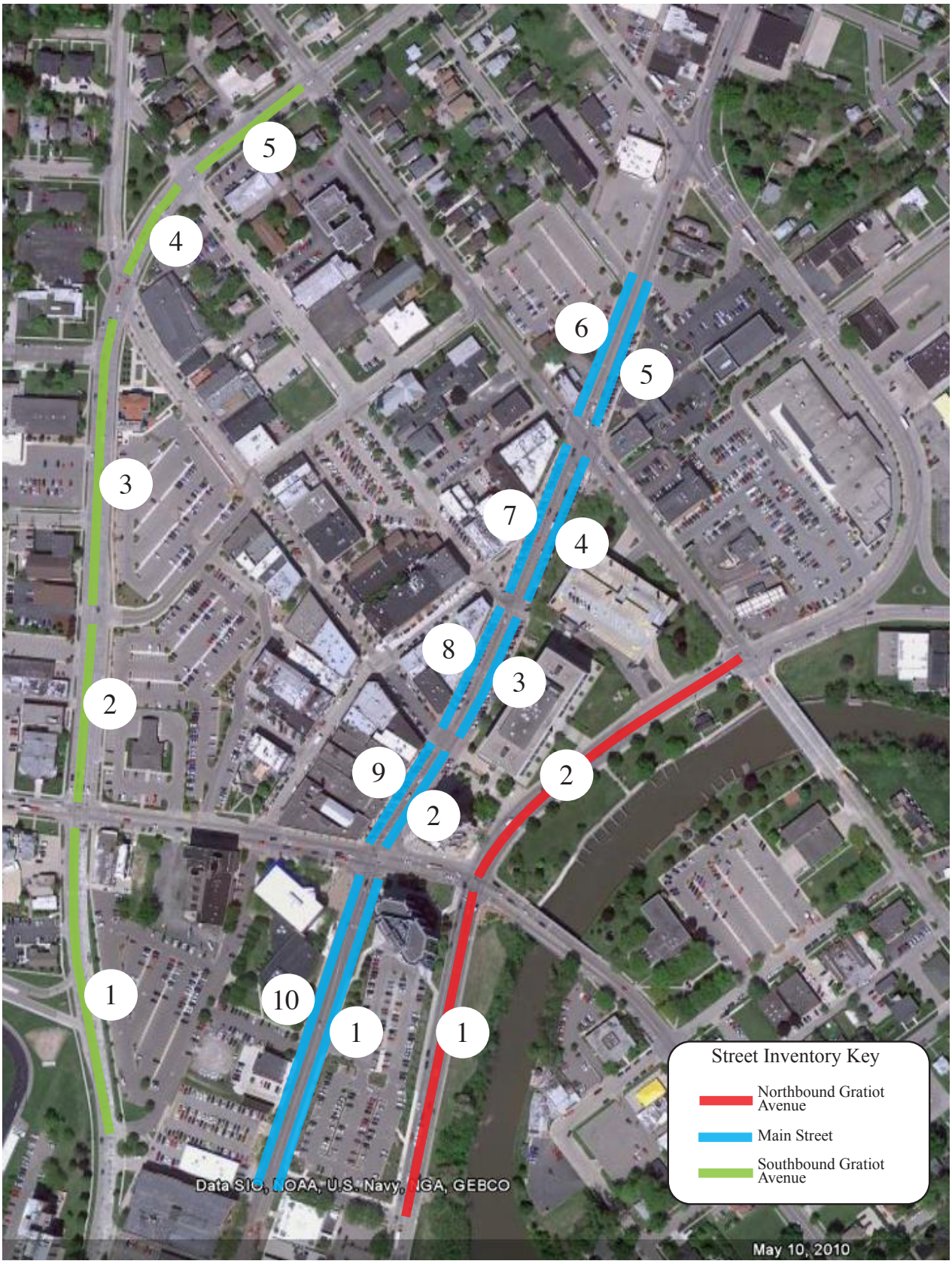


Figure 3.5

Roads	Starting Street	Ending Street	Section Number	Sidewalk Width	Sidewalk Surface Condition	Sidewalk Grade	Sidewalk Obstructions	Sidewalk/Curb Cuts	Sidewalk Tacticle Strips	Pedestrian Buffer	Crosswalk Signal	Crosswalk Timer	Audible Crosswalk	Comofrtable Crossing Time	Crosswalk Activation	Bike Lanes	Bus Stop	Bus Route Signage	Bus Shelter	Bus Stop Benches	Bus Lanes/Pull Outs	Vehicle Wayfinding	Easy Access to Parking	Safe Street Speed for All Users	Building Facades	Adequate Landscaping
NB Gratiot	Terry St	Cass Ave	1	E-5” W-8”	W-Good E-Avg	flat	yes	yes	no*	no	no	n/a	n/a	no	n/a	no	no	n/a	n/a	n/a	n/a	yes	yes	35mph-no	Lack Diversity	no
NB Gratiot	Cass Ave	Market St	2	E-5” W-8”	avg	slopped	yes	yes	no	no	yes	no	no	no	no	no	yes	yes	no	no	no	no	yes	35mph-no	Lack Diversity	no
SB Gratiot	Walnut Ave	Cass Ave	1	6”	good	flat	no	yes	no	8”	no	n/a	n/a	n/a	n/a	no	yes	no	no	no	no	no	yes	35mph-no	Lack Diversity	yes
SB Gratiot	Cass Ave	Pine St	2	6”	good	flat	no	yes	no*	5”	yes	yes	no	yes	no	no	no	n/a	n/a	n/a	n/a	yes	yes	35mph-no	Lack Diversity	yes
SB Gratiot	Pine St	Macomb Plc	3	6”	good	flat	no	yes	no*	varies	no	n/a	n/a	n/a	n/a	no	no	n/a	n/a	n/a	n/a	no	yes	35mph-no	Lack Diversity	yes
SB Gratiot	Macomb Plc	New St	4	6”	good	flat	no	yes	no	varies	yes	no	no	no	no	no	no	n/a	n/a	n/a	n/a	n/a	yes	35mph-no	Lack Diversity	no
SB Gratiot	New St	Market St	5	6”	good	flat	no	yes	no	varies	no	n/a	n/a	n/a	n/a	no	no	n/a	n/a	n/a	n/a	no	yes	35mph-no	Lack Diversity	yes
East Side Main	Terry St	Cass Ave	1	10”	good	flat	no	yes	no*	no	no	n/a	n/a	n/a	n/a	no	no	n/a	n/a	n/a	n/a	no	yes	30mph-yes	Lack Diversity	yes
East Side Main	Cass Ave	Macomb Plc	2	5-20”	good	flat	yes	yes	no	on-street parking	yes	yes	no	yes	no	no	yes	no	yes	yes	no	no	yes	15mph-yes	Lack Diversity	yes
East Side Main	Macomb Plc	New St	3	5”	poor	uneven	yes	yes	no	on-street parking	no	n/a	n/a	yes	n/a	no	no	n/a	n/a	n/a	n/a	no	yes	15mph-yes	Lack Diveristy	yes
East Side Main	New St	Market St	4	5-9”	avg	uneven	yes	yes	no	on-street parking	no	n/a	n/a	yes	n/a	no	no	n/a	n/a	n/a	n/a	yes	yes	15mph-yes	Lack Diversity	yes
East Side Main	Market St	Clinton St	5	9”	avg	flat	yes	yes	no	yes	yes	yes	no	yes	yes	no	no	n/a	n/a	n/a	n/a	no	yes	25mph-yes	Lack Diversity	yes
West Side Main	Clinton St	Market St	6	8”	good	flat	yes	yes	no	no	no	n/a	n/a	no	n/a	no	no	n/a	n/a	n/a	n/a	no	yes	25mph-yes	Lack Diversity	yes
West Side Main	Market St	News St	7	6-18”	good	flat	yes	yes	no	yes	yes	yes	no	yes	yes	no	no	n/a	n/a	n/a	n/a	no	yes	15mph-yes	Use Diversity	yes
West Side Main	New St	Macomb Plc	8	9”	good	flat	yes	yes	no	yes	no	n/a	n/a	yes	n/a	no	no	n/a	n/a	n/a	n/a	no	yes	15mph-yes	Use Diversity	yes
West Side Main	Macomb Plc	Cass Ave	9	9”	good	flat	yes	yes	no	yes	no	n/a	n/a	yes	n/a	no	no	n/a	n/a	n/a	n/a	no	yes	15mph-yes	Use Diversity	yes
West Side Main	Cass Ave	Terry St	10	5-20”	good	flat	yes	yes	no	yes	no	no	no	yes	no	no	yes	no	yes	no	no	no	yes	30mph-no	Lack Diversity	yes

Street Inventory

Northbound Gratiot Avenue Street Inventory (Reference: Map 10, Color Bar Red, Sections 1-2)

Northbound Gratiot Avenue is four lanes between Terry Street and Cass Avenue with a posted speed of 35 miles per hour, with no turn lanes, bike lanes, or bus pull-out lanes. The 560/565 Smart Bus operates on this section of Gratiot and serves: Chesterfield Township, Target and K-mart, downtown Mount Clemens, Macomb Mall, Roseville Plaza, Eastgate Shopping Center, and the Rosa Parks Transit Center (See figure 3.18). However, the stop in the evaluated section lacked a basic shelter or seating for transit users. The sidewalks in the evaluated section of Gratiot Avenue ranged anywhere from 5 feet to 10 feet with no buffer to protect pedestrians from fast-moving traffic on Gratiot. The sidewalk was in good condition in most areas but some areas were sloped toward the roadway. Tactile response strips to warn pedestrians with disabilities of upcoming hazards were not available at most crosswalks in the evaluated sections. Crosswalk signals were available in some sections, though, they did not provide pedestrians with an adequate crossing time. The majority of uses were parking and government facilities. Landscaping was also limited. Wayfinding was available in this section but lacked a unifying theme and was inadequate overall.

The four lanes of 35 mile per hour traffic in this section of northbound Gratiot Avenue prevent pedestrian access to the Clinton River. No midblock crossings exist to provide easy access to the riverfront forcing pedestrians to the nearest signalized intersections. Inadequate crossing times at crosswalk signals significant crossing distances, and inadequate sidewalk facilities reduce pedestrian safety and comfort in this section of northbound Gratiot Avenue.

The following figures provide examples of inadequate or missing facilities along southbound Gratiot Avenue:

Figure 3.6 *Missing Midblock Crossing from pedestrian plaza to connect to the Clinton River*

Figure 3.7 *Missing Tactile Strips*

Figure 3.8 *Narrow Sidewalk and missing pedestrian buffer.*

Figure 3.9 *Wayfinding*

Southbound Gratiot Street Inventory (Reference: Map 10, Color Bar Green, Sections 1-5)

Southbound Gratiot Avenue has a posted speed of 35 miles per hour in the evaluated section. Southbound Gratiot is four lanes between New Street and Macomb Place becoming four lanes with a right-hand turn lane just before Pine Street with the turn lane ending at Cass Avenue. The section between Cass Avenue and Walnut Street is three lanes with no turn lanes, bike lanes, or bus pull-outs. The 560/565 Smart Bus operates on this section of Gratiot and serves: Chesterfield Township, Target and K-mart, downtown Mount Clemens, Macomb Mall, Roseville Plaza, Eastgate Mall, and the Rosa Parks Transit Center (See figure 3.18). However, the stop in this section lacks a basic bus shelter, benches, and transit map for transit users. The sidewalks in the evaluated sections are all an inadequate 6 feet with a buffer that varies from 5 to 8 feet. The buffer was mostly made up of landscaping. Tactile response strips to warn pedestrians with disabilities of upcoming hazards were not available at most crosswalk areas in the evaluated sections. The section offers drivers access to four public parking lots. Landscaping was adequate in most of the evaluated sections though the area lacked a diversity of uses with parking making up the majority of uses. Wayfinding was available in this section but lacked a unifying theme and was inadequate overall.

The four lanes of 35 mile per hour traffic in this section of southbound Gratiot Avenue prevent pedestrian access to the residential, business, religious and institutional uses to the west of downtown. No midblock crossings exist to provide easy access to uses to the west of southbound Gratiot Avenue forcing pedestrians to the nearest signalized intersections. Inadequate crossing times at intersections and sidewalk facilities, and significant crossing distances reduce pedestrian safety and comfort in this section of southbound Gratiot Avenue.

Figure 3.10 *Lack of Building Diversity*

Figure 3.11 Narrow Sidewalk and excessive block length.

Figure 3.12 *Wayfinding*

Figure 3.13 *Bus Stop with No Shelter or Route Guide*

Main Street Inventory (Reference: Map 10, Color Bar Blue, Sections 1-10)

Main Street is a four lane road from Terry Street to Cass Avenue with a left turn lane at Cass Avenue. Main Street narrows to two lanes with a center turn lane after Cass Avenue. This configuration continues until Market Street. The section from Market Street to Clinton Street is a two lane road with a center turn lane and a right hand turn lane that ends at Market. The posted speed throughout the section varies from 35 miles per hour to 15 miles per hour between Cass and Market. No bicycle facilities or bus pull outs exist in the evaluated section. The 560/565 Smart Bus operates on this section of Gratiot and serves: Chesterfield Township, Target and K-mart, downtown Mount Clemens, Macomb Mall, Roseville Plaza, Eastgate Mall, and the Rosa Parks Transit Center (See Figure 3.18). A bus shelter was available in this section however, benches and route maps were not available. Some portions of the evaluated sections of sidewalk were made up of pavers. However, inconsistent use of this material contributed to a lack of unity in design. Sidewalks in the evaluated sections on the east and west sides of Main Street varied from 5 to 20 feet. Pedestrian buffers to protect pedestrians from moving traffic existed in most evaluated sections, often in the form of on-street parking and landscaping. Crosswalk signals were missing between New Street and Macomb Place but slow speeds in these sections made street crossing more comfortable. Pedestrian bump-outs were available between Cass Avenue and Market Street but were at the same level with the street reducing their effectiveness. Use diversity was limited overall on the east side of Main Street, though the west side had a variety of uses. Drivers have direct access to one public parking lot and numerous metered spaces along the east and west sides of Main Street. Wayfinding was available in this section though it lacked a unifying theme and was inadequate overall.

Figure 3.14 *Pedestrian Bump out*

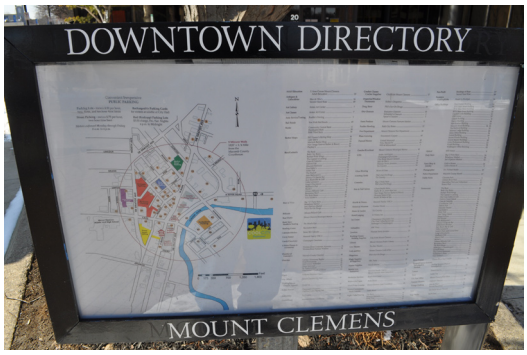


Figure 3.16 *Pedestrian Wayfinding*

Figure 3.15 Building Diversity

Figure 3.17, Pedestrian Actuated Crosswalk Signal

Regional Context

Gratiot Avenue Corridor Improvement Plan 2009: Summary of Plan Vision

The access management vision along the Gratiot Avenue corridor is to "restore and preserve road capacity, improve safety conditions, and support the long-term vision for expanded regional transit, non motorized systems and community sustainability" (Gratiot Avenue Corridor Improvement Plan). "Communities, county agencies, Southeast Michigan Council of Governments (SEMCOG) all acknowledged the need for a coordinated approach to promote efficient and safe travel and livable streets along a vibrant business corridor" (Gratiot Avenue Corridor Improvement Plan).
The plan hopes to achieve the community vision through successful implementation of access management strategies. The plan includes guidelines, regulations, and site-specific recommendations to achieve the vision. Implementation of the plan will be a coordinated effort between the Michigan Department of Transportation (MDOT), The Road Commission of Macomb County, Macomb County Planning, SEMCOG, and the nine participating communities.

Components of the Gratiot Avenue Corridor Improvement Plan

1. An access management plan with guidelines and site-specific recommendations.
2. Accompanying guidelines for coordinating improved transit, non-motorized and community sustainability.
3. Zoning ordinance amendments for corridor communities to adopt and apply for consistent standards.
4. Consistent protocol for an inter-agency communication, coordination and to seek funding.

