

Prepared For: Mount Clemens
Downtown Development
Authority

Downtown District Plan

MOUNT CLEMENS, MICHIGAN

Prepared By: Michigan State
University Practicum

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

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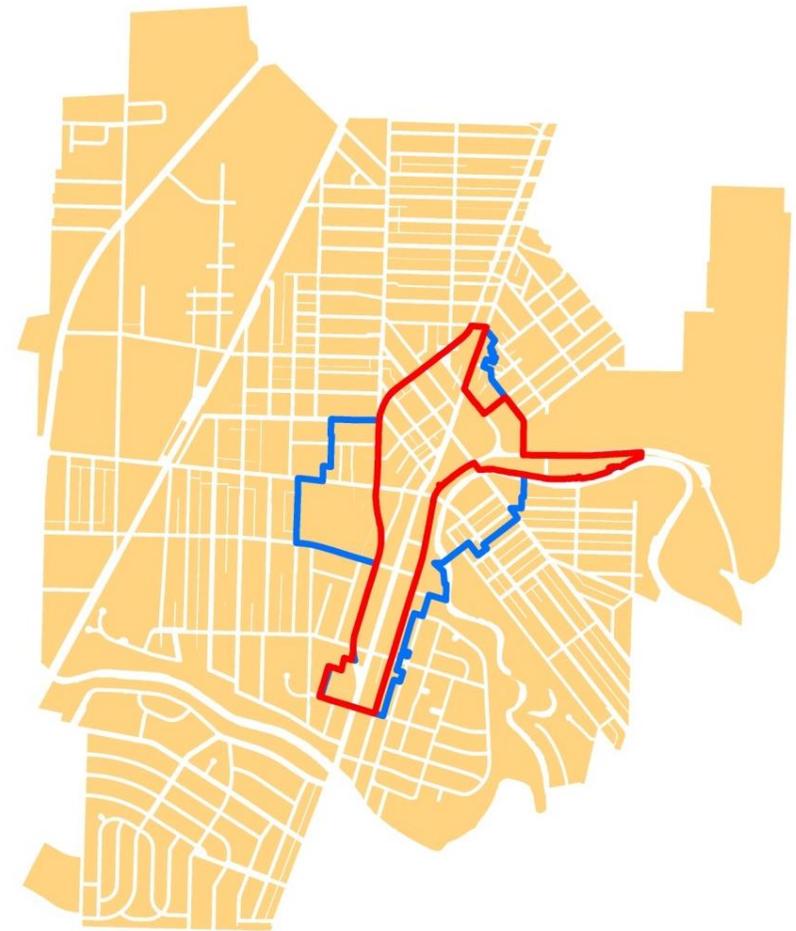
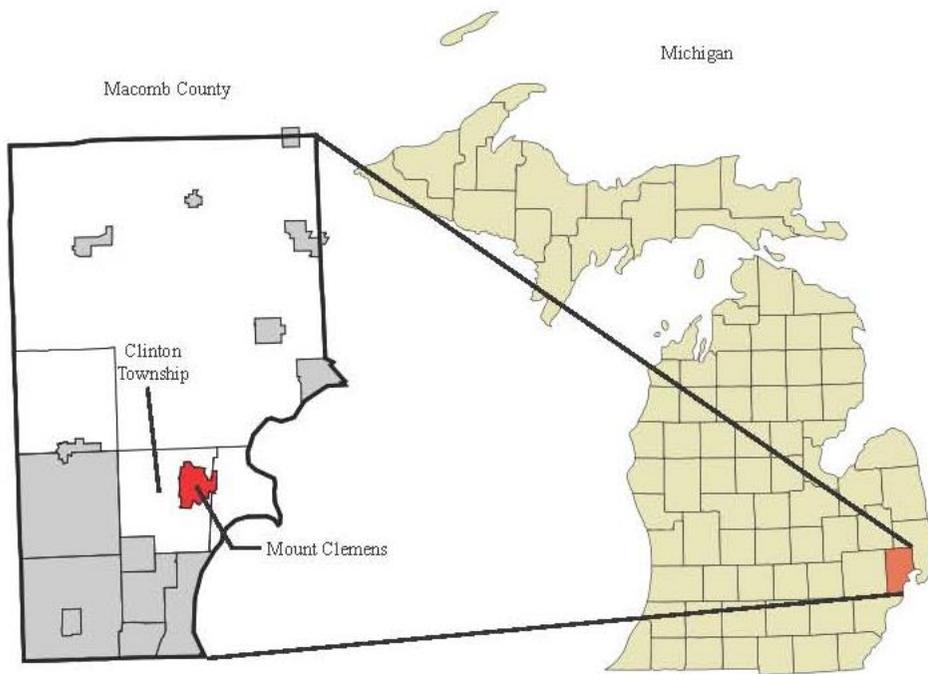
AGENDA

- Project Scope
- Introduction to Mount Clemens, MI
- Key Topics
 - ▣ Public Input
 - ▣ Zoning and Land Use
 - ▣ Demographics
 - ▣ Business Conditions
 - ▣ Walkability
 - ▣ Traffic and Circulation
- Recommendations

