2013
City of Owosso
S. Washington St. Corridor Study

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Introduction

Our goal is to enhance the corridor between Baker College and downtown Owosso by focusing on the built environment including connections, gateways, and the streetscape.
Key Players

- Adam Zettel - Assistant City Manager, City of Owosso
- Justin Horvath - CEO, Shiawassee Economic Development Partnership
- David Shorter - Executive director, Steam Railroading Institute
- Bill Voorheis - Owner, Washington Business Park
- David Wakeland - Owner, Wakeland Oil
- Rex LaMore – Professor, URP Practicum
- Zenia Kotval – Professor, URP Practicum
Location Maps

LOCATION MAP OF SHIAWASSEE COUNTY

LOCATION MAP OF THE CITY OF OWOSSO
Location Maps

LOCATION MAP OF TRACT 308

LOCATION MAP OF THE WASHINGTON STREET CORRIDOR
The Boundaries

The Washington Street Corridor stretches from Baker College all the way North to the Shiawassee River. The corridor is a gateway to the downtown from the state highway M-71, and connects Baker College to the downtown. The area consists of residential, commercial, industrial and institutional uses.
Scope of Work

• Develop Methodology

• Compile Socio-economic profile and Market Analysis

• Inventory and Assessment of corridor

• Stakeholder Input

• Develop and propose Recommendations
Methodology

- Collect data from the U.S. Census and offer appropriate sources in order to compile a socio-economic profile.
- A walk ability study as well as a streetscape assessment has been completed based upon best practices and case studies.
- Conduct multiple onsite observations supplemented with photo documentation.
- Received local stakeholder input from business owners, government officials, Baker College administration, and corridor residents.
Socioeconomic Profile Highlights

- 2010 Owosso Population: 15,194

Demographics
Economic
Housing
Age Distribution

2011 Age Distributions

Percent Distribution

<table>
<thead>
<tr>
<th>Age</th>
<th>0-19</th>
<th>20-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65-up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michigan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shiawassee County</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corunna</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owosso</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tract 308</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Educational Attainment

2011 Educational Attainment

- Bachelor's Degree or Higher
- Associate's Degree
- High School Graduate or Equivalent
- Less Than High School Diploma
Unemployment Rate
Poverty Rate
Market Analysis

• What types of industry are on the Washington Street Corridor?

• What types of businesses employ the most people?

• How people spend their money?

• Where is there demand or sales potential?
Streetscape, Roadway and Housing Inventory & Assessment

Criteria:
• Sidewalk Conditions
• Sidewalk Width
• Obstructions
• Handicap Accessibility
• Signage / Wayfinding
• Amenity Zone / Landscaping
• Lighting
• Bike Lanes
• Traffic Flow (Lanes / Speed Limit)
• Street Parking
• Housing Conditions
• Setback (residential)
## Signage/Wayfinding Criteria

<table>
<thead>
<tr>
<th>Signage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>Little to no signage in the area; existing signage either damaged or worn.</td>
</tr>
<tr>
<td>Fair</td>
<td>Some signage exists and is visible from multiple modes of transportation.</td>
</tr>
<tr>
<td>Good</td>
<td>A full wayfinding system has been implemented; signage is completely visible from all modes of transportation.</td>
</tr>
</tbody>
</table>