What is Access Management?

The purpose of access management is to maximize the existing street capacity and reduce potential for crashes. This is achieved by limiting the number of access points, improving access point placement and spacing, as well as other enhancements. (Gratiot Corridor Improvement Plan).

Mount Clemens Roadway Conditions and Concepts

Gratiot Avenue through Mount Clemens is split into northbound and southbound components typically referred to as "one-way pairs". While this configuration eliminates the potential for crashes while turning left across traffic, it can contribute to confusing circulation at high speeds. Previous planning efforts have looked at the potential for returning the one-way pairs back to two-way roads, but high traffic volumes and the roadways status as an emergency bypass for I-94 have made this alternative unlikely. A viable alternative to returning north and southbound Gratiot to two-way roads is what is known as a road diet. A road diet would allow for increased sidewalk widths, the creation of green space, and the reduction of pedestrian crossing distance. A road diet that reduces one or more travel lanes should be considered during any major future road project.

Access Conditions and Recommendations

Existing Access Conditions

A number of commercial driveways are wider than modern standards and are poorly delineated from Gratiot, the sidewalk, and off-street parking areas. Most uses are served by at least one dedicated driveway. The plan states that the city should close excess driveways and encourage shared access between adjacent properties when opportunities arise. Including cross streets, Gratiot Ave in Mount Clemens has about 74 access points per mile as compared to MDOT's standard 57 access points per mile for the same posted speed. The plan recommends a 49% reduction in driveways.

Access Recommendations

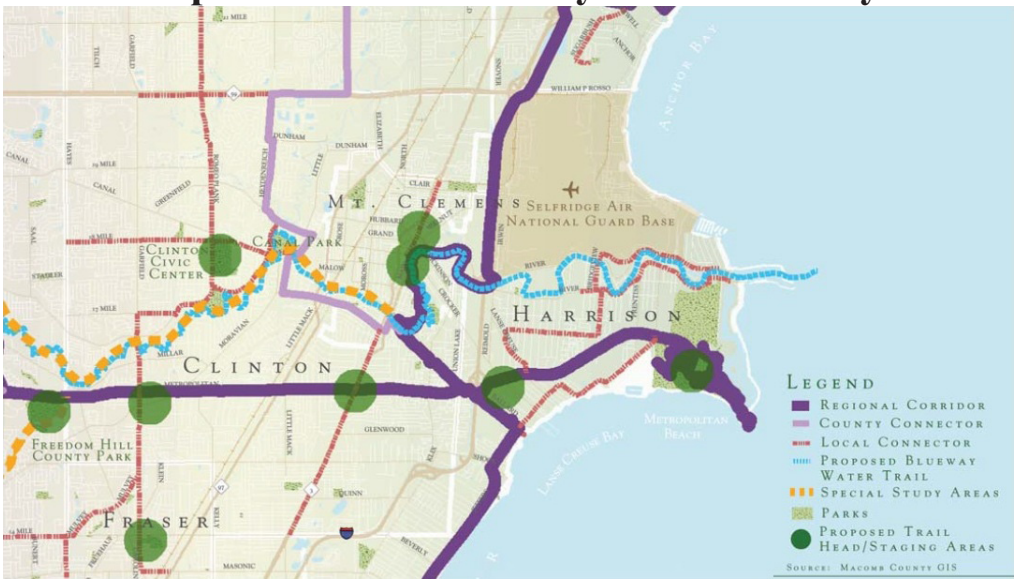
Because most of the Gratiot corridor area within city is built out with constrained lots and abutting land uses, the recommendations focus on eliminating excess driveways and joining adjacent use access. Recommendations outlined in maps 22 through 24 (See appendix H-J) of the Gratiot Avenue Corridor Improvement Plan suggest improvements to Cass Ave and River Road to reduce confusion and congestion that can contribute to crashes.

Non-Motorized Plan

Several locations exist in Downtown Mount Clemens where pedestrians have to cross large commercial driveways that do not include defined pedestrian crosswalks. Driveways should be removed or reconstructed as opportunities arise to reduce pedestrian crossing distance, increase visibility, and decrease crash potential.

In coordination with Macomb County and Clinton Township, a non-motorized pathway is planned to connect the Stony Creek- Metro Beach Trail at 16 mile road north to the Clinton River trail in Downtown Mount Clemens. The plan is to route the pathway up the eastern side of northbound Gratiot Avenue from 16 mile road to Remick Dr. and continue along the northbound one-way pair up to the Clinton River. At this point, the pathway will split into two pathways. One pathway will connect to an existing bridge and the main pathway will continue on northbound Gratiot (See Map 11).

Map 11: Macomb County River Trailway



Transit

SMART (Suburban Mobility Authority for Regional Transportation) offers a fixed line service through Mount Clemens along Gratiot Avenue. The 2008 Regional Transit Service Plan designates Gratiot as one of the three key "spokes" in Metro Detroit for transit, increasing the likelihood of more intense transit service in the future. This plan states that MDOT and the city should consider how site design, including access placement and design, can support safe and convenient transit for the community.

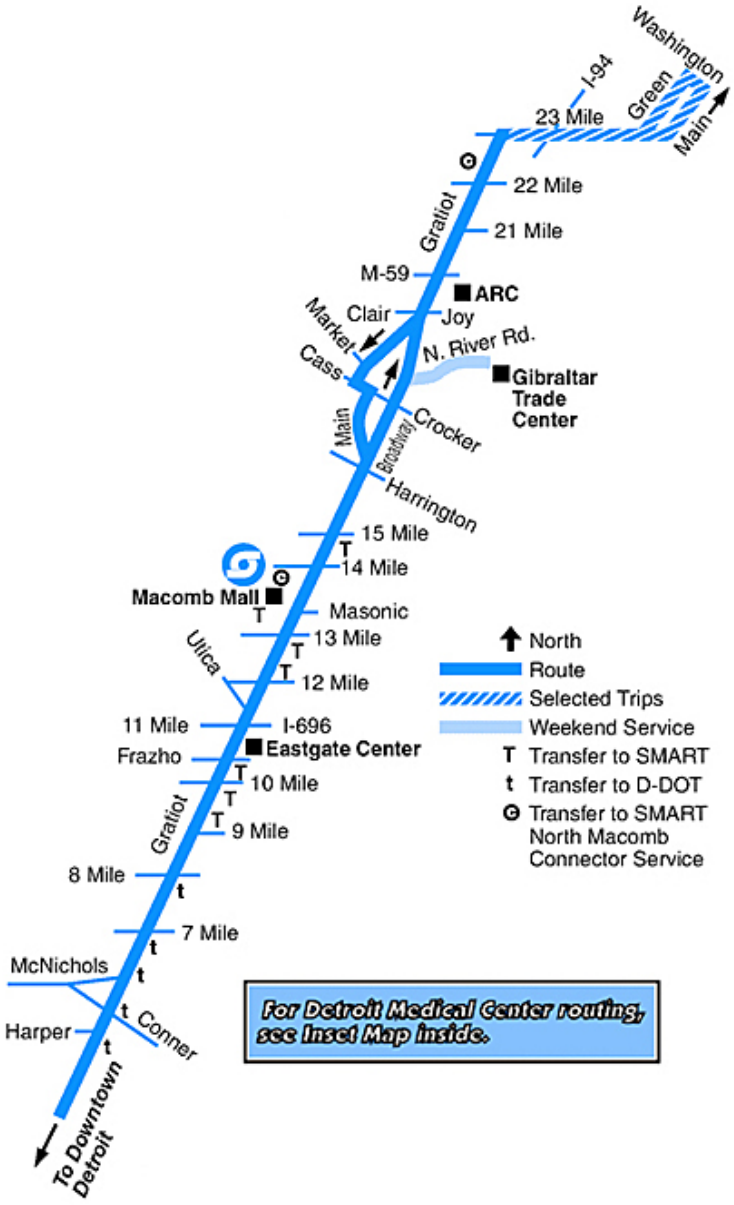


Figure 3.18 *SMART Transit Route, Mount Clemens Area*

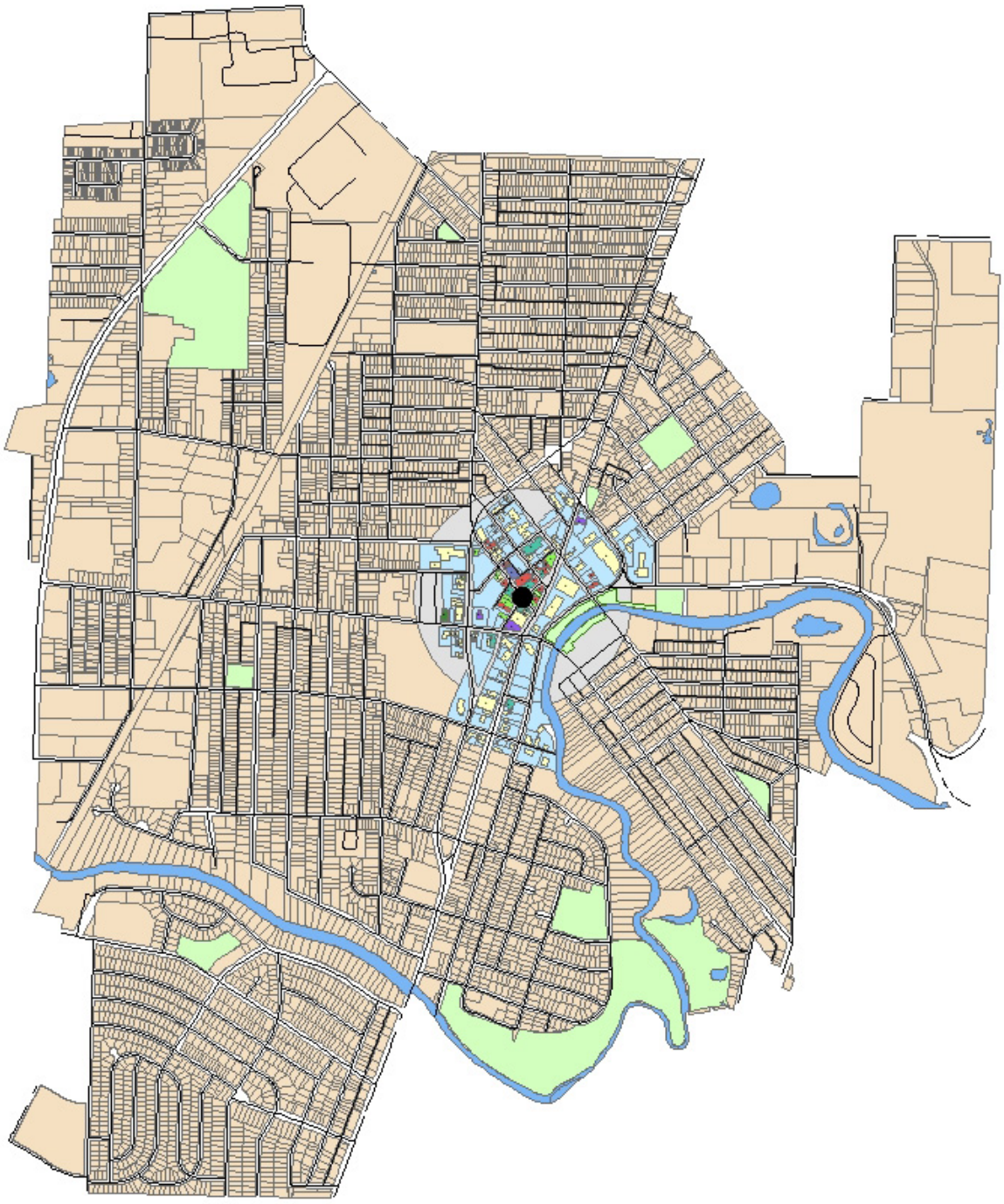
Walkability

Background

A walk score provides a number ranging from 0 to 100, 100 being the most walkable indicates it is easier to live a "car-lite" lifestyle. The walk score for downtown Mount Clemens was produced to gain more information on how "car-lite" the downtown currently is and what can be improved. When carrying out a walk score study, 9 different amenities are taken into account. These amenities include banks, places that provide books such as libraries or book stores; coffee shops, entertainment which could include businesses such as movie theaters, art gallery's, museums, etc. Additional amenities include grocery stores, parks, restaurants, schools, and shopping venues. Using the methodology outlined at walkscore.com the project team located the amenities in the downtown. Following this a quarter mile radius is set from a selected location and the amenities within that radius are used to calculate the walk score. A quarter mile radius is specifically used because .25 miles is equivalent to a 5 minute walk. This located all of the amenities in the downtown that are in a 5 minute walking distance from the center of the downtown. The location pinpointed for the .25 mile radius was at the intersection of North Walnut and Macomb Place. The location of the radius point was chosen due to its central location in the downtown core. The point for the radius was also chosen because it allowed the radius to encompass the largest amount of amenities. After a walk score is produced there are descriptions of what the studied location can be described as. The descriptions are as follows:

90-100 Walker's Paradise- Daily errands do not require a car.
70-89 Very Walkable- Most errands can be accomplished on foot.
50-69 Somewhat Walkable- Some amenities within walking distance.
25-49 Car-Dependent- A few amenities within walking distance.
0-24 Car-Dependent- Almost all errands require a car.

Map 12: Downtown Mount Clemens Walk Score .25 Mile Radius



Map 12 demonstrates the walk score area of the .25 mile radius from the location point of North Walnut and Macomb Place calculated by the MSU project team. The map shows the relationship between the walk score boundary to the rest of the city.

Method of Analysis

This walk score was conducted using an algorthim and methodology developed by the website Walkscore.com. This organization aids in the calculation of walkability and has an advisory board that includes experts from The Sightline Institute and The Brookings Institution.

The initial step in calculating the walk score was data collection. Parcel information, as well as current business condition data was made available through the Mount Clemens DDA's business directory. Businesses within the downtown were classifed by type and organized into one of the 9 amenity classifications by the project team. Each amenity type was also assigned a number and a color for easy mapping and recognition. For example, a bank would fit into category 1 and was assigned the color green. Once data was sorted into amenity types, the locations of these amenities were assigned to appropriate parcels and mapped using a global information system (GIS) program. (See Map 13)