SCOPE OF SERVICES

- 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

LOCATION AND BOUNDARIES



Source: Arthur Mullen DDA 2011



-  DDA
-  Downtown District
-  Mount Clemens

DOWNTOWN MOUNT CLEMENS



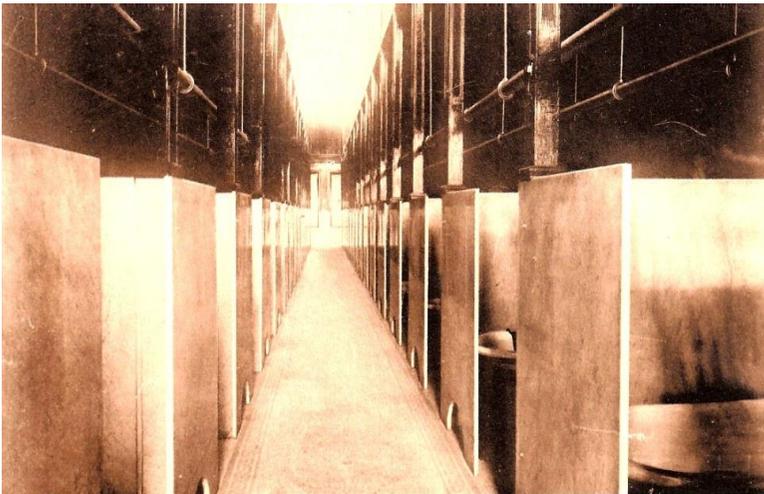
- ❑ Entertainment and dining capital for Macomb County
- ❑ Located along the Clinton River
- ❑ Historic Downtown
- ❑ County Seat
- ❑ Public Art and home to Anton Art Center



HISTORY



Source: apps.detnews.com



Source: reference.findtarget.com

- 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 nightlight and entertainment hub for Macomb County

PUBLIC INPUT



PUBLIC INPUT

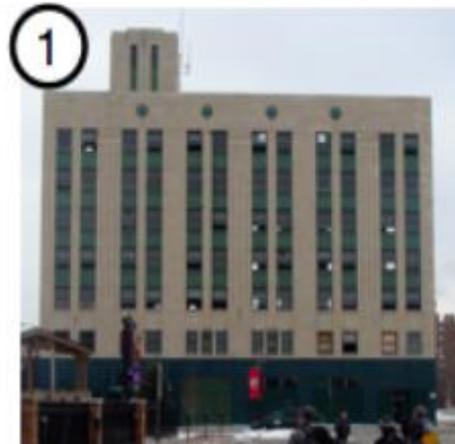
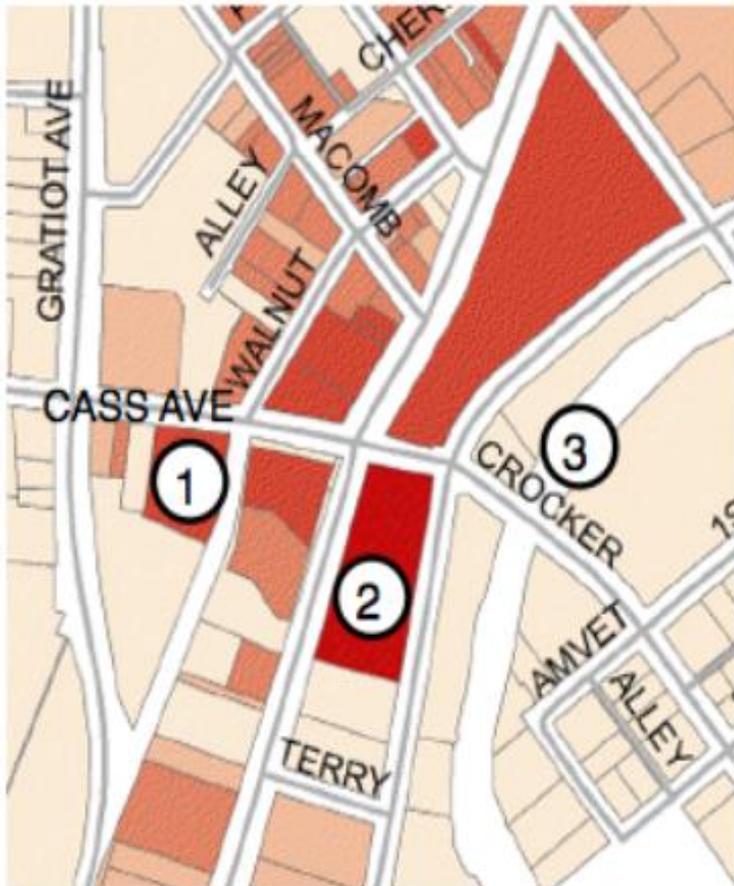


- Individual Surveys
- Small Group Discussion
- Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