Example Score: Poor

Example Score: Good
## Assessment of Signage/Wayfinding

<table>
<thead>
<tr>
<th>Signage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Side of S Washington - Gute to Ridge</td>
<td>Poor</td>
</tr>
<tr>
<td>East Side of S Washington - Gute to Ridge</td>
<td>Poor</td>
</tr>
<tr>
<td>West Side of S Washington - Ridge to Stewart</td>
<td>Poor</td>
</tr>
<tr>
<td>East Side of S Washington - Ridge to Stewart</td>
<td>Poor</td>
</tr>
<tr>
<td>West Side of S Washington - Stewart to Universal</td>
<td>Fair</td>
</tr>
<tr>
<td>East Side of S Washington - Stewart to Monroe</td>
<td>Fair</td>
</tr>
<tr>
<td>West Side of S Washington - Universal to Milwaukee</td>
<td>Poor</td>
</tr>
<tr>
<td>East Side of S Washington - Monroe to Corunna</td>
<td>Fair</td>
</tr>
<tr>
<td>West Side of S Washington - Milwaukee to Howard</td>
<td>Good</td>
</tr>
<tr>
<td>East Side of S Washington - Corunna to Howard</td>
<td>Fair</td>
</tr>
<tr>
<td>West Side of S Washington - Howard to River</td>
<td>Poor</td>
</tr>
<tr>
<td>East Side of S Washington - Howard to River</td>
<td>Good</td>
</tr>
<tr>
<td>North Side of Corunna Ave – S Park St to Washington St</td>
<td>Fair</td>
</tr>
<tr>
<td>South Side of Corunna Ave – S Park St to Washington St</td>
<td>Good</td>
</tr>
</tbody>
</table>

**KEY**

- **Good**
- **Fair**
- **Poor**
- **N/A**
Block-By-Block Analysis
EAST SIDE OF S WASHINGTON - CORUNNA TO HOWARD
## Block Results

### East Side of S Washington - Corunna to Howard

<table>
<thead>
<tr>
<th>Category</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalk Conditions</td>
<td>Good</td>
</tr>
<tr>
<td>Sidewalk Width</td>
<td>5 ft</td>
</tr>
<tr>
<td>Obstructions</td>
<td>Poor</td>
</tr>
<tr>
<td>Handicap Accessibility</td>
<td>Poor</td>
</tr>
<tr>
<td>Signage/Wayfinding</td>
<td>Fair</td>
</tr>
<tr>
<td>Landscaping</td>
<td>Poor</td>
</tr>
<tr>
<td>Lighting</td>
<td>Fair</td>
</tr>
<tr>
<td>Bike Lane</td>
<td>Poor</td>
</tr>
<tr>
<td>Traffic Flow</td>
<td>25 mph</td>
</tr>
<tr>
<td>Street Parking</td>
<td>Poor</td>
</tr>
<tr>
<td>Housing Conditions</td>
<td>Good</td>
</tr>
<tr>
<td>Setback</td>
<td>Small</td>
</tr>
</tbody>
</table>
Commercial/Institutional/ Industrial Inventory & Assessment

The purpose of the commercial and housing inventory is to examine the current land uses adjacent to the Washington St corridor and to analyze their relationship with the street.

• **Criteria:**
  - Existing / Future LandUse
  - Setback
  - Façade
  - Access Management
## Setback Criteria

<table>
<thead>
<tr>
<th>Setback</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>(Greater than 50ft); frontage is separated from street by parking lot or open space</td>
</tr>
<tr>
<td>Medium</td>
<td>(10-50ft) Setback</td>
</tr>
<tr>
<td>Small</td>
<td>Or no setback (0-10ft)</td>
</tr>
</tbody>
</table>

**Example Score: Large**

![Elks Lodge](image1)

**Example Score: Small**

![Wakeland Oil Offices](image2)
Assessment of Setback

<table>
<thead>
<tr>
<th>Setback</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riverside Quality Auto</td>
<td>Small, Large</td>
</tr>
<tr>
<td>Steam Railroading Institute</td>
<td>Small</td>
</tr>
<tr>
<td>Washington Business Park</td>
<td>Small</td>
</tr>
<tr>
<td>Team Larrivey Properties</td>
<td>Small</td>
</tr>
<tr>
<td>Wakeland Oil Office</td>
<td>Small</td>
</tr>
<tr>
<td>Shell Station</td>
<td>Medium</td>
</tr>
<tr>
<td>Crave Gourmet Cupcakes &amp; Dessert Shop</td>
<td>Small</td>
</tr>
<tr>
<td>Elks Lodge</td>
<td>Large</td>
</tr>
<tr>
<td>Dicks Auto Services</td>
<td>Small</td>
</tr>
<tr>
<td>Clark Fire &amp; Safety</td>
<td>Medium</td>
</tr>
<tr>
<td>Primetime Pizza</td>
<td>Medium</td>
</tr>
<tr>
<td>Dalton Elevator</td>
<td>Small</td>
</tr>
<tr>
<td>Edward Jones</td>
<td>Medium</td>
</tr>
<tr>
<td>Owosso Wesleyan Church</td>
<td>Large</td>
</tr>
<tr>
<td>Baker College Early Learning</td>
<td>Medium</td>
</tr>
<tr>
<td>Crest Printing Inc</td>
<td>Medium</td>
</tr>
</tbody>
</table>