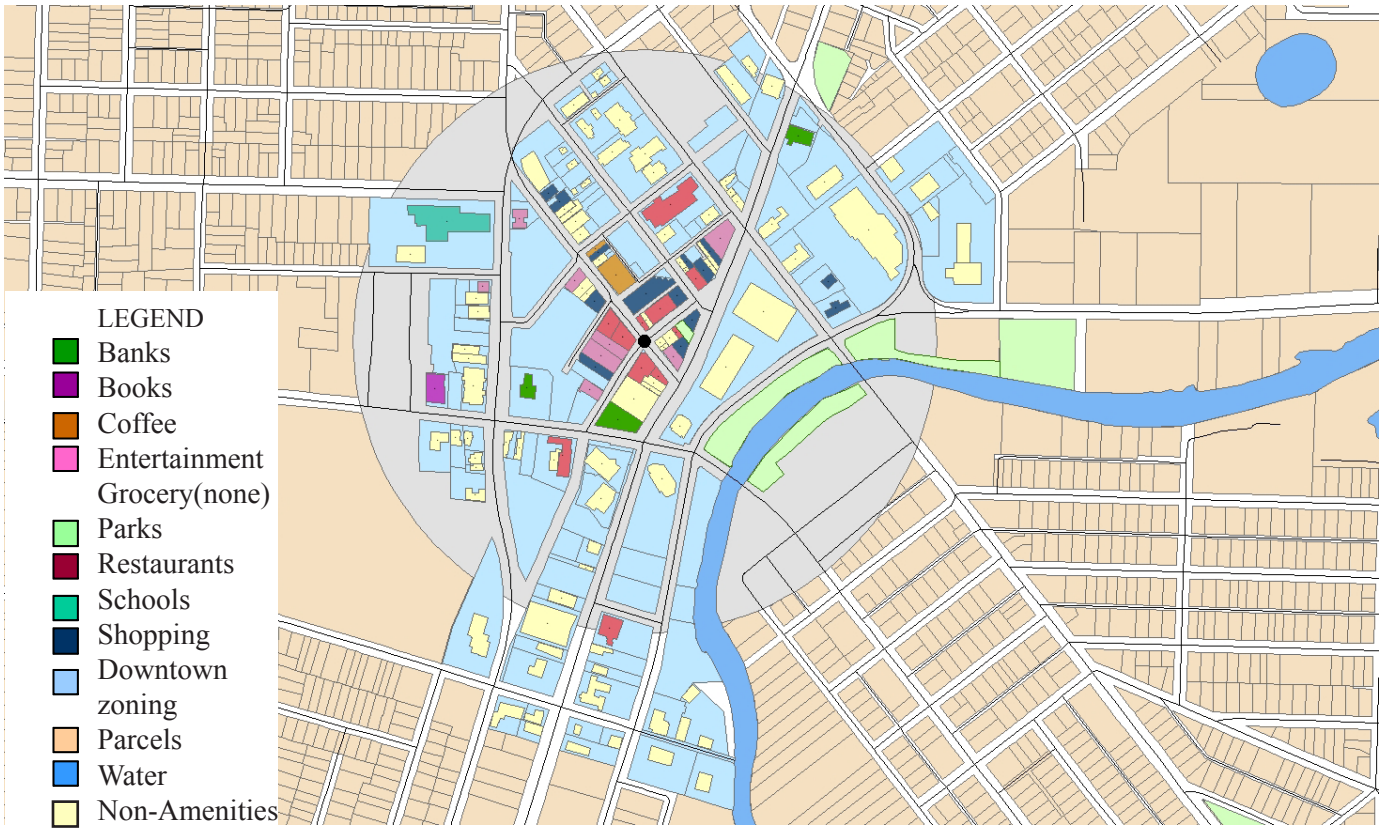
When calculating the walk score only amenities within the .25 mile radius were considered. Amenities within the radius were then counted. Different amenities were assigned different values based on their importance and impact on a walkable community. These values were weighted to take into account the frequency of the amenity. This weighting system ensures that if a certain category of amenity is well represented within the radius, it does not skew the analysis by over emphasizing the multiple presence of specific amenities. After weighted values were assigned, each category was summed and then multipled by 6.67 to produce a score. The number, 6.67 is used because with the number of amenities it creates a factor of 100. Finally, the 9 amenity scores were added to produce a final walk score for the location. (See Figure 3.19)

Figure 3.19

	MOUNT CLEMENS WALK SCORE CALCULATION																	
Category #	**Category Name**	**# Of Counts**	**Count Weights**														**Sum of Count Weights**	**Score (Counts Sum *6.67)**
			1	*2*	*3*	*4*	*5*	*6*	*7*	*8*	*9*	*10*	*11*	*12*	*13*	*14*		
1	Banks	3	1	0	0												1	6.67
2	Books	1	1														1	6.67
3	Coffee	2	1.25	.75													2	13.34
4	Entertainment	8	1	0	0	0	0	0	0	0							1	6.67
5	Grocery	0	*(3)*														0	0
6	Parks	4	1	0	0	0											1	6.67
7	Restaurants	14	.75	.45	.25	.25	.225	.225	.225	.225	.2	.2	0	0	0	0	3	20.01
8	Schools	1	1														1	6.67
9	Shopping	12	.5	.45	.4	.35	.3	0	0	0	0	0	0	0			2	13.34
Total																		***80.04***

Figure 3.19 illustrates the walk score calculation. Amenity 5 "Grocery" was not present within the established radius, but had a potential assigned weight of 3 on first occurence.

Map 13: Downtown Mount Clemens Walk Score Amenities



Map 13 illustrates the downtown with the walk score radius showing, the categories of amenities located in the downtown.

Findings

Walk score analysis demontrated that the downtown provides eight of the 9 essential amenities; this is illustrated in Figure 3.19 The key of Map 13 shows that the downtown is lacking the essential amenity of a grocery store. After carrying out a walk score study on Mount Clemens downtown, it was found that the downtown has a calculated walk score of 80.04. With a walk score of 80.04, downtown Mount Clemens can be described as “Very Walkable”. By adding a grocery store, Downtown Mount Clemens can increase their walk score by nearly 20 points which would bring their walk score to 100; allowing patrons in the downtown area to run day to day errands without the use of a car.

Business Conditions

An assessment of the current business conditions in Mount Clemens and the surrounding area was conducted by analyzing potential consumer spending trends, tapestry segmentation trends and a retail market gap analysis. Each of the three assessment techniques specifies a trade area with a central point at the intersection of Macomb Place and Walnut Avenue radiating outward in 1, 3 and 5 mile increments.

To understand a retail markets activity, two economic principles were examined: supply and demand. Consumer spending will determine the markets demand, while business revenues determine the market supply. Estimates are presented in dollar values using the North American Industry Classification System used by federal statistical agencies when reporting data on U.S. economic conditions. In total, there are 27 industry groups in Retail Trade sector, and four industry groups in the Food & Drink sector.

ESRI uses the most updated form of the Census of Retail Trade (CRT) from the U.S. Census, Infogroup business database, the Bureau of Labor Statistics database and individual unincorporated business data to present the most up-to-date estimate of retail sales of businesses. ESRI uses the Bureau of Labor Statistics annual Consumer Expenditure Surveys to to estimate retail demand. These surveys provide consumer spending potential for hundreds of goods and services and enable the most accurate estimate of retail demand of a market. (See Figure 3.20, next page)

Map 14: Trade Area

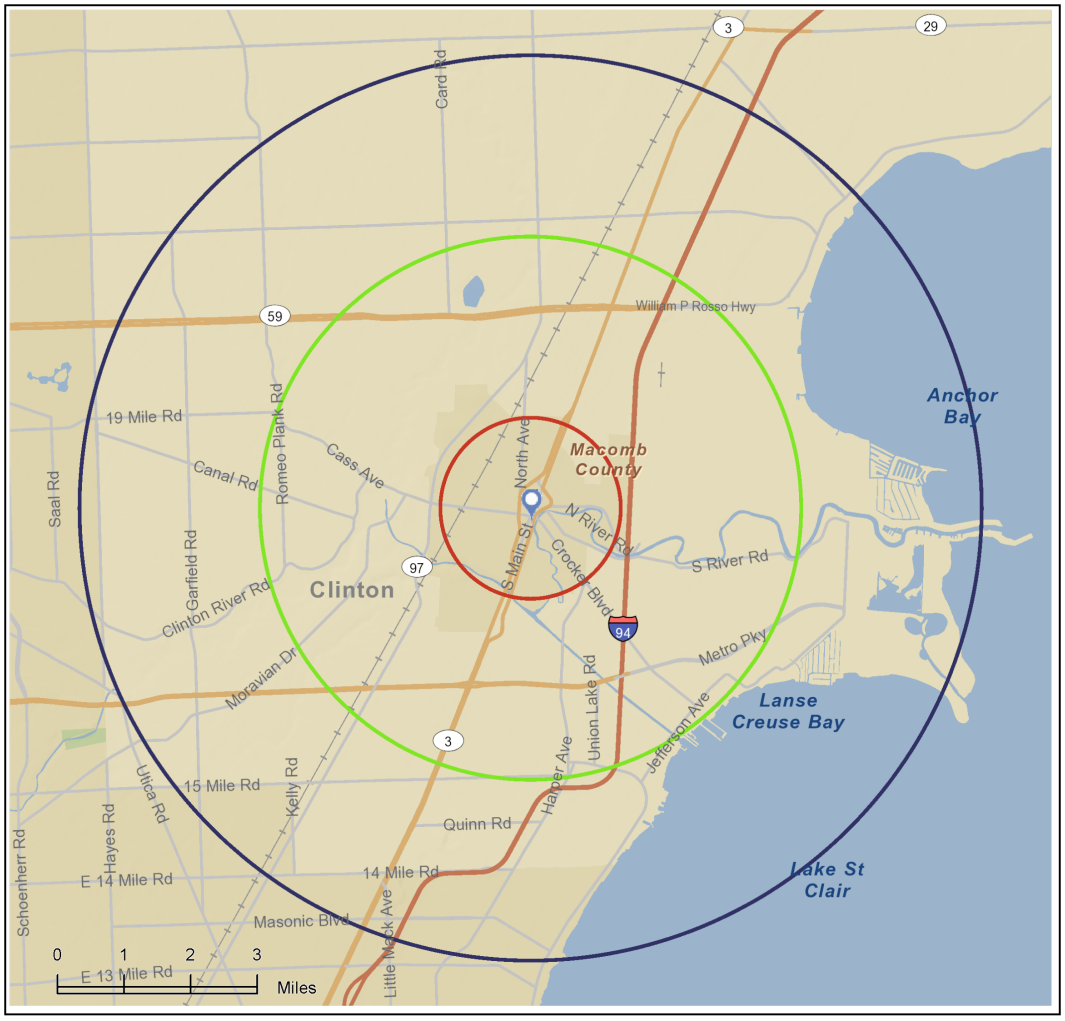


Figure 3.20

MOUNT CLEMENS RETAIL MARKET GAP ANALYSIS									
Industry Group	1 Mile			3 Mile			5 Mile		
	Retail Gap ($,000's)	Surplus/ Leakage Factor	Number of Busi-nesses	Retail Gap ($,000's)	Surplus/ Leakage Factor	Number of Busi-nesses	Retail Gap ($,000's)	Surplus/ Leakage Factor	Number of Busi-nesses
Automobile Dealers **(NAICS 4411)**	$2,482	6.4	7	-$280,123	-46.6	34	-$204,664	-19.6	56
Furniture Stores **(NAICS 4421)**	$1,659	59.5	1	$15,488	77.8	3	-$26,460	-21.9	15
Electronics & Appliance Stores **(NAICS 4431)**	$1,037	22.2	7	$6,695	18.3	19	$786	1.7	33
Lawn & Garden Equipment/ Supplies **(NAICS 4442)**	$475	86.9	1	$2,860	56.5	9	-$3,797	-15.4	24
Grocery Stores **(NAICS 4451)**	$7,977	74.2	5	$37,245	38.0	16	$88,679	34.0	40
Specialty Food Stores **(NAICS 4452)**	$838	43.3	2	$4,682	30.5	5	$4,647	9.9	19
Beer, Wine and Liquor Stores **(NAICS 4453)**	-$1,892	-41.9	3	-$1,092	-5.4	12	$4,294	9.5	30
Health & Personal Care **(NAICS 4461)**	$581	6.3	7	$17,805	33.6	31	$28,347	18.3	86
Clothing Stores **(NAICS 4481)**	$461	10.5	8	$12,795	54.5	16	-$27,252	-22.4	84
Shoe Stores **(NAICS 4482)**	$381	100	0	$2,594	86.3	1	$1,051	7.8	17
Jewelry, Luggage, Leather Goods Store **(NAICS 4482)**	-$1,967	-64.7	8	$424	5.4	12	$1,040	4.9	31
Sporting Goods/ Hobby/ Music Instrument Stores **(NAICS 4511)**	$430	48.7	3	$1,359	15.7	20	-$4,790	-15.4	60
Book, Periodical, and Music Stores **(NAICS 4512)**	$686	70.0	1	$5,783	91.8	2	$5,007	19.1	9
Dept. Stores Excluding Leased Depts. **(NAICS 4521)**	$8,446	84.5	1	$57,903	72.1	4	-$280	-0.1	17
Other General Merchandise Stores **(NAICS 4529)**	$2,912	10.2	3	35,039	18.1	11	$193,299	48.5	20
Florist **(NAICS 4531)**	-$21	-6.0	2	$44	1.7	6	-$5,254	-43.3	21
Office Supplies, Stationery and Gift Stores **(NAICS 4532)**	-$573	-23.1	11	$3,972	37.9	23	$8,453	28.6	57
Used Merchandise Stores **(NAICS 4533)**	-$112	-31.7	4	$152	9.3	11	$1,328	39.5	16
Other Miscellaneous Store Retailers **(NAICS 4539)**	-$111	-5.7	9	$1,641	14.0	28	$4,654	15.7	62
Full-Service Restaurants **(NAICS 7221)**	$250	1.3	24	$41,073	38.1	79	$84,943	28.1	215
Limited-service Eating Places **(NAICS 7222)**	-$1,440	-11.0	10	-$4,552	-5.0	46	-$28,542	-11.2	132
Special Food Services **(NAICS 7223)**	-$1,892	-42.8	6	$3,053	19.4	12	-$6,092	-11.1	34
Drinking Places **(NAICS 7224)**	-$1,551	-41.7	9	$327	2.0	18	$6,754	18.2	35
Source: ESRI and Infogroup									

Retail Market Gap Analysis

The retail market gap analysis assessed the current conditions that exist in Mount Clemens retail demand and supply. Further, the amount of money spent inside or outside the trade area is expressed in terms of a surplus and leakage factor which ranges from -100 (total surplus) to 100 (total leakage). Market surpluses indicate that consumers are entering from outside the trade area- supply is higher than the market demand. Therefore, there is a "surplus" in the market supply within the given trade area. Market leakages indicate that consumers are leaving the trade area to acquire goods or services- demand is "leaking" to markets outside of the indicated trade area. For each specific "surplus/leakage factor", values which have negative numbers are highlighted in red, this represents an industry group is experiencing a sales surplus. Values which have positive numbers are highlighted in blue, this represents an industry group experiencing a sales leakage. Market leakages can be interpreted as positive, because they represent potential opportunity for market growth within the specific trade area. While market surpluses indicate that there is an established industry group within the trade area which should be supported to maintain the industry group's strong presence.

Currently, $26,133,000 dollars are leaving the 1 mile radius trade area which encompasses all of downtown Mount Clemens and a significant majority of Mount Clemens as a whole. The three industries with the largest gross dollar leakages are department stores, grocery stores and general merchandise stores. The three industries within this trade area with the largest leakage factors are shoe stores, lawn and garden stores and department stores , these factors are either due to an insufficient supply in the given industry or an uncompetitive nature of the existing industries within the trade area (Figure 3.21, 3.22)

Figure 3.21

1 Mile Trade Area Largest Gross Dollar Leakage	
Department Stores	$8,446,000
Grocery Stores	$7,977,000
General Merchandise Stores	$2,912,000
Source: ESRI and Infogroup	

Figure 3.22

1 Mile Trade Area Largest Leakage Factor	
Shoe Stores	+100
Lawn and Garden Stores	+86.9
Department Stores	+84.5
Source: ESRI and Infogroup	

Within the 3 mile trade area, $251,534,000 dollars are leaving this specific trade area. This trade area represents all of Mount Clemens and includes adjacent surrounding townships and communities. The three industries with the largest gross dollar leakages are department stores, full-service restaurants and grocery stores. The industries with the largest leakage factors include book, periodicals and music stores, shoe stores and furniture stores (Figure 3.23, 3.24).

Figure 3.23

3 Mile Trade Area Largest Gross Dollar Leakage	
Department Stores	$57,903,000
Full-service Restaurants	$41,073,000
Grocery Stores	$37,245,000
Source: ESRI and Infogroup	

Figure 3.24

3 Mile Trade Area Largest Leakage Factor	
Book, periodicals and music stores	+91.8
Shoe Stores	+86.3
Furniture Stores	+77.8
Source: ESRI and Infogroup	

Within the 5 mile trade area, $433,282,000 dollars are leaving this specific trade area. The 5 mile trade area represents all of Mount Clemens and expands beyond adjacent townships and communities further. The three industries with the largest gross dollar leakages are general merchandise stores, grocery stores and full-service restaurants. The three industries with the largest leakage factors include general merchandise stores, used merchandise stores and grocery stores (Figure 3.25, 3.26)

Figure 3.25

5 Mile Trade Area Largest Gross Dollar Leakage	
General Merchandise Stores	$193,299,000
Grocery Stores	$88,679,000
Full-service Restaurants	$84,943,000
Source: ESRI and Infogroup	

Figure 3.26

5 Mile Trade Area Largest Leakage Factor	
General Merchandise Stores	+48.5
Used Merchandise Stores	+39.5
Grocery Stores	+34.0
Source: ESRI & Infogroup	

Conversely, industries which exhibit market surpluses within all three of the 1,3 and 5 mile trade areas only include limited-service restaurants with a total gross dollar surplus of $28,542,000 and market surplus factor of -11.2. This indicates that this specific market draws consumers in from outside the trade area, representing an established industry group within Mount Clemens. Industries with consistent surpluses within the 1 and 3 mile trade area include limited-service restaurants and beer, wine and liquor stores. Industries which exhibit a market surplus within the 1 mile trade area include beer, wine and liquor stores, jewelry, luggage and leather goods stores, florist stores, office supplies, stationary and gift stores, used merchandise stores, limited-service restaurants, special food places and alcoholic drinking places (Figure 3.27).