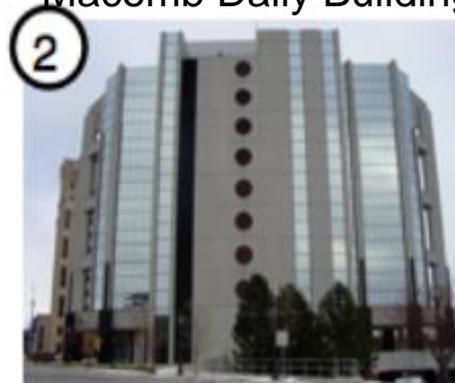


DOWNTOWN LANDMARKS

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



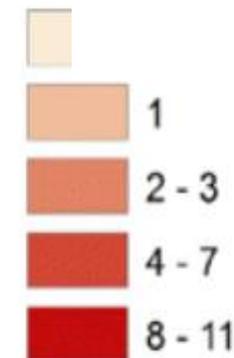
Macomb Daily Building



County Administration Building



Building Height Map



STRENGTHS AND WEAKNESSES



Source: cityvoter.com

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

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

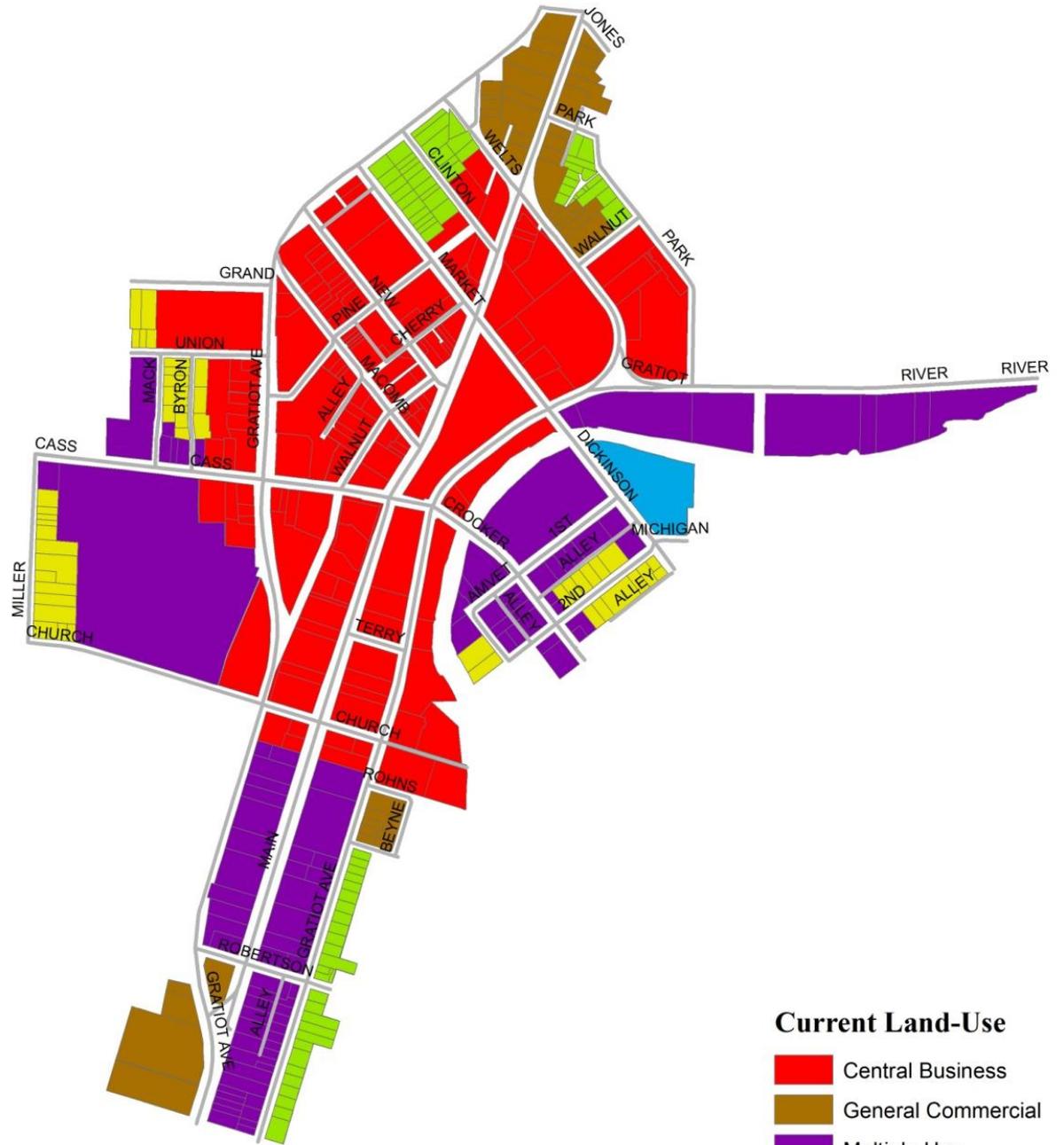
THREATS

- 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 AND LAND USE



ZONING



