Good
Small
Poor
5 ft
25 mph
Poor
Fair

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Owosso, Michigan
Washington Street Corridor Study:

Goal Statement
Our goal is to enhance the corridor between Baker College and downtown Owosso by focusing on the
benefit of the corridor from the state highway
M-71, and connects Baker College to the
downtown from the state highway
Shiawassee River. The corridor is a gateway
to the downtown from Baker College all the way North to the
Washington Street Corridor stretches
the types of industry that are conducted in the Washington
This research and analysis will enable a better perspective on
thorough analysis of the market conditions in the corridor.

Scope of Work
1. Develop Methodology
2. Compile Socio-economic profile and Market
Analysis
3. Inventory and Assessment of corridor
Analysis
4. Stakeholder Input
5. 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 walkability 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.

Socio-Economics
A socio-economic profile was compiled and analyzed to help identify current trends within Owosso and the region. The focus of the data collection and analysis was for Tract 308. The socio-economic profile is made up of three principle components: Demographics/Education, Economics and Housing. These three sections are a collection of local and regional primary data that has been collected from the U.S. Census and American Community Survey.

Market Analysis
Using information retrieved from the ESB Business and Community Analyst online resource in order to conduct a thorough analysis of the market conditions in the corridor. This research and analysis will enable a better perspective on the types of industry that are conducted in the Washington Street Corridor; what types of businesses employ the most people, how people spend their money and where there is demand or sales potential.

Streetscape and Walkability

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.

Short-Term:
3 month - 1 year:
- Road Striping
- Bike Lanes
- Crosswalks
- On-Street Parking
- Trees
- Street planters
- Trash cans

Mid-Term:
3 year:
- Lighting: Installation of lamp posts consistent with entire corridor
- Repair/Removal of obstructions on sidewalks
- Clean up of abandoned lot

Long-Term:
5-10 year:
- Achieve compliance with ADA
- Accessibility Guidelines
- Commercial property façade improvements

Housing and Commercial Property

Sample Property Assessment
( East Side of S Washington - Howard to River)

Socio-Economic Profile
Assessment Criteria:
- Existing / Future Land Use
- Setback
- Façade
- Access Management

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)