

# 2013 City of Owosso S. Washington St. Corridor Study



Jessica Wendlandt  
Jia Zhuang  
Ken Hunter  
Ryan Musser  
Sam Schultz

MICHIGAN STATE  
UNIVERSITY



# Introduction



*www.baker.edu*

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.

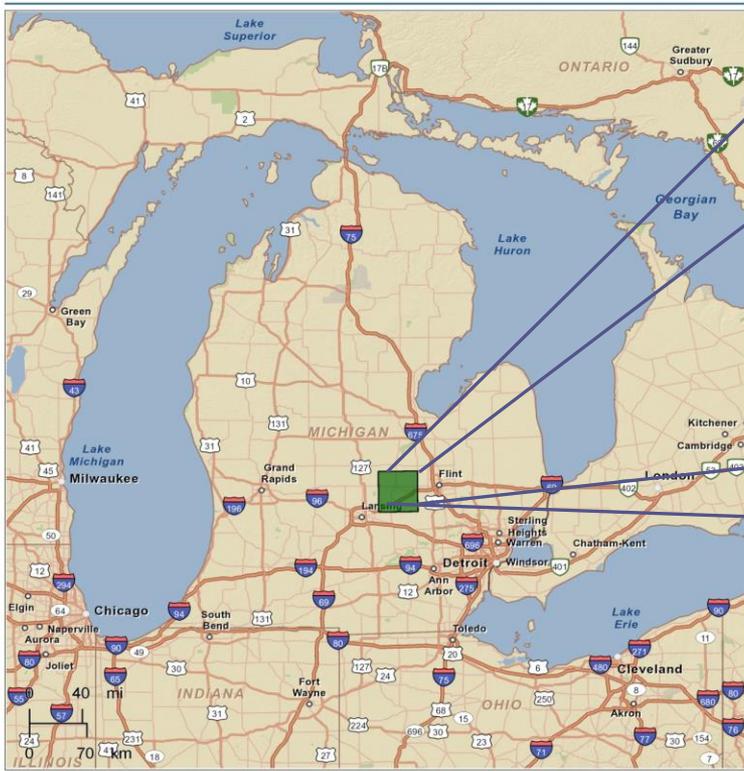


# Key Players

- 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

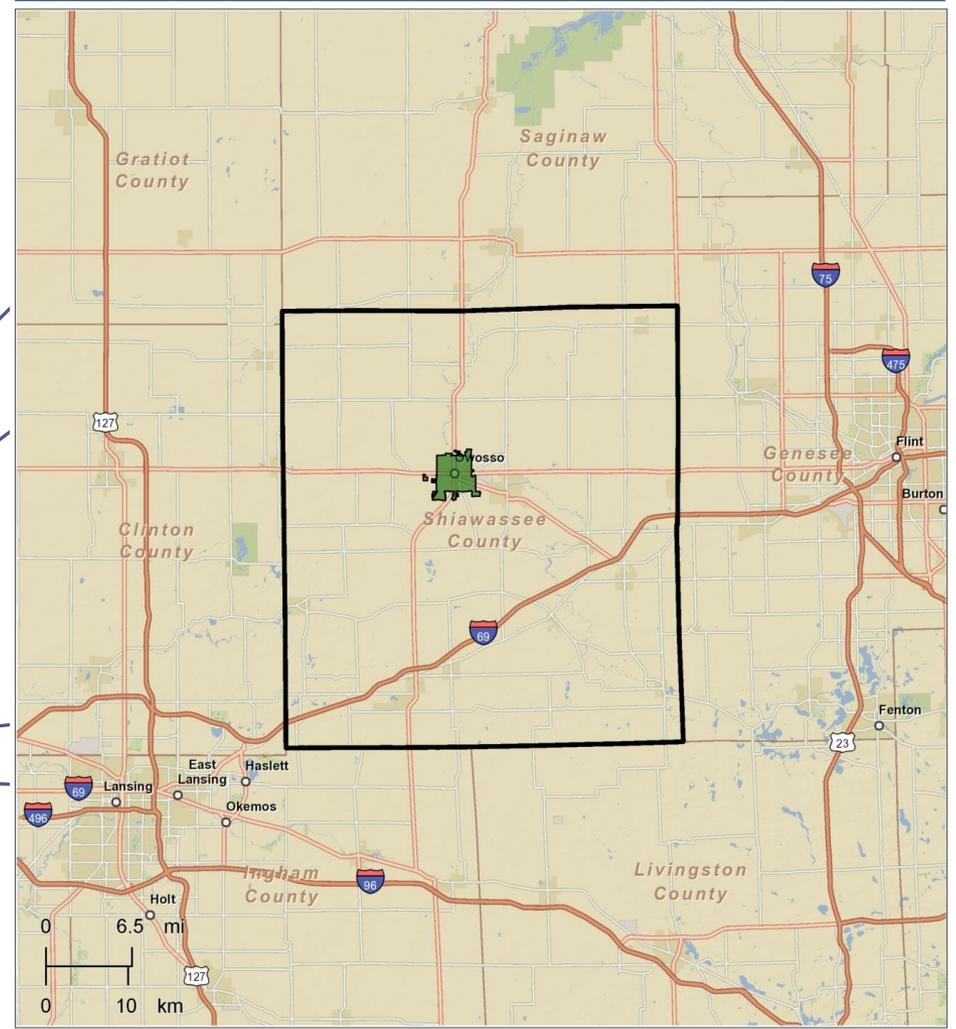


# Location Maps



February 27, 2013

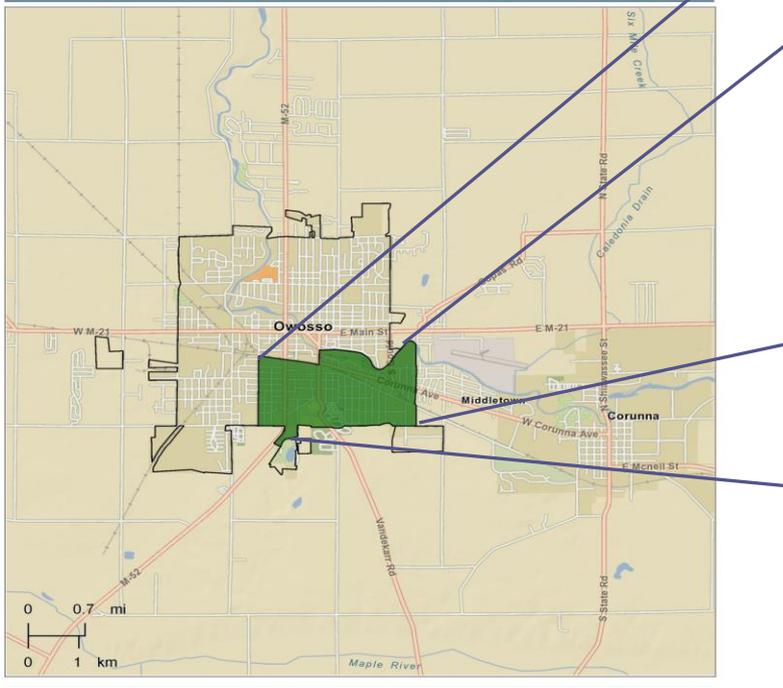