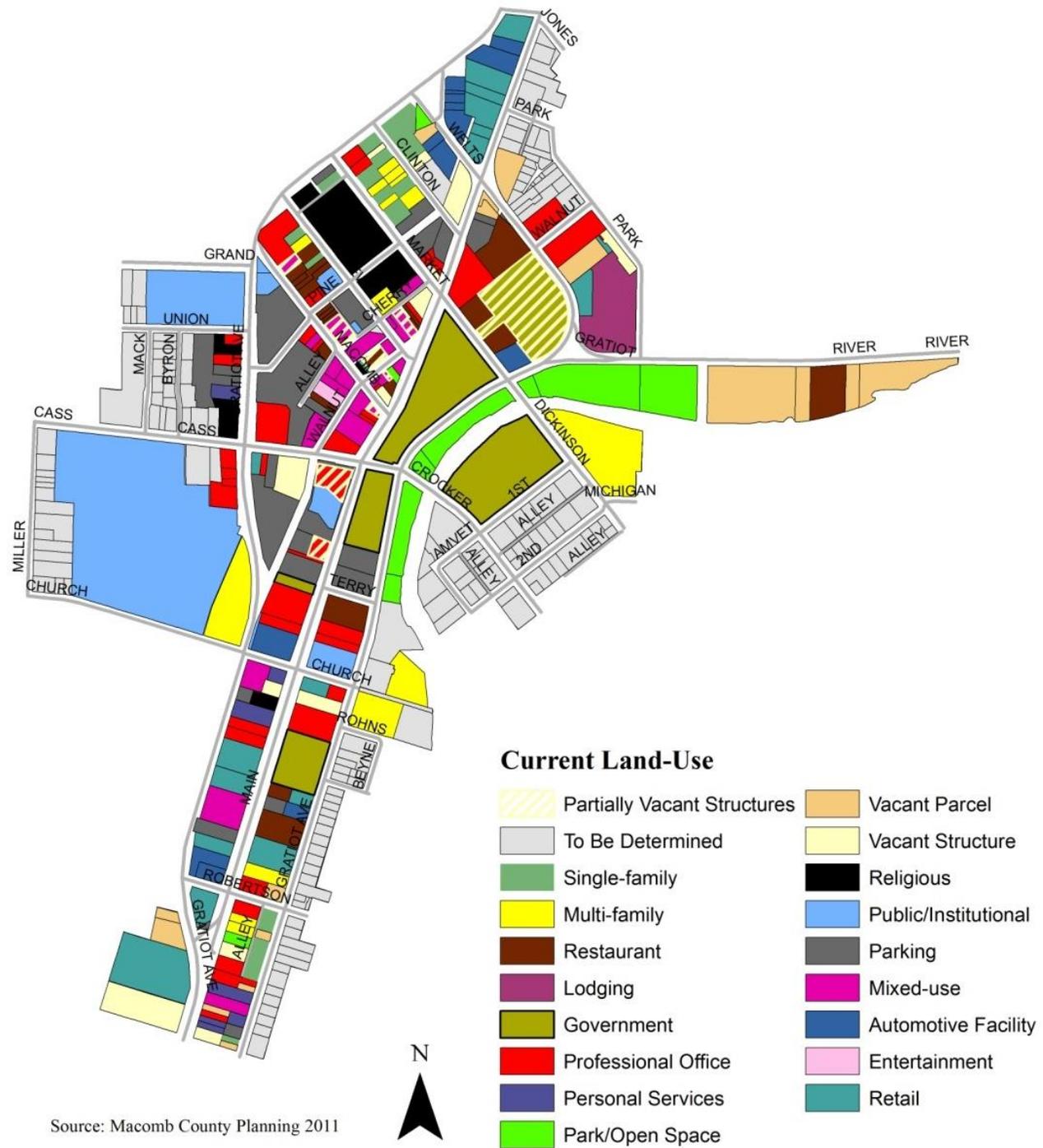
Current Land-Use

- Central Business
- General Commercial
- Multiple Use
- R1A-Residential
- R1B-Residential
- RM1-Residential

Source: Macomb County Planning 2011

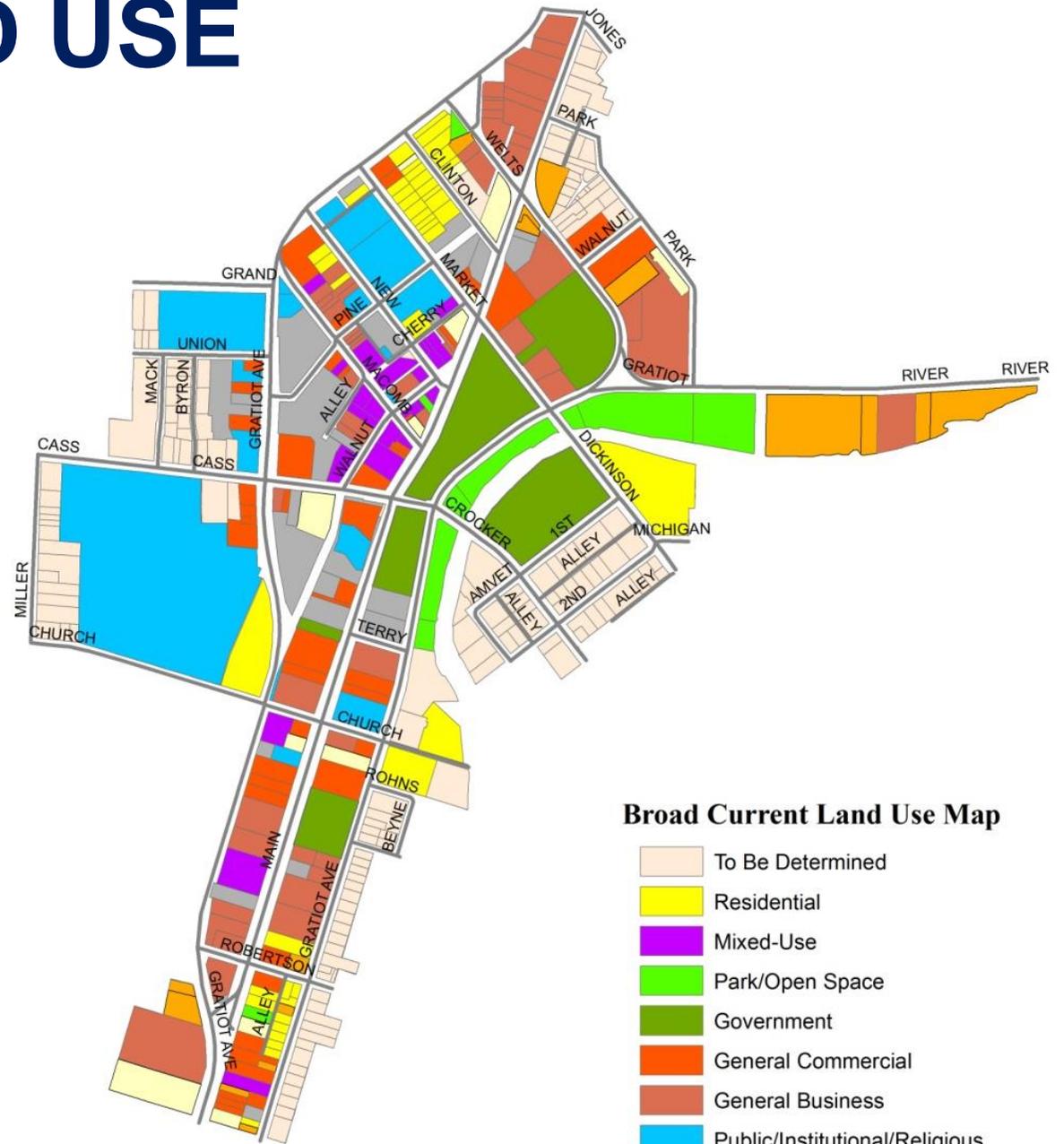


LAND USE



Source: Macomb County Planning 2011

BROAD LAND USE



Broad Current Land Use Map

- To Be Determined
- Residential
- Mixed-Use
- Park/Open Space
- Government
- General Commercial
- General Business
- Public/Institutional/Religious
- Parking
- Vacant Structure
- Vacant Parcel