Figure 3.27

Gross Dollar Market Surplus	
1,3,5 Mile Trade Area	
Limited-service Restaurants	$28,542,000
1,3 Mile Trade Area	
Limited-service Restaurants	$4,552,000
Beer, Wine and Liquor Stores	$1,092,000
1 Mile trade Area	
Jewlery, Luggage & Leather Goods Store	$1,967,000
Beer, Wine and Liquor Stores	$1,892,000
Special Food Places	$1,892,000
Alcoholic Drinking Places	$1,551,000
Stationary and Gift Stores	$573,000
Used Merchandise Stores	$112,000
Florist Stores	$21,000
Source: ESRI and Infogroup	

Consumer Spending Potential Index

The second analysis of business conditions within downtown Mount Clemens was conducted by an assessment of consumer spending potentials. ESRI determines this assessment from surveys distributed by the Bureau of Labor and Statistics in 2005 and 2006 with broad budget categories that are not mutually

exclusive nor do they represent revenue generated by businesses. In addition, dollars amounts represented in Appendix E are translated to an index, with 100 being the national average. Trade areas are identical to those used when conducting the retail gap analysis. This data allows for added insight into which products consumers want, profitable consumer types and tailoring of promotions to fit customer demand.

Within the 1 mile trade area, all consumer indexes in each category are below the national average. The consumer budget cate¬gories with the index scores above 80 are education, health care, food at home and TV/video/audio. Total spent by all consumers in the education, health care, food at home and TV/video/audio categories are $5,611,655 and $20,328,164 dollars respectively.

Within the 3 mile trade area, all consumer budget categories were below the national average index of 100 with the exception of education which reported an index of 103. The total consumer budget for education within the 3 mile trade area was $49,978,797 with an average per household budget of $1,253.87. The next highest budget categories after education, were computer & accessories and food away from home which gathered an index of 99 for each category. While these index scores are below the national average of 100, they are extremely close. This should not be interpreted as market segments that are low in demand, but instead as segments that are fulfilling demand required by local consumers.

Within the 5 mile trade area, education, entertainment/recreation and shelter scored above the national average with index scores of 110, 107 and 107 respectively. The total consumer spending for education was $110,149,340, $281,412,860 for entertainment/recreation and $1,386,149,497 for shelter. The average budget was $1,344.17 in education, $3,434.48 in entertainment/recreation and $16,915.70 in shelter. Within the 5 mile trade area, 12 market segments of the possible 13 hold Consumer Spending Potential indexes above 90. This contrast's to 10 within the 3 mile trade area and 0 within the 1 mile trade area. This indicates that consumers demands are increasingly being met as you move further from Downtown Mount Clemens. When compared to the retail gap analysis conducted previously, correlations begin to show as market leakage factors decrease significantly when comparing the sum leakage factor of 617.6 for the 1 mile trade area to 297.7 within the 5 mile trade area (Figure 3.28).

Figure 3.28

MOUNT CLEMENS CONSUMER SPENDING POTENTIAL INDEX

Goods & Services	1 Mile Index	3 Mile Index	5 Mile Index
Apparel & Services	55	69	74
Computers & Accessories	79	99	106
Education	84	103	110
Entertainment/ Recreation	77	98	107
Food at Home	80	98	104
Food Away from Home	79	99	106
Health Care	80	96	103
Household Furnishings & Equip.	66	85	92
Investments	71	90	99
Retail Goods	73	93	100
Shelter	78	98	107
TV/Video/Audio	80	98	105
Travel	74	87	106

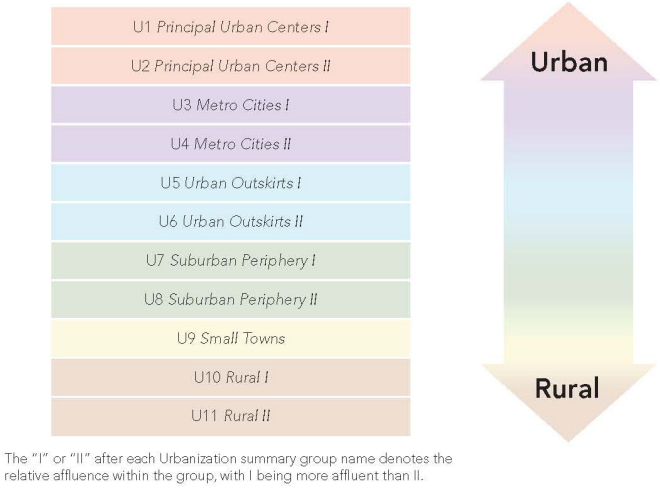
Sources: 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Tapestry Segmentation Profile

The final assessment of business conditions used tapestry segmentation data that was developed by the Environmental Systems Research Institute. Similar to the Composite Socioeconomic Index, ESRI Tapestry segmentations use social and economic data to provide a detailed and accurate description of United States neighborhoods. They differ in that Tapestry segmentation data provides consumer lifestyle characteristics- the way groups of similar opinions, attitudes and activities spend their time and money within a business perspective. ESRI tapestry segmentation has been used for over 30 years by agencies, corporations and education institutions to more precisely target customers and residents. There are over 65 distinct tapestry segments and uses the principal that those who have similar tastes, lifestyles and behaviors will express the same need for certain tures. This information can then be used to access which businesses may be the most successful and indentify increasing trends among younger tapestry segments. There are two categories that each segmentation is separated into "lifemode groups" and "urbanization groups" (Figure 3.29). Lifemode groups (L) describe those who share the same experience, such as being born in the same period or a trait such as affluence (see Map 15). Urbanization groups (U) share a locale, from the urban canyons of America's largest cities to rural lanes of our villages or farms.

Figure 3.29

Levels of Urbanization Summary Groups



Tapestry segments which appear throughout the 1, 3 and 5 mile trade area are: "Cozy and Comfortable", "Great Expectations", "Rustbelt Traditions", "Main Street, USA", "Young and Restless" and "Sophisticated Squires" (Figure 3.30). Next is a brief summary of each tapestry segmentation:

Figure 3.30

MOUNT CLEMENS TAPESTRY SUMMARY			
Rank	1 Mile	3 Mile	5 Mile
1	Great Expectations	Cozy and Comfortable	Cozy and Comfortable
2	Rustbelt Traditions	Main Street, USA	Sophistricated Squires
3	Main Street, USA	Young and Restless	Main Street, USA
Source: ESRI			

Cozy and Comfortable:
L2 Upscale Avenues: Prosperous married-couple homeowners in different types of housing.
U8 Suburban Periphery II: Owner occupied single-family houses near city clusters in metropolitan areas.
Middle aged married couples who are comfortably set in their older single-family home. Most are married without children, married with school aged children or have adult children. The median age is only 5 years older than the U.S. National Average of 37 at 42.3 years old. Although they are older, most are not near retirement with over 65% participating in the labor force. Those within this tapestry segment primarily hold managerial, professional or service related occupations in a variety of different industries. Their preferences include home improvement and remodeling projects, of which many they attempt to do themselves- especially painting and lawn care. Depending on the season, they typically enjoy golfing or ice-skating for exercise. In addition, watching DVD's, taking domestic vacations, general TV watching activities and attending sports functions dominate this tapestry segmentations commercial preferences.

Great Expectations:
L7 High Hopes: Young households striving for the "American Dream"
U5 Urban Outskirts I: Higher-density suburban neighborhoods spread across metropolitan areas.
Young singles who live alone and married-couples dominate this market. The Median age is 33.3 years with many residents just begin their careers or family lives. Nearly half of residents aged 25 or older hold some post-secondary education. Half of the residents within this tapestry segment rent, while the other half own their homes. Residents within this tapestry segment generally enjoy a young and active lifestyle, major grocery chains and enjoy several outdoor activities. They generally shop at major discount and department stores.

Rustbelt Traditions:
L10 Traditional Living: Middle-aged, middle income- Middle America
U5 Urban Outskirts I: Higher-density suburban neighborhoods spread across metropolitan areas.
These neighborhoods are primarily a mix of married-couple families, single parents and singles who live alone. The median age is 36.7 years, just below the U.S. national average. Their educational attainment is improving, 84% of residents have graduated from high school, 15% hold a bachelors degree and 44% have attended college. Nearly 75% of residents own a modest, single family home. Residents within this tapestry segment stick close to home, living, working, shopping and playing in the same area for years. They are generally frugal shoppers, hunting for bargains at Sam's Club, Kmart and JCPenny. They generally enjoy bowling, fishing, hunting, attend car races, country music shows and ice hockey games.

Main Street, USA:
L10 Traditional Living: Middle-aged, middle income- Middle America
U5 Urban Outskirts I: Higher-density suburban neighborhoods spread across metropolitan areas.
Approximately half of these neighborhoods are composed of married-couple families, nearly one-third are single-person or shared households, and the rest are single-parent or other family households. The median age is 36.8 years old, which nearly matches the U.S. national average. One in five of residents 25 and older hold a college bachelor degree, half of residents have attended college. Half of residents live in multi-unit structures, the others own single family houses. Generally family-oriented and frugal, they occasionally go to the movies or dine out at family restaurants.

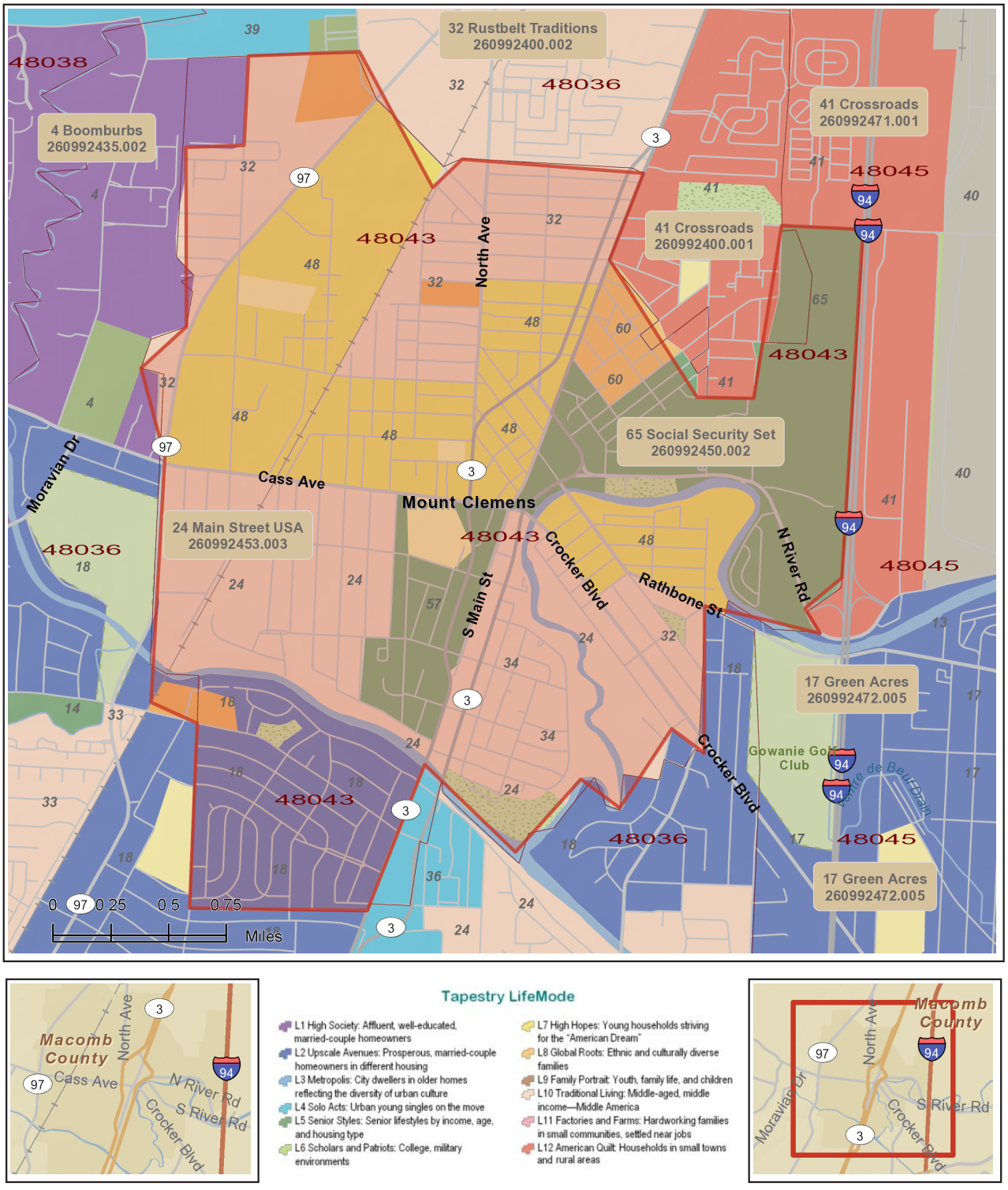
Young and Restless:
L4 Solo Acts: Urban young singles on the move.
U4 Metro Cities II: Larger cities and densely populated neighborhoods.

Over half of these neighborhoods are comprised of single person or shared households. This young, on-the-go population has a median age of 28.6 years. They are among the most educated of segments, 36% hold a bachelor or graduate degree, 69% have attended college. These ethnically diverse folks are career oriented, with most hold jobs in professional, sales, service or administration positions. 85% rent units in multi-unit structures, and are willing to move based on better job offers. Their consumer tastes are attracted to their high degrees of technological savvy and take advantage of the convenience provided by many goods and services. They enjoy socializing with friends and as such enjoy the bar and nightclub scene.

Sophisticated Squires:
L1 High Society: Affluent, well-educated, married-couple homeowners.
U7 Suburban Periphery I: Lower-density housing located in metropolitan and micropolitan areas.
Mostly married couples, over 40% of households have children from toddlers to young adults. The median age for these neighborhoods is 38.4, with a majority of residents white. More than 1/3 hold a bachelor degree or higher, and another 1/3 have attended college at some point in the past. Approximately 90% of households live in single-family homes. Activities enjoyed by this population include power boating, playing board and word games, woodworking projects, attend baseball and football games. Their children enjoy several computer and video games.

The three largest tapestry segments within the 1 mile trade area (in rank order) are: “Great Expectations”, “Rustbelt Traditions” and “Main Street, USA”. Within the 3 mile trade area, the largest tapestry segments (in rank order) are: “Cozy and Comfortable”, “Main Street, USA”, “Young and Restless”. Within the 5 mile trade area, the largest tapestry segments (in rank order) are: “Cozy and Comfortable”, “Sophisticated Squires” and “Main Street, USA”. Trends can be drawn from each specific segmentation group, to corresponding market surplus and leakage factors and consumer spending potential index. As an example, within the 3 mile trade area, there is a relatively low leakage of 2.0 for alcoholic drinking places within the 3 mile trade area where within the 1 mile trade area there is market surplus in this industry group within the 1 mile trade area indicating that consumers are being drawn in from outside the 1 mile trade area. Because the nightclub and bar scene is popular among the “Young and Restless” segmentation group, there is also a consumer spending potential index of 98 for Entertainment/recreation within this trade area, representing that the demands of households are being met within thin this market segmentation.

Map 15:Dominate Tapestry



Source: Esri

DOWNTOWN DISTRICT RECOMMENDATIONS

New Development and Redevelopment

Recommendation 1: Direct new development to the downtown core to strengthen its existing fabric.

Continuity is a key aspect of a successful downtown. This continuity can exist in the form of sidewalks, streets, and storefronts. Downtown Mount Clemens has continuous sidewalks and streets but currently contains building vacancies and parking lots on several central parcels. This creates discontinuity along storefronts on key downtown streets that can discourage visitors from exploring the downtown. New development that takes place in Downtown Mount Clemens can make use of these parcels and begin to create greater continuity within the downtown core.