*LOCATION MAP OF SHIAWASSEE COUNTY*



February 27, 2013

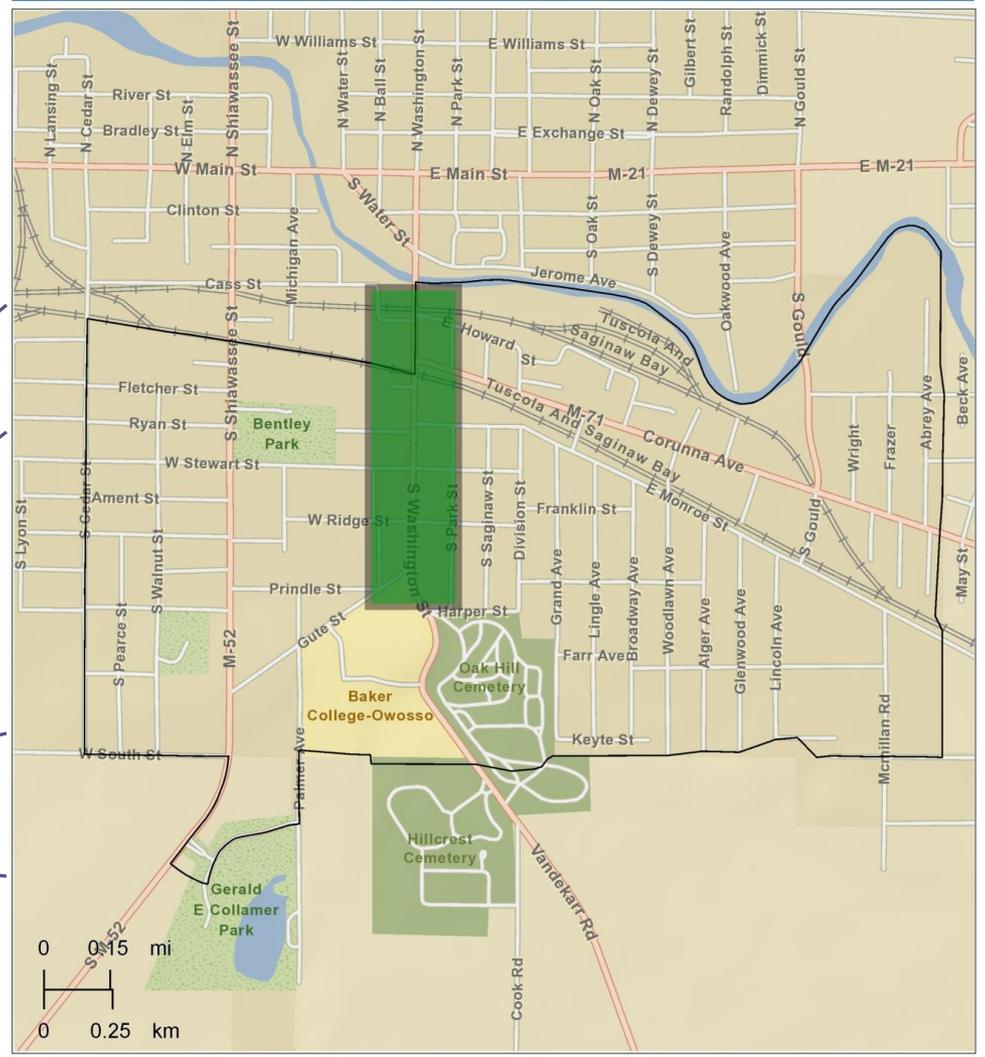
*LOCATION MAP OF THE CITY OF OWOSSO*

# Location Maps



February 27, 2013

**LOCATION MAP OF TRACT 308**



February 27, 2013

**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.



*Baker College*



[www.wegoplaces.com](http://www.wegoplaces.com)

*The Steam Railroading Institute*

# Scope of Work

- Develop Methodology
- Compile Socio-economic profile and Market Analysis
- Inventory and Assessment of corridor