Source: Physical Survey 2011



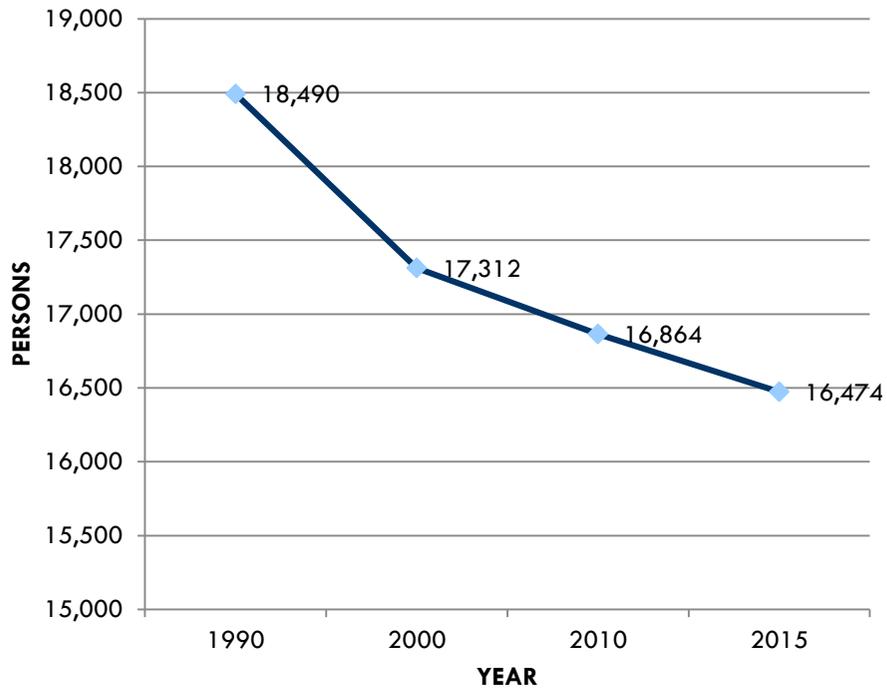
DEMOGRAPHICS



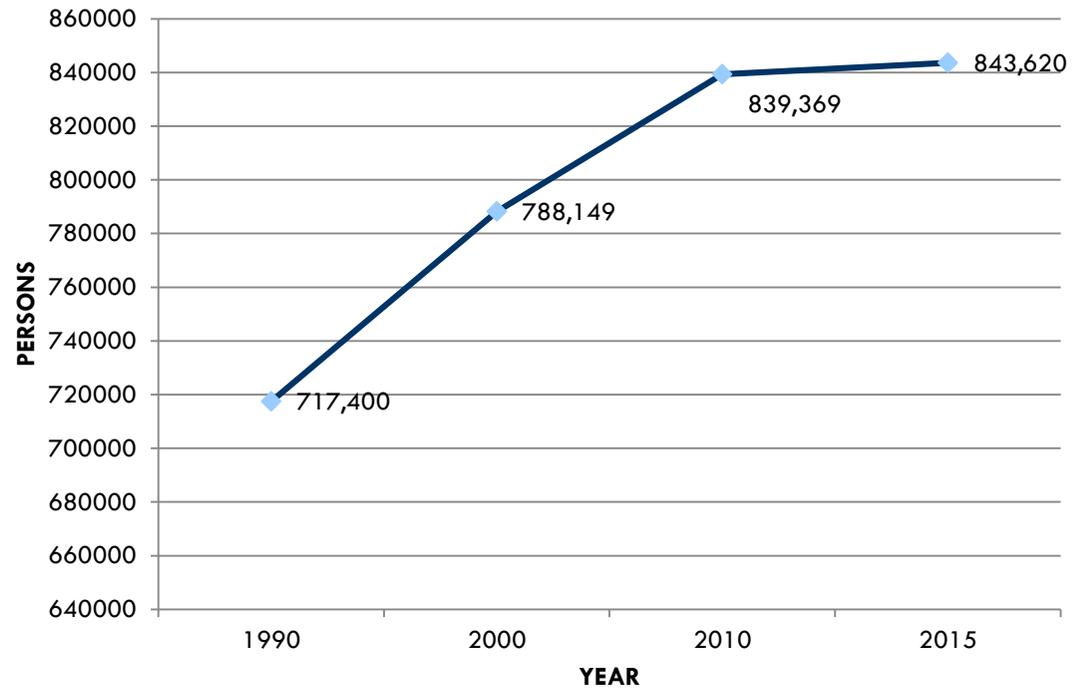
Source: worldofstock.com

POPULATION

Mount Clemens Population

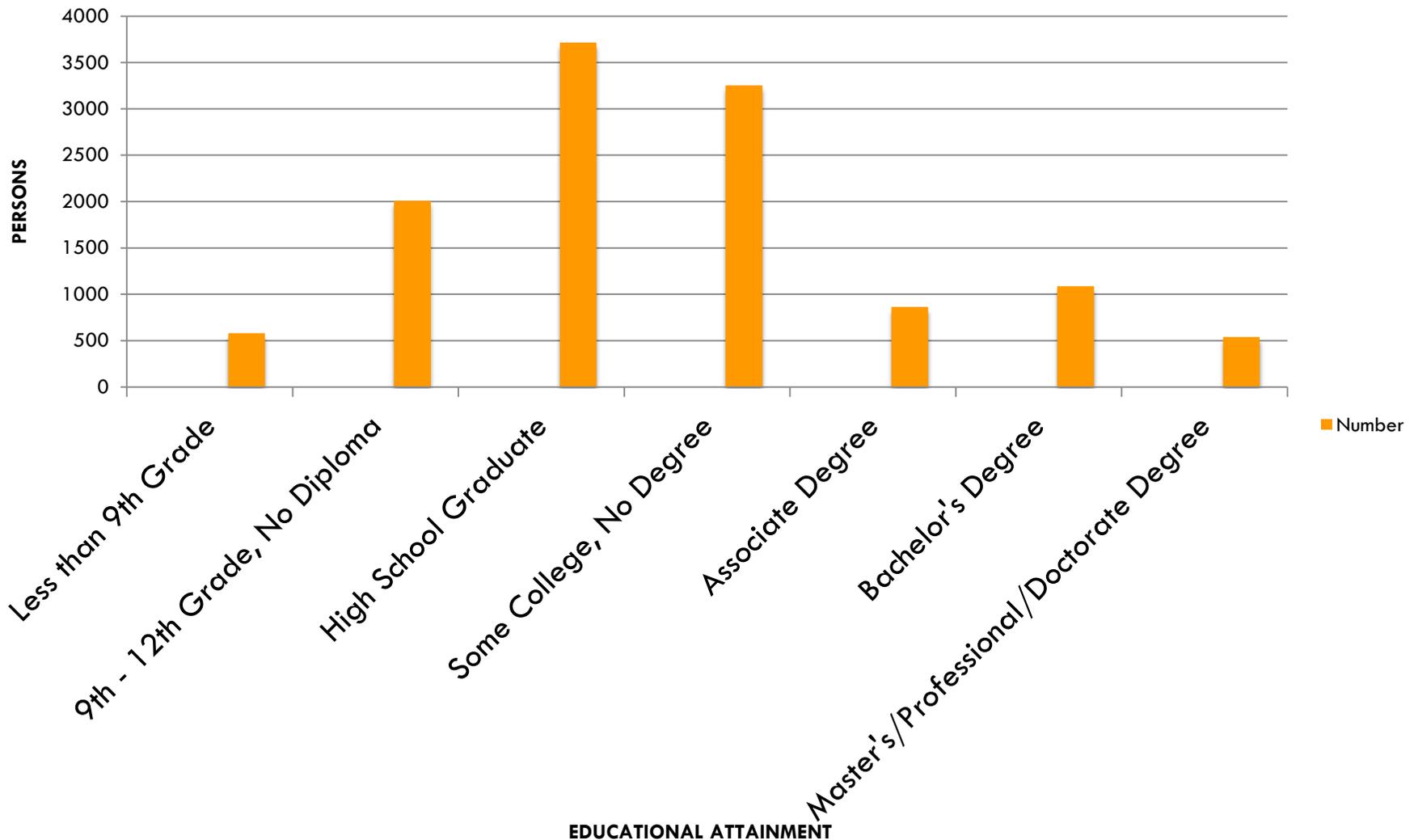


Macomb County Population



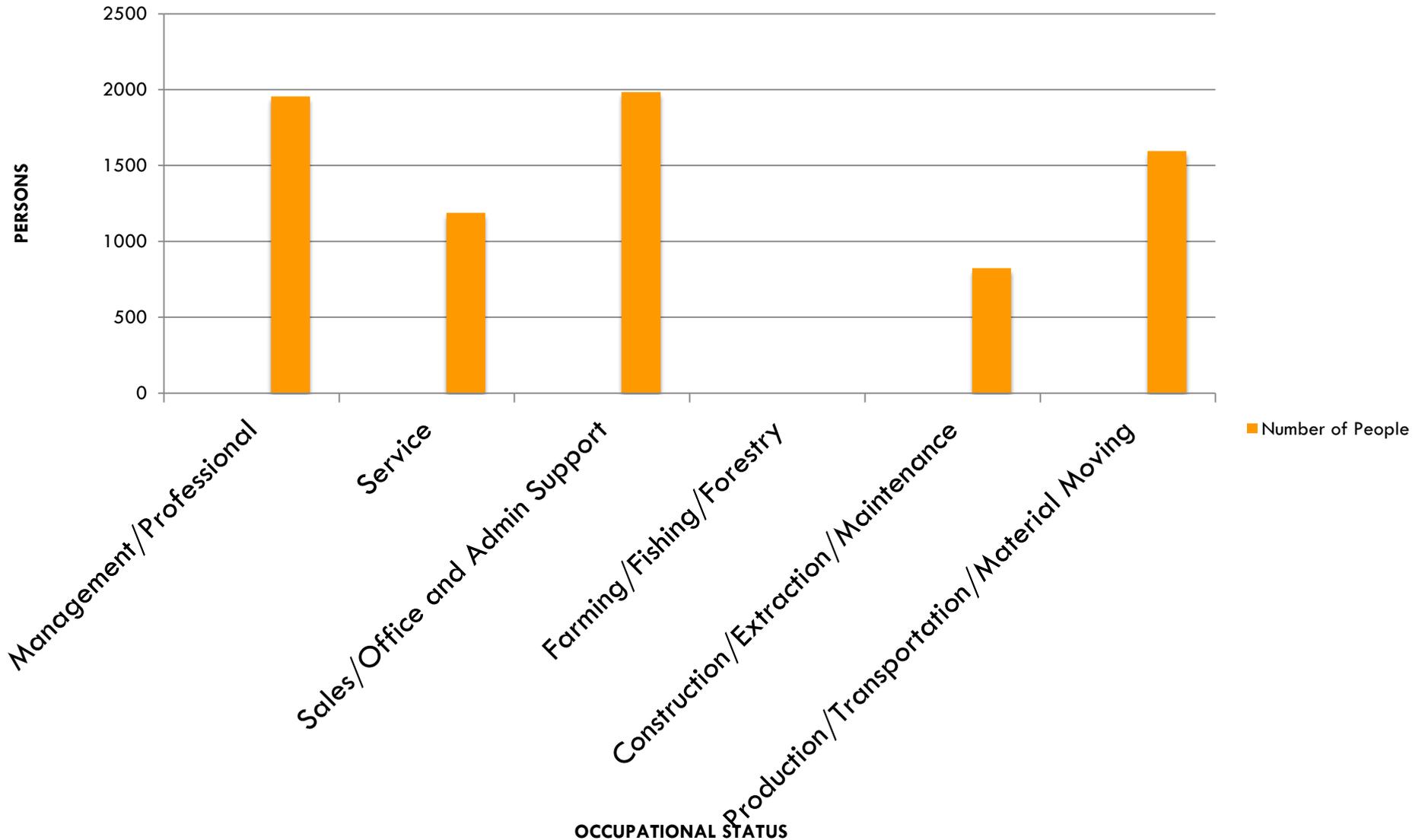
EDUCATION

Mount Clemens Educational Attainment Population 25+



EMPLOYMENT

Mount Clemens Civilian Employed Occupation Population 16+



BUSINESS CONDITIONS



TRADE AREAS



Source: ESRI

MARKET GAP ANALYSIS

- 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

CONSUMER SPENDING POTENTIAL

□ 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

CONSUMER SPENDING POTENTIAL

Mount Clemens Demands the following industries:

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

ESRI TAPESTRY SEGMENTATION

48 Great Expectations



L7 High Hopes
 U5 Urban Outskirts I
 Mixed
 33.3
 Lower Middle
 Prof/Mgmt/Skilled/Srvc
 HS Grad; Some College
 Single Family; Multiunits
 White

Do painting, drawing
 Have 2nd mortgage (equity loan)
 Listen to classical music on radio
 Read baby magazines
 Own motorcycle

1 Mile

32 Rustbelt Traditions



L10 Traditional Living
 U5 Urban Outskirts I
 Mixed
 36.7
 Middle
 Skilled/Prof/Mgmt/Srvc
 HS Grad; Some College
 Single Family
 White

Buy children's and baby products
 Use credit union
 Do painting, drawing
 Watch cable TV
 Own/Lease domestic vehicle

1 Mile

24 Main Street, USA



L10 Traditional Living
 U5 Urban Outskirts I
 Mixed
 36.8
 Middle
 Prof/Mgmt/Skilled/Srvc
 Some College
 Single Family; Multiunits
 White

Buy children's toys, games, clothes
 Consult financial planner
 Rent movies on DVD
 Watch court shows on TV
 Own/Lease sedan

1, 3, 5 Mile

18 Cozy and Comfortable



L2 Upscale Avenues
 U8 Suburban Periphery II
 Married-Couple Families
 42.3
 Upper Middle
 Prof/Mgmt
 Some College
 Single Family
 White

Dine out often at family restaurants
 Have personal line of credit
 Shop at Kohl's
 Listen to sporting events on radio
 Own/Lease minivan

3, 5 Mile

39 Young and Restless



L4 Solo Acts
 U4 Metro Cities II
 Singles; Shared
 28.6
 Middle
 Prof/Mgmt
 Some College; Bach/Grad
 Multiunit Rentals
 White; Black

Play tennis, lift weights
 Have renter's insurance
 Attend sporting events
 Watch sports on TV
 Own/Lease Honda

3 Mile

06 Sophisticated Squires



L1 High Society
 U7 Suburban Periphery I
 Married-Couple Families
 38.4
 Upper Middle
 Prof/Mgmt
 Some College; Bach/Grad
 Single Family
 White

Home improvement
 Hold large life insurance policies
 Landscaping
 Listen to classic hits radio
 Own 3+ vehicles

5 Mile

WALKABILITY



WALK SCORE

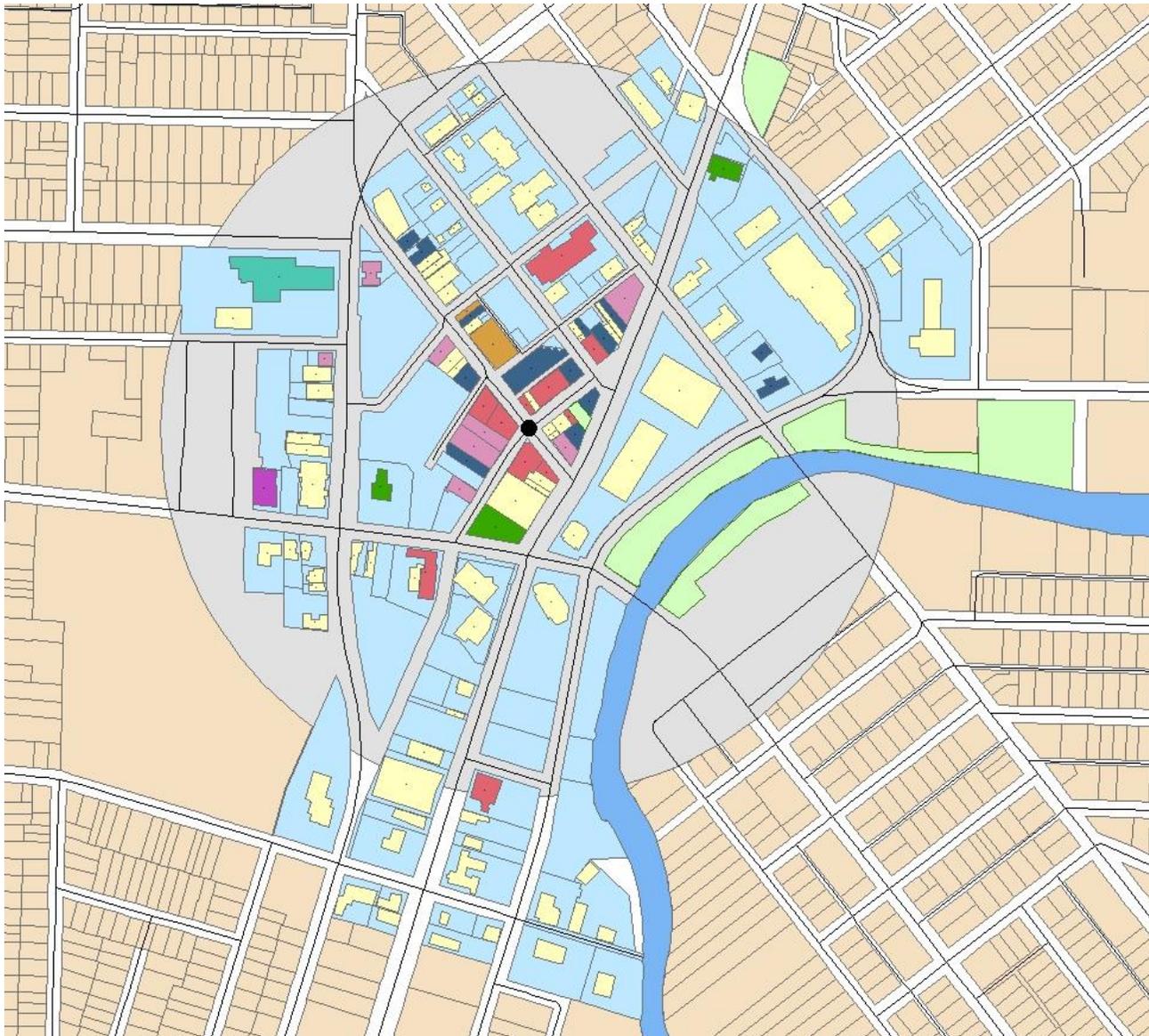
“Walk Score measures how easy it is to live a car-lite lifestyle—not how pretty the area is for walking.” (Walk Score)