Finding 1: Redevelop and reuse vacant structures.

According to the walking survey, 13 structures within the downtown are totally vacant, and 11 structures are partially vacant. These building vacancies provide opportunities for redevelopment and reuse of existing structures, some of which are of historic value. Also, these buildings are already serviced by existing infrastructure such as sidewalks, electricity and water. Not only will this reuse make efficient use of existing infrastructure, but will also fill vacancies that are a drain on downtown life. With the decline of office use in the downtown producing vacancies, new possibilities for residential loft units exist to provide a market for downtown living that many young people now seek.

Finding 2: Use parking lots as sites for infill development.

Parking lots in a downtown area can sometimes create a “dead” space. These parking lots have the potential to become viable downtown spaces. Though a certain amount of parking is necessary in a downtown, it should be kept to a minimum so that each space in the downtown is used to its full potential as a source of activity and service. A parking study should be done to evaluate the current amount of parking in the downtown to decide which areas could be used as new spaces for development, specifically the areas discussed in the vacancy and underutilized parcel analysis in the downtown core.

Recommendation 2: Address economic potential of new Oakland University campus.

A new institutional opportunity for the downtown area is the opening of a new branch of Oakland University in the Town Square II building at 20 South Main St.The 25,422 sq ft building will include an estimated 13 classrooms, administrative space, community outreach center and financial aid office. The donated building received 2.1 million dollars in renovations including $1.6 million dollars of funding from HUD. There is an estimated maximum capacity of 1,500 students at the new branch. Students, faculty and additional support staff represent a new group of downtown users. This influx of resident and non-resident visitors to the downtown should be addressed because of the potential economic impact on the new downtown. Preparing for this group of visitors may result in new patrons to downtown businesses.
-Source: Macomb Daily, phone interview with Betty J. Youngblood.

Finding 1: Create wayfinding mechanisms to help connect OU to the downtown.

Signage, informational postings and maps at the OU campus will help students and staff interact with the downtown. These tools will help those unfamiliar with the area to explore and patronize the businesses of the downtown. Historic, cultural and recreational sites near the downtown should also be highlighted to encourage the use of these facilities. Though many OU students and employees may be commuting, effective wayfinding mechanisms can be used to assist businesses in retaining this group of patrons.

Finding 2: Market downtown businesses and attractions.

Working alongside downtown businesses, market entertainment and shopping opportunities within the downtown. Promote special public events (fireworks, concerts, festivals etc.) to OU students and employees.

Recommendation 3: Create a unifying design recommendation for new development to retain a sense of place in the downtown.

In the feedback received from the public surveys regarding the downtown, Mount Clemens' most frequently listed asset was its walkable historic downtown with a strong sense of place. The city has done a good job preserving its historic structures within the downtown, and should continue to encourage this preservation as well as set design standards for new development to compliment the existing historic structures.

Finding 1: Set facade design standards for new construction.

Architecture is an important element that creates the sense of place in a downtown. Historic mid-rise buildings characterize downtown Mount Clemens and a design standard should be set to preserve that character with any new development. The standards can include desired façade design elements, material use, and a color palette. Building height restrictions should be set for new buildings to mesh with the existing downtown fabric. Transparent, pedestrian level windows draw and engage promenaders and establish a sense of connection to others enjoying the downtown. Design guidelines can also be set to require a desired amount of transparent windows for new construction.

Recommendation 4: Utilize Clinton River as a downtown asset.

The Clinton River's proximity to downtown Mount Clemen's represents an important natural resource and source of entertainment and recreation for boaters, promenaders and downtown visitors alike. Currently, vacant and underutilized parcels represent an opportunity for new development to maximize access to the riverfront and establish greater connectivity with the downtown. In the feedback received from the public input surveys, the Clinton River and waterfront was listed as the greatest opportunity for Mount Clemens to attract new visitors.

Finding 1: Creation and improvement of gateways to better link riverfront and downtown.

Connectivity between the downtown and the riverfront can be improved by making design changes to the narrow plaza/corridor that runs between the Macomb County Circuit Court building and the old Macomb County Administration building. This represents an ideal gateway as it is located near the dense commercial strip, Macomb Place and is already designated a public space. Bus shelters blocking the view of this area, and a lack of way finding mechanisms discourage this from being a route to access Clinton

River Park. Improved pedestrian crossing points on North Main and North Gratiot will guide downtown visitors to Clinton River Park and make it a more prominent feature of downtown.

Additionally, improvements to the bridges at Market Street and Crocker Blvd will reduce the river's barrier effect and help incorporate areas on the east bank into the downtown. The bridges can be made more pedestrian friendly by adding buffers that separate the sidewalk and the road. Improved outdoor lighting on these crossings will make them more accessible at night

Finding 2: Development of vacant land on riverfront.

Large vacant riverfront parcels located near MacArthur Park , east of Jones St. and bordered by N. River Road have development potential. Currently these parcels are zoned as "Multiple Use." The future development of these parcels will make an impact on how the riverfront is used. Examples of future use would include the expansion of MacArthur Park and public recreation facilities, entertainment venues, restaurants or mixed-use residential that provides commercial facilities in addition to housing. When planning the development of these parcels it is important to consider how they will impact the recreational use of the riverfront as well as the fact that adjacent parcels located north of N. River Road are residential apartments.

Traffic Circulation, Motorized and Non-Motorized Transportation

The street inventory study contained within section three evaluates the roadway and pedestrian conditions of north and southbound Gratiot Avenues as well as Main Street. Focus was directed toward these corridors because they were determined to be a major threat to the future success of downtown Mount Clemens through public participation and the Strengths, Weaknesses, Opportunities, and Threats analysis conducted in the downtown. North and southbound Gratiot is also considered a major principal arterial route for the regional and Main Serves as a major urban collector route for the downtown. Roadway classification and the determination that these areas pose a threat to the future success of downtown, helped to narrow the focus of this section. However, recommendations are also made that pertain to the entire downtown planning area. These recommendations are broad and concern issues relating to ADA guidelines for accessibility as well as non-motorized transportation.

Recommendation 1: Improve pedestrian safety and access to areas east of northbound Gratiot and to areas west of Southbound Gratiot.

Finding 1: Reduce one or more travel lanes on both SB and NB Gratiot Avenue during any major future road project.

According to the Gratiot Corridor Improvement Plan, a road diet is a viable alternative treatment to returning northbound and southbound Gratiot back to two-way roads. The plan states that lane reduction would create opportunities to reduce pedestrian crossing distance, increase sidewalk width, and to gain open space. According to the street inventory data on page 34, sidewalk width was inadequate in most areas along both SB and NB Gratiot. Gratiot also lacks bicycle facilities and an appropriate buffer between the roadway and sidewalk areas. Lane reduction would create opportunities to to provide buffers and non-motorized facilities along NB and SB Gratiot Avenue.

Finding 2: Reduce Automobile Speed from 35 miles per hour to 25 Miles per hour.

According to Designing Walkable Urban Thoroughfares, the target speed for a walkable street is 25 miles per hour.

Finding 3: Evaluate crosswalk signal timing along Gratiot to determine adequacy.

According to the street inventory data found in chapter “blah”, many of the crosswalk signals along Gratiot have poor timing. Signal timing should be evaluated and changed to allow for comfortable crossing times for all users.

Finding 4: Consider the addition of a buffer between sidewalks running along Gratiot.

Many areas along SB and NB Gratiot Avenue had little to no buffer between sidewalks and the roadway, according to street inventory data. In order to increase pedestrian comfort, creation of a uniform buffer space between sidewalks and the roadway should be considered.

Finding 5: Install Crosswalk Signals at Intersections Where Crosswalks are Absent.

Many crosswalks along northbound and southbound Gratiot Avenue were missing crosswalk

signals. Specifically, the evaluated section between Terry Street and Cass Street on northbound Gratiot, Walnut Avenue to Cass, Pine Street to Macomb Place, and New Street to Market Street along southbound Gratiot are missing crosswalk signals. These signals should be installed within the next 1-2 years.

Finding 6: Create mid-block crossings in areas that attract a large volume of pedestrian traffic or where blocks exceed 660 feet.

Several blocks along both NB and SB Gratiot exceeded the 660 foot maximum block length recommended by Designing Walkable Urban Thoroughfares. In order to increase pedestrian access to areas west of SB Gratiot and areas east of NB Gratiot such as the Clinton River, mid-block crossing areas should be considered for blocks greater than 660 feet in length or in areas with significant pedestrian traffic. Spacing between crosswalks should be no greater than 200- 300 feet.

Finding 7: Increase sidewalk widths in areas along northbound and southbound Gratiot Avenue that are inadequate to at least 9 feet.

Sidewalk widths in some areas along northbound and southbound Gratiot Avenue are less than 9 feet in width. Increased sidewalk width would create a greater sense of pedestrian safety on and would allow for a variety of non-motorized activities to take place on the sidewalk.

Finding 8: Repair or continue to maintain sidewalks along Main Street.

Many sidewalks inventoried along northbound and southbound Gratiot Avenue were in an poor state of repair. Uneven, cracked, or poorly patched sidewalks create obstructions for pedestrians and pose a potential tripping hazard. Specifically, the sidewalk between Cass Avenue and Market Street should be replaced within a year as the slope towards the roadway poses a significant hazard to pedestrians. Other sections should be repaired or replaced over the next 2-3 years.

Recommendation 2: Improve Pedestrian Safety and Accessibility on Main Street.

Finding 1: Reduce speed from 35/30 miles per hour to 25 miles per hour between Terry Street and Cass Avenue.

According to Designing Walkable Urban Thoroughfares, the target speed for a walkable street is 25 miles per hour.

Finding 2: Remove or realign obstructions within the pedestrian right of way.

Light poles, fire hydrants, and other street furniture create pedestrian obstruction and prevent the free flow of pedestrian traffic. These obstructions should be removed or realigned to reduce obstructions as updates take place.

Finding 3: Repair or continue to maintain sidewalks along Main Street.

Many sidewalks inventoried along Main Street were in a poor state of repair. Uneven, cracked, or poorly patched sidewalks create obstructions for pedestrians and pose a potential tripping hazard. These sidewalks should be repaired or replaced over the next 2-3 years.

Finding 4: Improve pedestrian bump-outs.

The current bump-outs along Main Street are flush with the roadway allowing motorists to drive over them while making turns. These bump-outs should be reconstructed to better define pedestrian space from vehicle space and to increase safety and visibility of pedestrians.

Finding 5: Install Crosswalk Signals at Intersections Where Crosswalks are Absent.

Many crosswalks along Main Street are missing crosswalk signals. However, missing signals with the 15 mile per hour zone between Cass Avenue and Market Street likely do not need a formal signal due to slow speeds and adequate markings to warn drivers of crossing pedestrians. The evaluated sections between Terry Street and Cass Street on the east side of Main Street and Clinton Avenue to Market Street on the west side of Main Street are missing crosswalks. Speeds in these sections are 25 to 35 miles per hour and therefore should have crosswalk signals. Signals in these sections should be installed within the next 1-2 years.

Recommendation 3: Improve Access Management Practices.

Finding 1: Implement Access Management Practices suggested by the Gratiot Avenue Corridor Improvement Plan.

Implementing the access management plan will not only reduce vehicle related conflicts along northbound and southbound Gratiot, but it will also increase pedestrian safety by narrowing unusually large parking entrances and reducing entrances in general.

Recommendation 4: Create a Plan that Supports Non-Motorized Forms of Transportation.

Increased awareness of the environmental impacts associated with automobile dependency and and end of cheap fossil fuels provide opportunities for cities such as Mount Clemens to increase non-motorized forms and transit, reduce environmental impacts, and provide for a higher quality of life. Further investigation into the creation of a non-motorized plan should be a priority in the next 5-10 years. Many Michigan cities such as Ann Arbor, East Lansing, Lansing, and Royal Oak have resolutions to support non-motorized forms of transit or have created a non-motorized transportation plan. These plans are usually in support of complete streets. Currently, no street or pathway in downtown Mount Clemens supports all non-morotorized forms of transit.

Finding 1: Create sidewalk width standards for new construction.

Streets create the majority of public space within a city. It is important that sidewalks create a good buffer between street traffic and storefronts to give pedestrians a sense of security as they walk the streets. This buffer is can be created by implementing sidewalk width standards that place new construction far enough away from the street to allow pedestrian traffic to flow with enough space for both directions of foot traffic to move smoothly. Walkable thoroughfares are sidewalk widths with a minimum of 9 feet for residential and 12 feet for commercial to accommodate landscaping and street furniture. (Designing Walkable Thoroughfares: A Context Sensitive Approach) On the same token, setback standards should also keep new structures close enough to the sidewalk to retain a sense of place in the downtown.

Recommendation 5: Improve Downtown Infrastructure to Adhere to ADA Guidelines for Accessibility.

Finding 1: Install tactile response strips on curb-cuts in all areas of downtown where tactile strips are absent.

Generally, few curb cuts have tactile response strips which provide disabled pedestrians with information about their location in relation to traffic or other hazards. These textured strips should be widely installed city-wide as sidewalks are replaced or within 10-15 years.

Finding 2: Consider the installation of audible crosswalk timers.

Audible crosswalk timers may be useful to blind pedestrians in areas where high amounts of background noise are absent. Installation should be considered in areas of low-noise or at confusing intersections or crosswalks.

Finding 3: Eliminate or relocate obstructions that would create a conflict for disabled pedestrians.

Trees, fire hydrants, parking meters, etc. may create a hazard for disabled users. Any obstructions that would prevent free flow of pedestrian movement should be removed or relocated.

Recommendation 6: Improve transit facilities to improve user experience.

Finding 1: Install route maps at stops where maps are absent.

Currently, bus routes running along southbound Gratiot Avenue and Main Street in the evaluated sections did not contain route maps for use by transit users. Route maps should be installed within 6 months to 1 year.

Finding 2: Install bus shelters.

Bus shelters should be provided at all stops in downtown planning area.

Finding 3: Install benches at bus stops.

Benches provide transit users with a resting place and should be provided at all stops in downtown planning area.

Commercial Opportunities

Expanding commercial opportunities within Downtown Mount Clemens is essential to Mount Clemens future growth. “As the downtown goes, so goes the city” is a popular phrase used to describe the relationship of a downtown to the growth of the entire city. If housing opportunities expand within Downtown Mount Clemens, it is important that easy access to groceries, goods and services is provided to punctuate a downtown living experience. While expanding commercial opportunities is no easy task, businesses owners and the Downtown Development Authority can aid the process by identifying consumer trends based off tapestry segmentation and consumer spending potential and comparing them to existing market leakages in both gross dollar and leakage factors. This analysis will illustrate the amount of business being lost to outside areas, giving businesses an idea of how they may better take advantage of consumer spending potential in the downtown. Below is a brief summary of the top retail prospects in Mount Clemens based off the 1, 3 and 5 mile trade areas specified in the Business Conditions section. These prospects represent our recommendations for the kinds of businesses to attract for future development within Downtown Mount Clemens.

Recommendation 1: Attract a mid-sized, downtown appropriate grocery store (NAICS 4451).

Finding 1: Grocery stores represent a strong demand within the 1, 3 and 5 mile grocery store. Specifically, a grocery store within the 1 mile trade area located in Downtown Mount Clemens has the opportunity to make $7.9 million dollars based off market leakage factors computed in the Business Conditions section. However, because of the compact nature of properties in Downtown Mount Clemens, a large grocery store is undesirable. Mount Clemens can make good use of existing vacant properties and compact development by attracting a medium size grocery store that specializes in produce only sales, such as: Trader Joes or IGA.

Finding 2: According to the walk score, grocery stores are an essential amenity for a walkable area. By attracting a grocery store to Downtown Mount Clemens, the walk score of the downtown area could be increased by 20.01, bringing the downtow’s total walkscore to an outstanding 100 or “walkers paradise”.

IGA Kress Supermarket. above, in Downtown Seattle provides a direct example of the type of grocey store to locate in a downtown area *(Daily Journal of Commerce)*.

Trader Joes in Downtown Berkeley, CA, above, provides an additional example of a downtown grocery store where one has been lacking for 20 years *(City of Berkeley)*.