- Stakeholder Input
- Develop and propose Recommendations



# Methodology

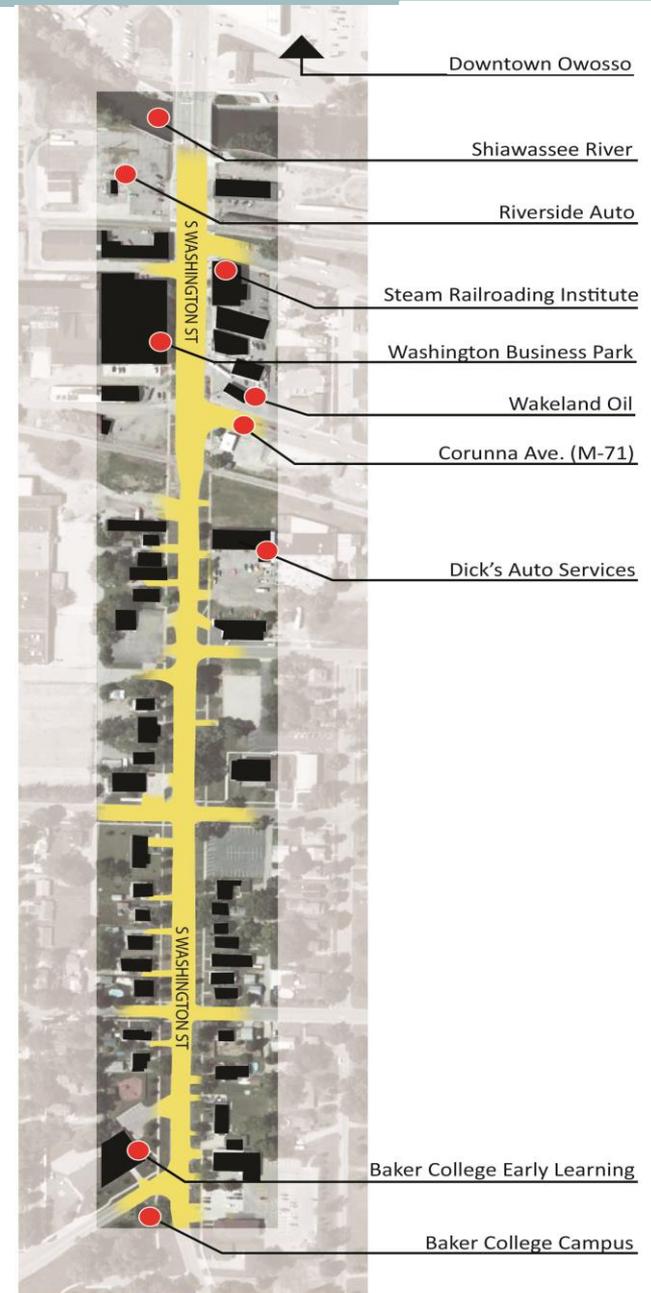
- Collect data from the U.S. Census and offer appropriate sources in order to compile a socio-economic profile.
- A walk ability study as well as a streetscape assessment has been completed based upon best practices and case studies.
- Conduct multiple onsite observations supplemented with photo documentation.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



