Downtown District Plan
MOUNT CLEMENS, MICHIGAN

Josh Croff
Emily Gehle
Justin Habalewsky
Daniel Luscombe
Eric Sarb
Robert Wertman

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AGENDA

- Project Scope
- Introduction to Mount Clemens, MI
- Key Topics
  - Public Input
  - Zoning and Land Use
  - Demographics
  - Business Conditions
  - Walkability
  - Traffic and Circulation
- Recommendations
Scope: Engage in a public planning process to create a downtown district plan for the future development of Downtown Mount Clemens

Client: Arthur Mullen, AICP Executive Director of Mount Clemens Downtown Development Authority
DOWNTOWN MOUNT CLEMENS

- Entertainment and dining capital for Macomb County
- Located along the Clinton River
- Historic Downtown
- County Seat
- Public Art and home to Anton Art Center
HISTORY

- Settlement began in late 1700’s
- Incorporated in 1879
- Once known as “Bath City America” because of health spas and mineral baths
- Experienced loss of retail to surrounding shopping malls
- Now the nightlife and entertainment hub for Macomb County

Source: reference.findtarget.com
Source: apps.detnews.com
PUBLIC INPUT

- Individual Surveys
- Small Group Discussion
- Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis
DOWNTOWN LANDMARKS

- List the buildings and/or landmarks that define the downtown area to you

Macomb Daily Building

County Administration Building
STRENGTHS AND WEAKNESSES

STRENGTHS
- Historic Downtown Fabric
- Clinton River
- Entertainment and Night Life

WEAKNESSES
- Lack of Business
  - Niche Shopping
  - Downtown Business Association
- Safety Concerns
- Not enough recreational programs

Source: cityvoter.com
OPPORTUNITIES AND THREATS

**OPPORTUNITIES**
- Development of Clinton River Waterfront
  - Amenities and Activities
- Adaptive reuse of vacant properties
  - Office to Residential
- Branding and Marketing of the downtown

**THREATS**
- Negative Perception and Safety Concerns
  - Vacant Store Fronts
  - Aging and blighted infrastructure
- High rent costs and taxes
  - Prohibit new business opportunities
- Loss of Sense of Place
  - Redundancy of Bars
ZONING

Source: Macomb County Planning 2011

Current Land-Use:
- Red: Central Business
- Brown: General Commercial
- Multiple Use
- Purple: R1A-Residential
- Yellow: R1B-Residential
- Green: RM1-Residential
LAND USE

Current Land-Use
- Partially Vacant Structures
- To Be Determined
- Single-family
- Multi-family
- Restaurant
- Lodging
- Government
- Professional Office
- Personal Services
- Park/Open Space
- Vacant Parcel
- Vacant Structure
- Religious
- Public/Institutional
- Parking
- Mixed-use
- Automotive Facility
- Entertainment
- Retail

Source: Macomb County Planning 2011
Mount Clemens Population

Macomb County Population

YEAR

1990
2000
2010
2015

PERSONS

15,000
15,500
16,000
16,500
17,000
17,500
18,000
18,500
19,000

18,490
17,312
16,864
16,474

860000
840000
820000
800000
780000
760000
740000
720000
700000
680000
660000
640000

717,400
788,149
839,369
843,620
Mount Clemens Educational Attainment Population 25+
Mount Clemens Civilian Employed Occupation Population 16+

- Management/Professional
- Service
- Sales/Office and Admin Support
- Farming/Fishing/Forestry
- Construction/Extraction/Maintenance
- Production/Transportation/Material Moving

Number of People
TRADE AREAS

Source: ESRI
Largest Gross Dollar Leakages:

1 Mile Trade Area:
Department Stores, Grocery Stores, General Merchandise Stores

3 Mile Trade Area:
Department Stores, Full-service Restaurants, Grocery Stores

5 Mile Trade Area:
General Merchandise Stores, Grocery Stores, Full-service Restaurants
Largest CPS indexes:

- 1 Mile Trade Area:
  Education, Food at Home, Health Care, TV/Video/Audio

- 3 Mile Trade Area:
  Education, Computer and Accessories, Food away from Home, Entertainment and Recreation, Food at Home, Shelter, TV/Video/Audio

- 5 Mile Trade Area:
  Education, Entertainment and Recreation, Shelter, Computer and Accessories, Travel, Food away from Home, TV/Video/Audio, Food at Home, Health Care
Mount Clemens Demands the following industries:

- Food away and at home
- Electronics
- Entertainment and recreation
- Health Care
- Shelter
WALKABILITY

Source: torontoist.com
“Walk Score measures how easy it is to live a car-lite lifestyle—not how pretty the area is for walking.”