Recommendation 2: Attract more family style full-service restaurants (NAICS 7221).

Finding 1: Attracting residents from outside the 1 mile trade area is critical to the success of Downtown Mount Clemens. Within the 3 mile trade area, over $41 million dollars is leaking outside the 3 mile trade area in this industry group, representing substantial gains that can be made by further promoting Downtown Mount Clemens as the "Food and Entertainment Capital of Macomb". Restaurants should use tapestry segmentation to target customers, specifically attracting family-style dining and modestly priced menu's to take full advantage of the market characteristics within the Mount Clemens area.

Recommendation 3: Attract specialty food stores (NAICS 4452) within the downtown area.

Finding 1: This industry group comprises establishments primarily engaged in retailing specialized lines of food products. This includes meat markets, fish markets, fruit and vegetable markets. Demand within this area is higher within the 3 and 5 mile trade areas at $4.6 million dollars then the 1 mile trade area at $838,000 dollars. Downtown Mount Clemens may be able to meet this demand in several fashions by directly targeting prospective business owners or by considering relocating the Mount Clemens farmers market in the downtown area. This could be done with minimum expense by utilizing existing open space such as vacant parcels, parks along the Clinton River or parking space located throughout Downtown Mount Clemens.

Recommendation 4: Attract a small to medium size electronics and appliance store(s) (NAICS 4431).

Finding 1: Electronics & Appliance stores represent only a $1.03 Million dollar leakage within the 1 mile trade area, and a $15.4 million dollar leakage within the 3 mile trade area. In anticipating future demand for housing in Downtown Mount Clemens, attracting younger population groups and catering to their market preferences is highly desirable. Most of the youngest population, who experience an "on the go" lifestyle and technological savviness, are located within the 3 mile trade area. As the housing market in the Downtown area improves, attracting these younger population segments into Downtown Mount Clemens and providing retail opportunities that cater to their lifestyle is important. In addition, electronics stores that also target other tapestry groups such as children of the most affluent segment of the population, young professionals and married couples are important as technology becomes an increasing aspect of life.

Recommendation 5: Attract family clothing stores (NAICS 4481) within the downtown area.

Finding 1: This industry group comprises establishments primarily engaged in retailing new, ready-to-wear clothing. This includes men's clothing, women's clothing, toddler and infant clothing, etc. The highest gross dollar leakage occurs within the 3 mile trade area, with $12.7 million leaking to outside the 3 mile trade area. The success of this industry group is largely determined by attracting residents within the 3 mile trade area and can be considerably enhanced by directly targeting existing tapestry segmentation groups to attract them into Downtown Mount Clemens. This includes demands for young families who might be having children now or in the near future.

Recommendation 6: Attract family and value conscious type shoe stores (NAICS 4482).

Finding 1: This industry group comprises establishments primarily engaged in retailing all types of new footwear. These establishments may also retail shoe-care products. Currently, there is no shoe stores located within the 1 mile trade area, representing a total market leakage to outside the trade area. Market leak-

ages vary from the 1 to 3 to 5 mile trade area, but a market leakage occurs within all trade areas. As said in previous recommendations, targeting tapestry segmentation profiles can strengthen the competitiness by primarily attracting families and value-conscious shoppers into Downtown Mount Clemens.

Recommendation 7: Attract book, periodical and music stores (NAICS 4512).

Finding 1: This industry group comprises establishments primarily engaged in retailing new books, newspapers, magazines, and audio and video recordings. Gross dollar markets leakage ranges from $500,000 in the 1 mile trade area to $5 million in the 3 and 5 mile trade area. Education, Entertainment and TV/Video/Audio representing some of the highest consumer spending potentials within the Mount Clemens 1,3 and 5 mile trade areas.

Recommendation 8: Increase other general merchandise stores (NAICS 4529).

Finding 1: Other General Merchandise Stores are also in high demand, representing $2.9 Million dollars leaking outside the 1 mile trade area. While this industry classification group can represent several different types of businesses engaged in the sale of new retail goods, attracting and focusing development in Downtown Mount Clemens, specifically in the 'core' downtown area near and around Macomb Place and Walnut Avenue will help in boosting this market sector. This will help in improving the retail experience and opportunities in Downtown Mount Clemens as well as taking advantage of market opportunities.

APPENDIX A: S.W.O.T. Analysis

Strengths

1. Historical Downtown Fabric
2. River
3. Parking
4. Buildings
5. engaged business community
6. county seat
7. food and drink
8. beautiful
9. walkable district
10. transit route
11. support of DDA
12. cooperative city government
13. sense of community
14. Oakland University, college town

Weaknesses

1. implementation of a vision
2. unbranded, reputation
3. county, perception of danger from court PR
4. foot traffic, no one walking around
5. lack of residential downtown
6. county buildings hide downtown, waterfront
7. parking on Main St.
8. Gratiot restrictions
9. connection with residential

Opportunities

1. Connect parks.program.organized activity
2. river
3. historic downtown with core
4. downtown feeling
5. OU. only midrise downtown in County
6. OU/ housing/ convert vacancy/ mixed use
7. population to support new business
8. market new needs to respond to OU
9. “welcome mat”
10. bike path, blue way
11. improve skate park/ skate business/ survey
12. passive park

Threats

1. inability to set and follow vision
2. action
3. reduction of disposable income
4. state budget/ funding
5. catch22 money vs. manpower
6. residential market - downtown conversion stalled
7. motivation: “Can it be done?”
8. schools (perception or reality?)
9. schools of choice

APPENDIX B: Zoning Definitions

GC (General Commercial): GC districts provide a wide variety of business activities that are mostly, but not limited to retail services. Large areas of general commercial uses front Gratiot Avenue north and south of the central business district; front Groesbeck Highway; and surround the North River Road/I-94 interchange.

LC (Local Commercial): LC districts are appropriate for a mixture of land uses, with primarily small-scale retail and pedestrian-oriented office uses on the ground floors of commercial structures. Residential units are usually available on upper floors. There is large concentration of local commercial use south of North River Rd., as well as between North and South Gratiot, south of Church Street and north of Kibbee Street.

MU (Multi-Use): MU districts act as a transition between intense commercial uses and residential areas. Typically this sort of district provides a suitable environment for commercial and residential development. The Multi-Use district is used in several large geographic areas including significant frontages of Gratiot Avenue, Cass Avenue, Crocker Boulevard, Dickerson Avenue, North Avenue and Groesbeck Highway. The Mount Clemens medical center on Harrington Street is zoned multi-purpose.

CB (Central Business): CB districts encourage a diversity of compatible land uses which includes a mix of residential, office, retail, and other similar uses within an attractive looking environment that is pedestrian friendly. The central business district is situated along the oneway pairing of the Gratiot Avenue by-pass routes north of Church Avenue and west of the Clinton River. The Downtown Development Authority functions in a large part of this district.

RMH (Muliple-Family High Rise): RMH districts are designed to provide locations adjacent to high traffic generators commonly found in the general vicinity of large acreage non-residential development and areas close to major thoroughfares. Density is not allowed to exceed fourteen units per acre. One multiple-family high rise district is located north of North River Road, east of Gratiot Avenue.

RM-1 (Multiple-Family Residential): RM-1 districts are designed to allow a less intense multiple-family use of land for residential purposes with several different types of dwellings and related uses. A variety of types and sizes of residential accommodations for ownership or rental are also provided to meet the needs of the different age and family groups in the city. Density cannot exceed ten dwelling units per acre. RM-1 zoning is the least dense of the three multiple family zoning districts. Although located in many areas of the city, five locales of concentration include the neighborhood east of Gratiot and north of North River Road; along the Clinton River east of Dickinson Avenue; in the north end adjacent to North Rose Street; along Floral Avenue east of the rail line and south of Cass Avenue; and, fronting Cass Avenue east of the rail line.

RM-2 (Multiple-Family Residential): The RM-2 district is designed to permit a more intense high density residential use of land with different types of dwellings and related uses. Density cannot exceed fourteen units per acre. The types and sizes of residential accommodations provided are molded around the different age and family groups in the city. RM-2 zoning is mid-density housing that is located in seven areas located around the boundaries of the city. The only exception is on Hubbard Avenue east of Groesbeck Highway. The properties are isolated complexes and not of significant size.

R1-A and R1-B (Single-Family Residential): The R1-A and R1-B districts are in place to essentially provide for one-family units at a scale consistent with existing residential development in the city. These

districts encourage the continued use of single-family units and also discourage any land use that would result in decrease of property value, based on the character and size of the area. Single-family residences are located throughout the city, but the greatest concentrations are east of the rail line. R1-A districts have a minimum lot size of 6,000 square feet and are focused south of Cass Avenue/Crocker Boulevard. R1-B single family uses have a minimum lot size of 5,000 square feet and are concentrated north and west of the downtown.

Source: Land Use Master Plan: Mount Clemens, Michigan. pgs 106-111.

APPENDIX C: Street Inventory Survey

Street Inventory Mount Clemens
Block by block
Block Number¬¬_____ From ¬¬_____ to_____ N/S

Sidewalk conditions:
- Width
- Surface conditions (good/inadequate)
- Grade
- Obstructions
- Curb cuts/ Tactile sidewalk strips
- Comments:

Crosswalks:
- Timer (yes/no)
- Signal (yes/no)
- Audible (yes/no)
- Comfortable crossing time (yes/no)
- Crosswalk activation (yes/no)
- Crossing island (yes/no)
- Safe speeds (yes/no) Indicate speed:
- Comments:

Bicycle Facilities:
- Bike lanes (yes/no)
- Lane width:
- Street-share signs/indicators (yes/no)
- Comments:

Transit Facilities:
- Bus stop (yes/no) indicate route and line:
- Shelter (yes/no)
- Benches (yes/no)
- Route signage (yes/no)
- Texted-based route information or real-time schedule? (yes/no)
- Bus lanes or pull-ins (yes/no)
- Comments:

Automobile Facilities:
- Road quality (A B C D)
- Road signage condition:
- Wayfinding (yes/no)
- Traffic light timing (good/bad/inefficient)
- Easy access to parking (yes/no)
- Comments:

Building Façade/ Landscaping:

- Transparency level: (can see in, tinted class, limited windows, no windows)
- Landscaping (yes/no)
- Landscaping adequate:
- Diversity of 1st floor commercial (super façade or many entrances and variety of retail/commercial use?)
- Comments:

Other Comments:

Automobile Facilities:

- Road quality (A B C D)
- Road signage condition:
- Wayfinding (yes/no)
- Traffic light timing (good/bad/inefficient)
- Easy access to parking (yes/no)
- Comments:

Building Façade/ Landscaping:

- Transparency level: (can see in, tinted class, limited windows, no windows)
- Landscaping (yes/no)
- Landscaping adequate:
- Diversity of 1st floor commercial (super façade or many entrances and variety of retail/commercial use?)
- Comments:

Other Comments:

APPENDIX D: Consumer Potential Spending

MOUNT CLEMENS CONSUMER SPENDING POTENTIAL			
	1 Mile	3 Mile	5 Mile
Apparel & Services: Total $	$7,512,762	$56,681,049	$145,519,058
Average Spent	$1,328.52	$1,653.62	$1,775.7
Spending Potential Index	55	69	74
Computers & Accessories: Total $	$982,413	$7,451,351	$19,092,253
Average Spent	$173.72	$217.39	$232.99
Spending Potential Index	79	99	106
Education: Total $	$5,775,119	$42,978,797	$110,149,340
Average Spent	$1,021.24	$1,253.87	$1,344.17
Spending Potential Index	84	103	110
Entertainment/Recreation: Total $	$14,094,415	$108,737,378	$281,412,860
Average Spent	$2,492.38	$3,172.31	$3,434.48
Spending Potential Index	77	98	107
Food at Home: Total Spent	$20,328,164	$149,568,410	$381,088,638
Average Spent	$3,594.72	$4,363.52	$4,650.48
Spending Potential Index	80	98	104
Food Away from Home: Total $	$14,430,356	$109,070,901	$279,361,385
Average Spent	$2,551.79	$3,182.04	$3,409.09
Spending Potential Index	79	99	106
Health Care: Total $	$16,771.048	$122,894,108	$315,577,768
Average Spent	$2,965.70	$3,585.32	$3,851.05
Spending Potential Index	80	96	103
Household Furnishings & Equip: Total $	$7,675,930	$59,969,973	$155,900,837
Average Spent	$1,357.37	$1,749.57	$1,902.48
Spending Potential Index	66	85	92
Investments: Total $	6,942,365	$53,817,940	$141,043,462
Average Spent	$1,227.65	$1,570.09	$1,721.18
Spending Potential Index	71	90	99
Retail Goods: Total $	$103,247,041	$790,107,700	$2,032,856,031
Average Spent	$18,257.66	$23,050.67	$24,807.26
Spending Potential Index	73	93	100
Shelter: Total $	$69,954,799	$532,752,215	$1,386,149,497
Average Spent	$12,370.43	$15,542.56	$16,915.40
Spending Potential Index	78	98	107
TV/Video/Audio: Total $	$5,611,655	$41,702.061	$106,410,000
Average Spent	$992.34	$1,216.62	$1,298.54
Spending Potential Index	80	98	105
Travel: Total $	$7,873,584	$62,655,168	$165,200,201
Average Spent	$1,392.32	$1,827.91	$2,015.96
Spending Potential Index	74	97	106

Data Note: Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Sources: 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics, ESRI.

APPENDIX E: Tapestry Segmentation Profile

MOUNT CLEMENS TAPESTRY PROFILE			
Description	1 Mile	3 Mile	5 Mile
	Great Expectations	Cozy and Comfortable	Cozy and Comfortable
LifeMode Group	L7 High Hopes	L2 Upscale Avenues	L2 Upscale Avenues
Urbanization Group	U5 Urban Outskirts I	U8 Suburhb Preiphery II	U8 Suburb Periphery II
Household Type	Mixed	Married-Couple Families	Married-Couple Families
Median Age	33.3	42.3	42.3
Income	Lower Middle	Upper Middle	Upper Middle
Employment	Prof/Mgmt/Skilled/Srvc	Prof/Mgmt	Prof/Mgmt
Education	HS Grad; Some College	Some College	Some College
Residential	Single Family; Multiunits	Single Family	Single Family
Race/Ethnicity	White	White	White
Activity	Do Painting, drawing	Dine out often- family rst.	Dine out often- family rst.
Financial	Have 2nd Mortgage	Have personal credit line	Have personal credit line
Activity	Listen to Classical Music	Shop at Kohl's	Shop at Kohl's
Media	Read baby magazines	Listen to sporting events	Listen to sporting events
Vehicle	Own motorcycle	Own/lease minivan	Own/lease minivan
	Rustbelt Traditions	Main Street, USA	Sophisticated Squires
LifeMode Group	L10 Traditional Living	L10 Traditional Living	L1 High Society
Urbanization Group	U5 Urban Outskirts I	U5 Urban Outskirts I	U7 Suburb Periphery I
Household Type	Mixed	Mixed	Married-Couple Famalies
Median Age	36.7	36.8	38.4
Income	Middle	Middle	Upper Middle
Employment	Skilled/Prof/Mgmt/Srvc	Prof/Mgmt/Skilled/Srvc	Prof/Mgmt
Education	HS Grad; Some College	Some College	Some College; Bach/Grad
Residential	Single Family	Single Family; Multunits	Single Family
Race/Ethnicity	White	White	White
Activity	Buy Childrends products	Buy childrens toys	Home Improvement
Financial	Use credit union	Consult financial planner	Hold large life insurance
Activity	Do painting, drawing	Rent movies on DVD	Landscaping
Media	Watch cable TV	Watch court shows	Listen to classic hits radio
Vehicle	Own/lease vehicle	Own/lease Sedan	Own 3+ vehicles
	Main Street, USA	Young and Restless	Main Street, USA
LifeMode Group	L10 Traditional Living	L4 Solo Acts	L10 Traditional Living
Urbanization Group	U5 Urban Outskirts I	U4 Metro Cities II	U5 Urban Outskirts I
Household Type	Mixed	Singles; Shared	Mixed
Median Age	36.8	28.6	36.8
Income	Middle	Middle	Middle
Employment	Prof/Mgmt/Skilled/Srvc	Prof/Mgmt	Prof/Mgmt/Skilled/Srvc
Education	Some College	Some College; Bach/Grad	Some College
Residential	Single family; Multiunit	Multiunit Rentals	Single Family; Muliunits
Race/Ethnicity	White	White; Black	White
Activity	Buy childrens toys	Play tennis, lift weights	Buy children toys
Financial	Consult financial planner	Have renters insurance	Consult financial planner
Activity	Rent movies on DVD	Attend sporting events	Rent movies on DVD
Media	Watch court shows	Watch sports on TV	Watch court shows
Vehicle	Own/lease sedan	Own/lease Honda	Own/lease Sedan
Source: ESRI			

APPENDIX F: Street Inventory Narrative

Figure 1: *Northbound Gratiot Terry Street to Market Street*

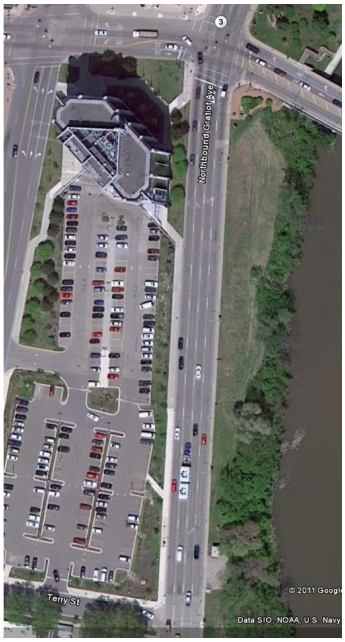


Figure 2: *Northbound Gratiot Terry Street to Cass Avenue*

Northbound Gratiot Street Inventory

Northbound Gratiot Avenue has a posted speed of 35 miles per hour in the evaluated section. Northbound Gratiot Avenue is four lanes between Terry and Cass Avenue with no turn lanes, bike lanes, or bus pull-out lanes. The 560/565 Smart Bus operates on this section of Gratiot and serves: Chesterfield Township, Target and K-mart, downtown Mount Clemens, Macomb Mall, Roseville Plaza, Eastgate Shopping Center, and the Rosa Parks Transit Center. Overall the road surface is in b-c condition and the road has good light timing (Figure 1).