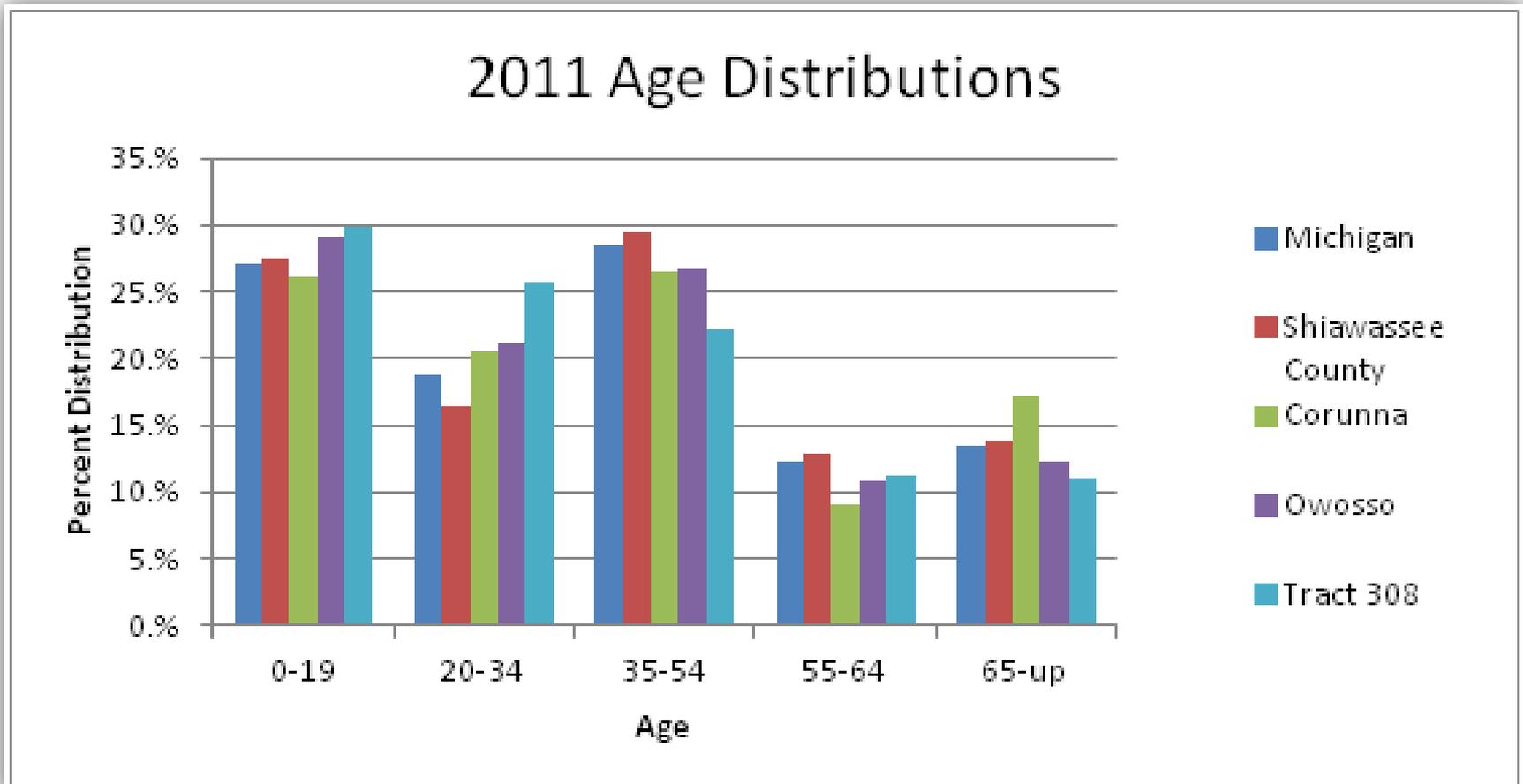
# Socioeconomic Profile Highlights

- 2010 Owosso Population: 15,194