**KEY**

- **Small**
- **Medium**
- **Large**
- **N/A**
Commercial/Institutional/ Industrial Inventory & Assessment
EAST SIDE OF S WASHINGTON - HOWARD TO RIVER
Property Assessment

<table>
<thead>
<tr>
<th><strong>Steam Railroading Institute</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Zoning</strong></td>
<td>Institutional: Private</td>
</tr>
<tr>
<td><strong>Future Land Use</strong></td>
<td>Planned Unit Development</td>
</tr>
<tr>
<td><strong>Setback</strong></td>
<td>Small</td>
</tr>
<tr>
<td><strong>Façade</strong></td>
<td>Poor</td>
</tr>
<tr>
<td><strong>Access Management</strong></td>
<td>Poor</td>
</tr>
</tbody>
</table>
### Intersection Inventory & Assessment Tool

<table>
<thead>
<tr>
<th>Intersections</th>
<th>Delineation/Connection</th>
<th>Crosswalk Signal/Signage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Poor - The crosswalks do not have a connection point on the opposing side of the street.</td>
<td>Poor - Crosswalk Signal signage is not present; pedestrians are left guessing as to when it is safe to cross the intersection.</td>
</tr>
<tr>
<td></td>
<td>Fair – The Crosswalks are not marked by paint, or the paint has faded. There are no guidelines for pedestrians.</td>
<td>Fair - Crosswalk signage has been implemented for some directions of pedestrian traffic.</td>
</tr>
<tr>
<td></td>
<td>Good - The boundaries of crosswalks are marked with thick white lines; pedestrians can locate the crosswalk and stay out of danger from vehicular traffic.</td>
<td>Good - Pedestrian Signal/Signage has been implemented for crosswalk for each direction of traffic.</td>
</tr>
</tbody>
</table>
Delineation/Connection

Example Score: Poor

Example Score: Good
Crosswalk Signal/Signage

Example Score: Poor

Example Score: Good
Example of CORUNNA AVE AND S WASHINGTON ST

• CROSSING CORUNNA AVE
  Delineation/Connection: Good
  Crosswalk Signal/Signage: Good

• CROSSING WASHINGTON ST
  Delineation/Connection: Good
  Crosswalk Signal/Signage: Good
Stakeholder Input

- Individual meetings with stakeholders
  - Higher Education officials
  - Local Planning professional
  - Local Business owners
- Received input regarding existing conditions, and vision for the future.
Recommendations

The vision for the S Washington Street Corridor embodies the combined efforts of residents, business leaders, land owners, corridor users, the Baker College. These stakeholders are unified in the desire to revitalize the corridor and develop a welcoming gateway that reflects the character of Owosso.
Recommendations Example
EAST SIDE OF S WASHINGTON - CORUNNA TO HOWARD

Current

Future
Recommendations Example
EAST SIDE OF S WASHINGTON - HOWARD TO RIVER

Current

Future
Short-term

- **3 month - 1 year:**
  - Road Striping
    - Bike Lanes
    - Crosswalks
    - On-Street Parking
    - One lane for southbound traffic
  - Landscaping Improvements
    - Trees
    - Street planters
    - Trash cans
Mid-Term

• **3 year:**
  - Lighting: Installation of lamp posts consistent with entire corridor
  - Repair/Removal of obstructions on sidewalk
  - Clean up of abandoned lots
Long-Term

• **5-10 year:**
  - Achieve compliance with ADA Accessibility Guidelines
  - Commercial property façade improvements
Questions?

www.spartan-football.com
THANK YOU!

www.themajors.net