Terry Street to Cass Street

The primary use between Terry and Cass Street is government, parking, and open space along the Clinton River. There is currently no pedestrian signal at Terry for pedestrians to access the adjacent open space along the Clinton River. The west and east sides of Gratiot have an inadequate sidewalk width of eight feet and five feet respectively with no pedestrian separation from moving traffic. The block is greater than 600 feet with no midblock pedestrian crossings. Light poles and uneven sidewalk surfaces may make it difficult for people with disabilities to travel comfortably through this section of Gratiot. Tactile strips are present at the intersection of Terry and Gratiot on the west side of the street but not on the east side. Tactile strips are absent at the Gratiot and Cass Street intersection on both sides of the street, though a pedestrian crosswalk signal is present it is poorly timed. The section consists of mostly government uses and parking. The Macomb County Building location at Cass and Gratiot is not transparent at the pedestrian level which may be for reasons of security. Bike lanes, bus stops, benches, and appropriate landscaping are all absent from this section of Gratiot (Figure 2)

Cass Street to Market

The primary uses between Cass and Market Street are government, parking, and open space along the Clinton River. The sidewalk width varies from five to eight feet on either side of Gratiot with poor surface quality. There is currently no pedestrian separation between moving traffic and the sidewalks. Through there is a pedestrian signal at Cass Street and at Market Street, signal timing is poor and pedestrians would have to walk over 300 feet in either direction to arrive at a signalized crossing point because no mid-block options

exist. Though there is a gateway area that dissects the superblock, no signal is available to allow pedestrians to safely cross to the river-front. Light poles and a vehicle access entry at the Macomb Circuit Court Parking Garage create obstructions for pedestrians. The parking garage entrance creates potential pedestrian-vehicle conflicts and has no signage warning drivers or pedestrians to proceed with caution. This section does have a bus stop (560/565) but lacks a shelter and bench. Tactile strips are absent along with benches and landscaping. The Macomb Circuit Court building lacks a usable entrance on the east side, and lacks transparency at the pedestrian level. Limited landscaping, uneven and sloping sidewalks detract from pedestrian usability (Figure 3).

Figure 3: *Northbound Gratiot Cass Avenue to Market Street*

Southbound Gratiot Street Inventory

Southbound Gratiot Avenue has a posted speed of 35 miles per hour in the evaluated section. Southbound Gratiot is four lanes between New and Macomb becoming four lanes with a right-hand turn lane just before Pine Street with the turn lane terminating at Cass Avenue. The section between Cass and Walnut is three lanes with no turn lanes or bus pull-outs. The 560/565 Smart Bus operates on this section of Gratiot and serves: Chesterfield Township, Target and K-mart, downtown Mount Clemens, Macomb Mall, Roseville Plaza, Eastgate Mall, and the Rosa Parks Transit Center. Overall the road surface is in b-c condition and the road has good traffic light timing. The section offers drivers access to four public parking lots (Figure 4).

Figure 4: *Southbound Gratiot Walnut Avenue to Market Street*

Walnut to Cass

The primary uses between Walnut and Cass are parking, professional office, public/institutional, and multi-family residential. The block length between Walnut and Cass is exceeds the maximum allowable length. The sidewalk in this section is in good condition, though, at six feet, the width is an inadequate. There are no crosswalks available to connect the public/institutional uses to the downtown areas nor are there any crosswalk timers, or midblock crossing areas in this section. Tactile sidewalk strips, and bicycle facilities are absent from this section. Uses that do exist do not have transparent windows at the pedestrian level. Though one bus stop does exist in this section, there is no route listed and the stop does not provide a bus shelter or benches for transit users. However, this section does provide an eight-foot separation between the sidewalk and moving traffic (Figure 5).

Figure 5, left:*Southbound Gratiot Walnut Avenue to Cass Avenue*

Figure 6: *Southbound Gratiot Cass Avenue to Pine Street*

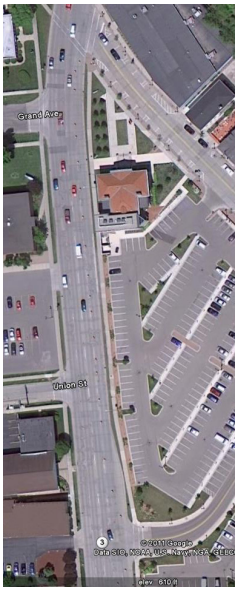


Figure 7: *Southbound Pine Street to Macomb Place*

Figure 8: *Southbound Macomb Place to New Street*

Cass to Pine

The primary uses between Cass and Pine are parking, professional office, personal services, and religious. The sidewalk in this section is in good condition but sidewalk width is an inadequate six feet. Tactile sidewalk strips are installed at Cass Avenue but are not installed at other curb cuts throughout the section. Crosswalk signals are available with timers in this section and allow for a comfortable crossing. No mid-block crossing areas are available. There are no bicycle or transit facilities located within this section. Drivers are provided with parking/downtown/shuttle wayfinding signage and access to parking is good with public access to the blue lot and the Roskopp lot. The roadway also contains a right turn lane ending at Cass and providing access to the bank on the corner of Cass and Gratiot. Most of the uses are low-density with many surface parking lots surrounding or adjacent to them. The professional office on the corner of Cass and SB Gratiot is separated from the street by private parking. There is very little building transparency at the pedestrian level in this section (Figure 6).

Pine to Macomb

The primary uses between Pine and Macomb are parking, public/institutional, and professional office. Sidewalk width is an inadequate six feet. The buffer separating the sidewalk from the road varies in width from five feet to one. No crosswalk signals, bicycle or transit facilities exist in this section. No mid-block crossings exist for this section and there are no points of pedestrian access from the western residential areas to downtown. At the pedestrian level, the Anton Art Center provides some informal seating opportunities and public art. However, the section lacks building transparency at the pedestrian level where buildings exist; most of the section is parking (Figure 7).

Macomb to New

The primary uses between Macomb and New are park/open space, professional office, and parking. The sidewalk is and inadequate six feet in width through this section with no tactile sidewalk strips. There is a five foot buffer between the sidewalk and moving traffic. Crosswalk signals are available in this section, though they do not allow for a comfortable crossing time for pedestrians. On the south side of Macomb facing west, the crosswalk signal not functioning. There are no bicycle or transit facilities in this section. This section does contain wayfinding signs directing drivers to the business district, Art Center, and Shopping/Dining areas. The professional office building on the east side of SB Gratiot lacks windows

and is therefore not transparent at the pedestrian level. Because of the angle of the intersection, pedestrian crossing is lengthened on the Northern end of Macomb for pedestrians crossing SB Gratiot (Figure 8).

Figure 9: *Southbound New Street to Market Street*

New to Market

The primary uses between New and Market are religious, parking, and single-family residential. The sidewalk is in good condition, but is an inadequate six feet in width. The section does contain a buffer of about five to six feet between moving traffic and the sidewalk. The section lacks crosswalk signals, bicycle and transit facilities. Buildings in this area have limited windows and lack transparency at the pedestrian level. Buildings are separated from sidewalks by private parking (Figure 9).

Main Street Inventory

Main is a four lane road from Terry to Cass with a left turn lane at Cass. Main narrows to two lanes after with a center turn lane after Cass up until Market. The section from Market to Clinton is a two lane road with a center turn lane and a right hand turn lane that terminates at Market. The posted speed throughout the section varies from 35 miles per hour to 15 miles per hour between Cass and Market. Overall the road surface is in b-c condition with good light timing. No bicycle facilities or bus pull outs exist in the evaluated section. The 560/565 Smart Bus operates on this section of Gratiot and serves: Chesterfield Township, Target and K-mart, downtown Mount Clemens, Macomb Mall, Roseville Plaza, Eastgate Mall, and the Rosa Parks Transit Center. Pavers exist for some sections of sidewalk throughout the evaluated section, but lack unity. Drivers have direct access to one public parking lot and numerous metered spaces along the east and west sides of Main Street (Figure 10).

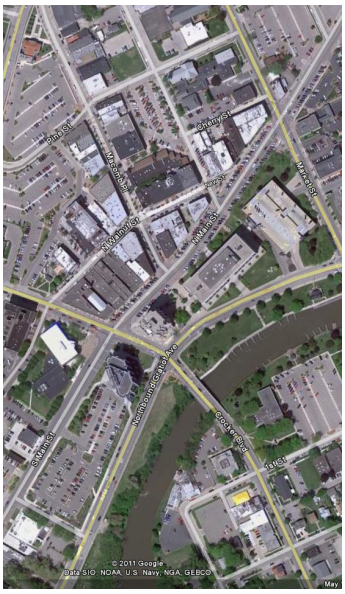


Figure 10: *Main Street Terry Street to Clinton Street*

Terry to Cass

The primary uses between Terry and Cass are government, parking, professional office, and public/institutional. The sidewalk is in good condition on both sides of the street with a width of ten feet on the east side of the street and a varying width from 25 to 5 feet on the west side of the street. Tactile strips exist on curb cuts at the south-west section of Terry and on the county parking lot side of Main but are not installed at any other point in the section. No crosswalk signals exist on the east side of Main but there is a crosswalk signal on the west side. The crosswalk signal on the west side of Main is poorly timed for pedestrians. No bicycle facilities exist in this section. There is a bus stop on the west side of Main with

Figure 11: *Main Street Terry Street to Cass Avenue*

Figure 12: *Main Street Cass Avenue to Macomb Place*

a shelter, but lacks benches and route information. Buildings on the east side of Main lack transparency at the pedestrian level. The Macomb County Building has a pedestrian plaza area, but the area lacks benches. Sidewalks near the plaza have been diverted from the road toward the building. There is a 10 to 11 foot buffer between the sidewalk and the street from 48 South Main to Terry (Figure 11).

Cass to Macomb

The primary uses between Cass and Macomb are mixed-use, professional office, and government. The sidewalk is in good condition on both sides of Main with a five to 25 foot sidewalk width on the east side of the street and a five to nine foot width on the west side of the street. There are no tactile strips in this section. Crosswalk signals, which provide adequate crossing time are available at the Cass end of this section, though there is not a crosswalk signal installed on the Macomb. Crossing the street is made less dangerous at the Macomb end because of the speed reduction from thirty miles per hour to fifteen miles per hour. This section of Main does contain a bus stop with a shelter and a bench but does not provide transit riders with any route information. No bicycle facilities are provided in this section of Main. Landscaping is good throughout this section with street trees, shrubs, and grasses in many areas. The buildings in this area have limited windows or tinted windows so there is little transparency at the pedestrian level (Figure 12).

Macomb to New

The primary uses between Macomb and New are government, mixed-use, vacant, and restaurant. The sidewalk is in poor condition with an uneven grade on the east side of the street with an inadequate width of five feet. The sidewalks are in good condition on the west side of the street with a width of nine feet. Trees and tree protectors located on the sidewalk obstruct pedestrian's paths. Neither side of the street has tactile strips at crosswalks. The large bump out at the mid-block crossing area is not raised to protect pedestrians from oncoming vehicles or turning vehicles. Crosswalk signals are absent from this section however, crossing times are adequate given the speed limit of 15 miles per hour through this section. No bicycle or transit facilities are present in this section. Buildings on the east side of the street have little to no transparency while buildings on the west side of the street have many windows that are transparent at the pedestrian level. Near the court house there is a memorial area that offers some seating. Public art and good landscaping are present on the west side of the street (Figure 13).

New to Market

The primary uses between New and Market are government, mixed-use, restaurant, and vacant. The sidewalks on both sides of Main are in good condition. The sidewalk on the east side of Main is between five and nine feet wide while the sidewalk on the west side of Main is between 6 and 18 feet wide. Neither side of the street has tactile strips installed at crossing areas. Meters and light poles on the east side of Main and fire hydrants and light poles on the west side of Main create obstructions for pedestrians. Crosswalk signals are not present at the New side of the section but crossing time is comfortable due to slow traffic speeds. Crosswalk signals are available on the Market side of the section with countdown timers providing comfortable crossing times to pedestrians. There are no bicycle or transit facilities in this section. Buildings on the west side of the street have many windows with transparency at the pedestrian level. The east side of the street is a parking garage with surrounding landscaping (Figure 14).

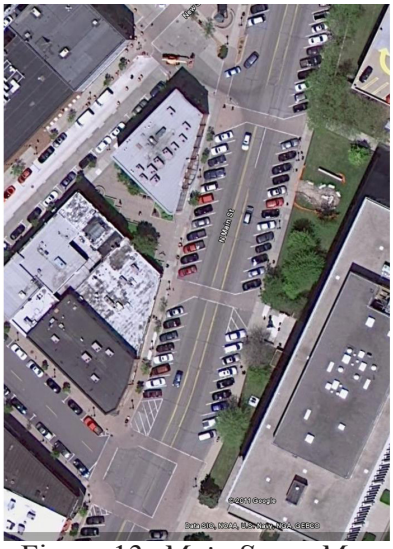


Figure 13: *Main Street Macomb Place to New Street*

Market to Clinton

The primary uses between Market and Clinton are professional office, parking, vacant building, and vacant parcel. The sidewalk on the east side of the street is in poor condition. Bituminous material has been used to patch cracks and holes creating a tripping hazard. The sidewalks are nine feet wide on both sides of the street. Tactile strips are not installed at Clinton but are installed in some areas at Market. Crosswalk signals are available at Clinton and provide a comfortable crossing time for pedestrians. No crosswalk signals are available at Market. There are no bicycle or transit facilities in this section. Landscaping is good on both sides of the street and buildings are transparent at the pedestrian level for the most part. The bank at Market and Main is separated from the sidewalk by a private driveway (Figure 15).