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



Source: metrodine.com

FINDINGS

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

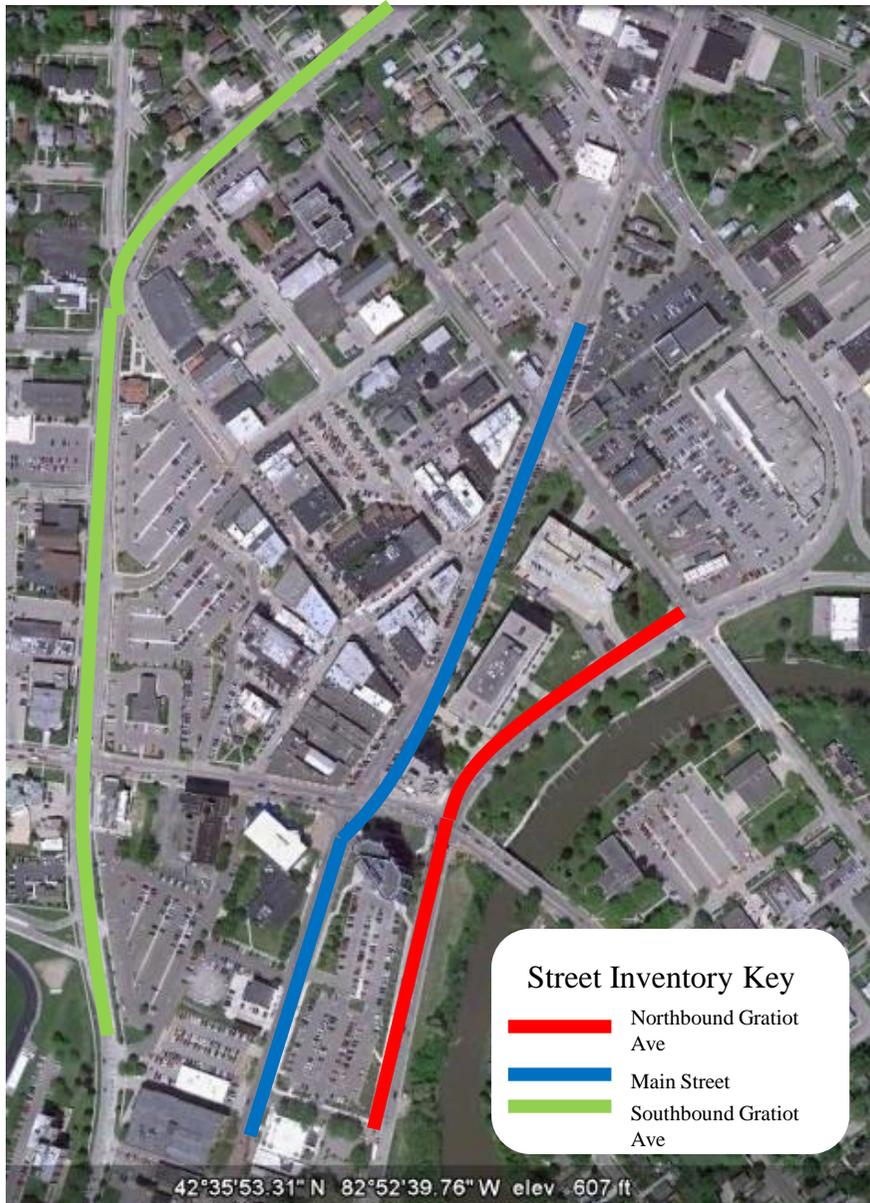
TRAFFIC AND CIRCULATION



TRAFFIC AND CIRCULATION

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

TRAFFIC AND CIRCULATION



FINDINGS

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

TRAFFIC AND CIRCULATION



FINDINGS

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



RECOMMENDATIONS



Source: via-architecture.blogspot.com



Source: thenorthwestern.com

RECOMMENDATIONS

- New Development and Redevelopment
- Commercial Opportunities
- Traffic Circulation, Motorized, and Non-Motorized Transportation

NEW DEVELOPMENT AND REDEVELOPMENT



Source: urbanabq.blogspot.com



Source: hargreaves.com

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

COMMERCIAL OPPORTUNITIES



Source: Daily Journal of Commerce

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

COMMERCIAL OPPORTUNITIES



Source: wagnersbbq.com

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

COMMERCIAL OPPORTUNITIES



Source: homeaway.com

- 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.

COMMERCIAL OPPORTUNITIES



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

TRAFFIC CIRCULATION, MOTORIZED, AND NON-MOTORIZED TRANSPORTATION



Source: Institute of Transportation Engineers



Source: Institute of Transportation Engineers

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

TRAFFIC CIRCULATION, MOTORIZED, AND NON-MOTORIZED TRANSPORTATION



Source: commons.wikimedia.org

Recommendation 4: Improve downtown infrastructure to adhere to ADA guidelines for accessibility

Recommendation 5: Improve transit facilities to improve user experience

Thank you