(Walk Score)

BACKGROUND

- 9 Amenity Categories Evaluated; Banks, Books, Coffee, Entertainment, Grocery, Parks, Restaurants, Schools, Shopping
WALK SCORE AMENITIES MAP

LEGEND
- Banks
- Books
- Coffee
- Entertainment
- Grocery (none)
- Parks
- Restaurants
- Schools
- Shopping
- Non Amenity
- Downtown Zoning
- Parcels
- Water
WALK SCORE

FINDINGS

- Provides all amenities besides a grocery store
- 80.04
- “Very Walkable”

Source: metrodine.com
BACKGROUND

- Gratiot Avenue converted to two streets functioning as one-way pairs in the mid 20th century
- Conversion a response to an increase in traffic prior to the completion of I-94
TRAFFIC AND CIRCULATION

FINDINGS

- Inadequate non-motorized facilities (bike lanes, pathways, etc.)

- NB Gratiot creates a barrier to the Clinton River

- SB Gratiot creates a barrier to neighborhoods
FINDINGS

- Excessive Block Length with few crosswalks on Gratiot
- Main Street bump-outs level with street reducing effectiveness
FINDINGS

- Downtown lacks a complete system of tactile response strips
- Crosswalks/crosswalk signals missing
- Countdown timers/audible signals not available
RECOMMENDATIONS

[Images of architectural buildings and streetscapes with source credits: via-architecture.blogspot.com and thenorthwestern.com]
RECOMMENDATIONS

- New Development and Redevelopment
- Commercial Opportunities
- Traffic Circulation, Motorized, and Non-Motorized Transportation
Recommendation 1: Direct new development to the downtown core to strengthen its existing fabric

Recommendation 2: Address economic potential of new Oakland University campus

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

Recommendation 4: Utilize Clinton River as a downtown asset
Recommendation 1: Attract a mid-sized, downtown appropriate grocery store

- $7.9 Million Leakage (1 mile trade area)
- Necessary to punctuate a downtown living experience
- Examples:
  - Trader Joes- Berkeley, CA
  - IGA Kress- Seattle, WA
Recommendation 2: Attract more family style full-service restaurants

- $250,000 Leakage
  (1 mile trade area)
- $41 Million Leakage
  (3 mile trade area)
- Focus on family-style and modestly priced restaurants
- Attracting consumers from 3 mile trade area critical to capture leakage.
- Supported by Walk Score
Recommendation 3: Attract specialty food stores within the downtown area

- $838,000 Leakage (1 mile trade area)
- $4.6 million Leakage (3 & 5 mile trade area)
- Attracting consumers outside 1 mile trade area is critical, again.
- Possible examples:
  - Cheese Store
  - European food store
  - Relocating farmers market to downtown core.
Recommendation 4: Attract a small to medium sized electronics and appliance store

- $1.03 Million leakage (1 mile trade area)
- $6.6 Million leakage (3 mile trade area)
- Highly desirable among younger tapestry segments and children of primarily married-couple tapestry segments
- Desirable among tapestry segments who own several TV’s

Source: hoboken411.com
Recommendation 1: Improve pedestrian safety and access to areas east of northbound Gratiot and to areas west of Southbound Gratiot

Recommendation 2: Improve pedestrian safety and accessibility on main street

Recommendation 3: Create a plan that supports non-motorized forms of transportation
Recommendation 4: Improve downtown infrastructure to adhere to ADA guidelines for accessibility.

Recommendation 5: Improve transit facilities to improve user experience.

Source: commons.wikimedia.org
Thank you