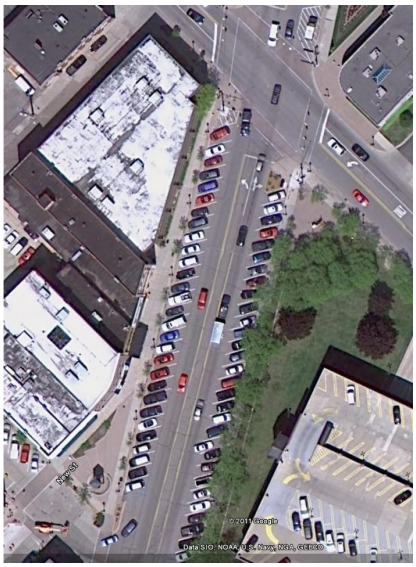


Figure 14: *Main Street New Street to Market Street*

Figure 3.15 *Main Street Market Street to Clinton Street*

APPENDIX G: Transportation Source Matrix

Sidewalks:		
Element	**Recommendation/Standard**	**Source of Information**
Width	9ft minimum*	Designing Walkable Urban Thoroughfares (Ch. 6)
Surface Conditions	Sidewalks in poor repair can limit access and threaten the health and safety of pedestrians	Designing Sidewalks and Trails for Access: Part I of II: Review of Existing Guidelines and Practices http://www.fhwa.dot.gov/environment/sidewalks/chap4b.htm
Grade	Whenever possible, slopes should be minimized to improve access for people with mobility impairments	Designing Sidewalks and Trails For Access: Part II of II: Best Practices Design Guide http://www.fhwa.dot.gov/environment/sidewalk2/sidewalks204.htm
Obstructions	objects that limit vertical passage of space, protrude into the circulation route, or reduce the clearance width of the sidewalk can limit access and threaten the health and safety of pedestrians	Designing Sidewalks and Trails for Access: Part I of II: Review of Existing Guidelines and Practices http://www.fhwa.dot.gov/environment/sidewalks/chap4b.htm
Curb Cuts /Tactile Strips	Recommended locations: At the edge of depressed corners; at the border of raised crosswalks and raised intersections; at the base of curb ramps; at the border of medians and islands; and at the edge of transit platforms	Designing Sidewalks and Trails For Access: Part II of II: Best Practices Design Guide http://www.fhwa.dot.gov/environment/sidewalk2/sidewalks206.htm
Pedestrian Buffer	6ft tree well*	Designing Walkable Urban Thoroughfares (Ch. 6)
Block Length	200-660ft*	Designing Walkable Urban Thoroughfares (Ch. 6)
Midblock Crossing	Consider providing marked mid-block crossings so that crosswalks are no greater than 200 to 300 feet apart or when significant pedestrian demand exists to cross a street between intersections	Designing Walkable Urban Thoroughfares (Ch. 9)
Curb Extensions	Curb extensions physically deters parking at intersection corners and improves the visibility of pedestrians. Additionally, curb extensions shorten crossing distances	Designing Sidewalks and Trails for Access: Part I of II: Review of Existing Guidelines and Practices http://www.fhwa.dot.gov/environment/sidewalks/chap4b.htm
Crosswalks:		
Element	**Recommendation/Standard**	**Source of Information**
Signal	Pedestrian Priority at Intersections; Pedestrian signals and countdown timer; adequate crossing times; shorter cycle lengths and median refuges for very long crossings.*	Designing Walkable Urban Thoroughfares (Ch. 6)

Audible	Locations recommended for installation or retrofit: Complex or irregularly shaped intersections; high-volume intersections; intersections where traffic sounds are sporadic or masked by ambient noise; intersections that have vehicular actuation of the traffic signals; intersections with complex signal phasing; corridors leading to areas of fundamental importance such as post offices, court houses, and hospitals, exclusive pedestrian phase areas such as motorists stopped in all directions; and locations requested by people with visual impairments	Designing Sidewalks and Trails For Access: Part II of II: Best Practices Design Guide http://www.fhwa.dot.gov/environment/sidewalk2/sidewalks206.htm
Pedestrian Actuated Signal Device	Should be installed: When a traffic signal is installed under pedestrian volume or school crossing warrant; when an exclusive pedestrian phase is provided (motorists stopped in all directions); when vehicular indicators are not visible to pedestrians; and at any established school crossing with a signalized intersection.	Designing Sidewalks and Trails For Access: Part II of II: Best Practices Design Guide http://www.fhwa.dot.gov/environment/sidewalk2/sidewalks206.htm
Safe Speed	20-30 MPH*	Designing Walkable Urban Thoroughfares (ch. 6)
Bicycle Facilities:		
Element	**Recommendation/Standard**	**Source of Information**
Bike Lanes	Decision to provide bike lanes should be based on a number of factors such as: Interconnectivity between other bicycle facilities and direct connections between origins and destinations; and ability to provide a continuous facility and overcome barriers such as topography, rivers, railroads, freeways and so forth	Designing Walkable Urban Thoroughfares (ch. 9)
Lane Width	5-6ft Minimum*	Designing Walkable Urban Thoroghfares (ch. 6)
Transit Facilities:		
Element	**Recommendation/Standard**	**Source of Information**
Shelter/Benches	Street furniture should be placed in areas expected to have high volumes of pedestrian activity. Priority areas include transit stops; major building entries; retail and mixed use main streets; and restaurants.	Designing Walkable Urban Thoroughfares (Ch. 8/9)
Route Signage	Provide transit riders with route and destination information and times of operation	General Assessment

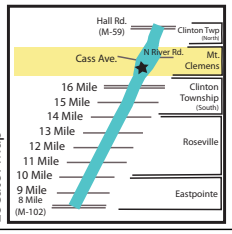
Bus Lanes or Pull Ins	Only desirable under selected conditions because of the delay created when busses reenter traffic. Advantages include: Allow traffic to proceed around the bus; clearly define bus stop; unloading and loading can be conducted in more relaxed manner; eliminate potential rear-end accidents	Designing Walkable Urban Thoroughfares (Ch. 9)
Automobile Facilities:		
Element	**Recommendation/Standard**	**Source of Information**
Wayfinding	Provide drivers with information on nearby activity centers, places of importance, and parking	General Assessment
Easy Access to Parking	Suggested Rear Parking	Designing Walkable Urban Thoroughfares (ch. 4)
Posted Speed	25-30 MPH*	Designing Walkable Urban Thoroughfares (ch. 6)
Building Façade/Landscape:		
Transparency	Transparency at the sidewalk level provides pedestrians with interesting and varied points of view.	Designing Walkable Urban Thoroughfares (Ch. 4)
Landscaping	Landscaping adds texture and color to a concrete and asphalt environment, increases pedestrian comfort and distinguishes an area's identity. Landscaping may serve as a buffer between pedestrians and moving traffic. Raised planters along mixed-use thoroughfares can be used as seating and increase pedestrian comfort if they provide a buffer between the street and sidewalk. Landscaping in more urbanized areas such as an intense commercial area may have more formal characteristics. Well groomed trees, or linear plantings may be a good fit. As land use becomes less intense, landscaping may become less formal.	Designing Walkable Urban Thoroughfares (Ch. 8)
Diversity of 1st floor Commercial	It is recommended that ground floor uses in urban areas be scaled to the pedestrian, oriented toward the street, incorporate interesting architectural features, and provided a number of accessible entry points. Buildings should have short setbacks in areas intended to be walkable; access should be pedestrian focuses.	Designing walkable Urban Thoroughfares (Ch. 4)

APPENDIX H: SEMCOG Access Management Plan- South (1 of 3)

Gratiot Avenue Access Management Plan - South

Map Tile Number: 22 OF 29

Locator Map



- Study Corridor
- Suggested Curbing
- Suggested Connections
- New Developments
- Suggested Drive Closings
- Signalized Intersections

LSL Planning, Inc. SEMCOG PB

0 100 200 400 Feet

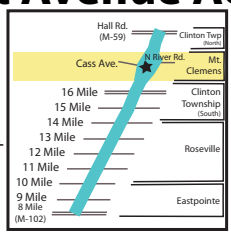
The preparation of this project is financed in part through: cooperation with the Michigan Department of Transportation, Urban Mass Transportation Administration; the Federal Highway Administration, and the participation of the Michigan State Transportation Commission; or a planning grant from the environmental Protection Agency. This project is being prepared in 2009 for the Southeast Michigan Council of Governments.

APPENDIX I: SEMCOG Access Management Plan- South (2 of 3)

Gratiot Avenue Access Management Plan - South

Map Tile Number: 23 OF 29

Locator Map



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LSL Planning, Inc. SEMCOG PB

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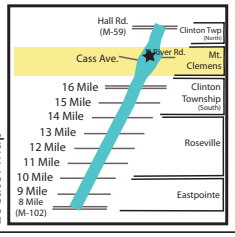
APPENDIX J: SEMCOG Access Management Plan- South (3 of 3)

Gratiot Avenue Access Management Plan - South

Map Tile Number: 24 OF 29

Locator Map



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Public Meeting Survey Data

Building or Landmark		Do you Live/work in Mt. Clemens?		Needs		Assets		Threats		Opportunities	
Court house	2	Live	1	increase residential population	2	traditional downtown	4	vacant store fronts	1	Summer Concert Series	1
gazebo	1	work	5	More businesses	4	walkable	2	tax exempt properties	1	Development of Macomb Place	2
clinton river	2	both	1	More visitors	1	mixed use	1	lease rates too high	2	Hub for transit	1
transit museum	1	neither	1	More interest from mt. clemens residents	1	bars and restaurants	2	business start-up costs	1	OU	3
old mineral baths	1			Revitalize depressed areas	1	county employees	2	aging infrastructure/ blight	2	already growing in downtown areas	1
Anton Art Center	2			Destination restaurant	1	historic buildings	2	downtown orientation	1	waterfront	3
County Admin Building	2			Local deli	1	clinton river	4	gratiot splits	1	wayfinding	1
Old County Building	2			proper signage for visitors	1	available parking	1	negative perception	4	new industry	1
Old Macomb Daily building	3					DDA support	1	disposable income for macomb	1	low rise building	1
Macomb Place	1							limited vision with action	1	Adaptive reuse of office to residential	1
Huntington bank building	2									history	1
city hall	1									marketing/branding	1
Werner Building	1										
Telephone building	1										
St. Peter church and school	2										
Community Central Bank	1										
Bath city bistro	1										
Firehouse	1										
Emerald Theatre	1										
Small Shops	1										

Post Public Meeting Survey Data

Buildings or Landmarks		Live or Work		Needs		Assets		Threats		Opportunities	
County Building	12	Live	12	24/7 vibrancy	2	walkable historic downtown with a strong sense of place	13	Macomb County government and lack of urban design in their facilities		Connect other side of south Gratiot to the downtown, museums, libraries etc.	
Clock Tower	2	Work	5	mixed use housing		DDA	2	recession and residential and office markets	2	Fix Parking	
Fountain Stage	4	Both	5	walkability	2	County Seat	3	inflated property values		Safety Perception	3
Old County Building	4	Neither	1	new residential	2	close to major transit routes	3	Overextended landlords and foreclosures	2	Loft living and residential in downtown	3
Macomb Daily Building	9			connections to greenways and blueways	2	Clinton River and waterfront	12	perception of free parking in office parks vs downtown lots		Physical improvements, one way streets, store fronts, walking, biking, etc	
Clinton River	7			boutique/destination retail	4	Existing building stock		elimination of downtown financing tools due to snyders budget		Empty homes/buildings donated to businesses , nonprofits, etc	
Clinton Riverfront Park				boutique hotel		only downtown in Macomb county	2	Safety Concerns	2	Riverfront	4
Macomb Place	3			2nd university		Events		Loss of base	2	Increase healthy and hip local businesses	3
Walknut St				more ethnic dining	2	Entertainment District - restaurants and bars	4	Loss of retail business to stirp malls		Capitalize on histoic assets and characteristics	
Cracker House Museum	2			better regional public transit through town		Access to metro parkway		Tax breaks to businesses that no longer need them	3	Engage city government in downtown as activity on the street	
City Hall	3			Safety	4	The Bohdi Yoga center		Redundency of bars	3	Tear old stuff, make school district and city work together	3
Southend Loft District				Start a DBA	2	The art center		St. Joes Dilapidation		Reopen mineral baths, holistic medicine, an accommodations for those who would come for this	2
The Flying Nun Building				More live music for middle age folks	2	OU		Weak surrounding neighborhoods that do not support downtown		OU	
Kennedy Plaza				Movie Theatre		Theatre Company		weak surrounding areas that present a negative perceoption of area as whole		more family activities for community members	2
Courthouse	6			Bookstore		Many unique homes		People moving out of outdated decaying buildings		Trader joes	

Post Public Meeting Survey Data 2

Buildings or Landmarks		Live or Work		Needs		Assets		Threats		Opportunities	
NB and SB Gratiot	2			Dense Residential		Post office		Lack of cultural events		political rallys off of our new admin building	2
Bank Club				Green town square		available space for development		DDA	2	possible skating rink	
Community Center				New Construction		Mineral baths	2	Downtown bars and nightlife serve non-residents. Bars are noisy and play loud music	2	more mainstream shops	
Old Fire House				Stable tax base	2	Water processing plant		City leaders		broaden retail base to needs of community	
Madisons				competitive rent rates for downtown businesses		creative family activities		selling the waterfront	2		
Emerald Theatre	3			County investment		family oriented business		city govts direction			
Gus's				Get rid of DDA	3	Phils drug store		too much segregation			
Museum Art	3			Winter activities downtown		courthouse	2	high rents			
Bath City Bistro				Citizen patrol		library and hs close to downtown	2	poor resident and school relationship	2		
Coney Island	2			Senior citizen services		Great gathering place	2	lack of moeny			
Hayloft				Family restaurants and stores	2	good town square roads		lack of stable employment population			
Library				Outdoor amenities for the river		Emerald Theatre		County take over - no sales to speculators who will sell to the city		new businesses creating more jobs and revenue	

Post Public Meeting Survey Data 3

Buildings or Landmarks		Live or Work		Needs		Assets		Threats		Opportunities	
Treelight/ fountains				Less bars(nightlife) functions		mixed use buildings					
Fire department				businesses need to be part of descision making process for activities in mt clemens							
Post offiace				Regain county properties							
Thai Orchid				leadership							
MC High school building	2			jobs							
Bridges, market and cass				increased business							
St. Peters	2			medical facilities							
mineral bath				housing							
St. mary's catholic school and church				residents exempt from parking fees							

APPENDIX M: Composite Socioeconomic Index Method

Darden-Kamel Modified Composite Socioeconomic Index

Census variables used:

- Percentage of residents with university degrees.
- Median household income.
- Percentage of managerial and professional positions.
- Median value of dwelling.
- Median gross rent of dwelling.
- Percentage of homeownership.
- Percentage below poverty
- Unemployment rate.
- Percentage of households with vehicle.

$$CSI_i = \sum_{j=1}^{k} \frac{(V_{ij} - V_j MCA)}{(S(V_j MCA)}$$

CSI_i =Composite Socioeconomic Z-score index for census tract i, the sum of Z-scores for the socioeconomic status variables j, relative to the Mount Clemens Area socioeconomic status.
MCA= Mount Clemens census tracts and surrounding Macomb County census tracts.
k= the number of variables in the index.
V_{ij}=the jth socioeconomic position variable for a given census tract i.
$V_j MCA$= mean of the jth variable in the Mount Clemens Area.
$S(V_j MCA)$= standard deviation of the jth variable in the Mount Clemens Area.

Calculation of Composite Socioeconomic Index was performed using the Statistical Package for Social Scientists (SPSS) version 17. Each original census variable's Z-score was calculated to standardize the contribution of each census variable included in the Composite Socioeconomic Index. Variables with negative contributions to the index were assigned a negative value (unemployment rate and percentage below poverty) to ensure that the index captured the depreciating effect of these variables on the area-based socioeconomic index. The sum of each census variables z-score is then used to apply a score to each census tract within the Mount Clemens Area.

Each summed z-score for the Mount Clemens Area was then divided into five levels (i.e. socioeconomic position) with boundaries at the 20th, 40th, 60th and 80th percentiles of the CSI frequency distribution.

Source:
Darden, Joe, Rahbar, Mohammad, Jezierski, Louise, Li, Min and Velie, Ellen (2009). *'The measurement of Neighborhood Socioeconomic Characteristics and Black and White Residential Segregation in Metropolitan Detroit: Implications for the Study of Social Disparities in Health'*, Annals of the Association of American Geographers, 100: 1, 137-158, 14 December 2009.