- Demographics
- Economic
- Housing

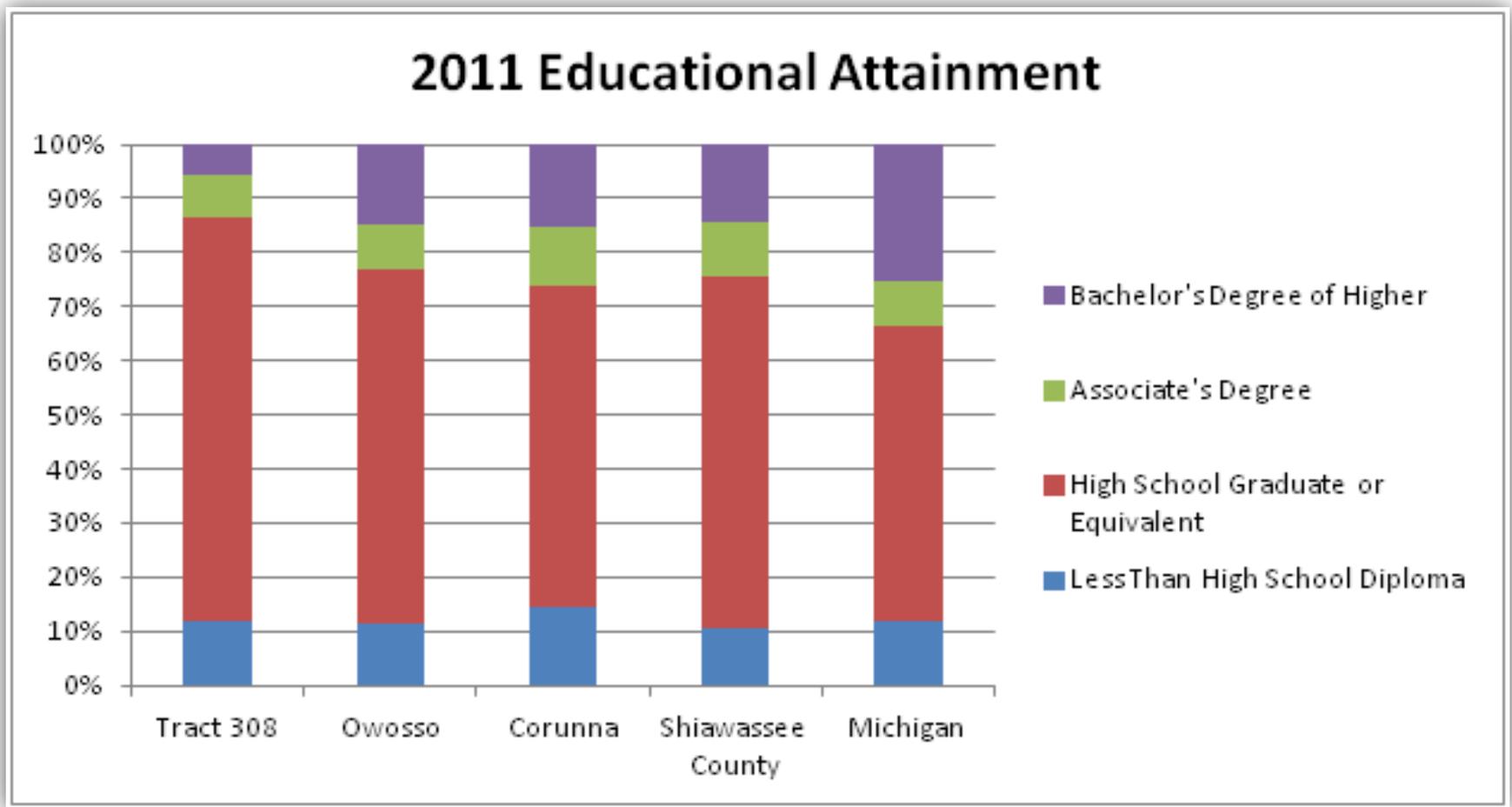
## Washington Street Corridor Highlights



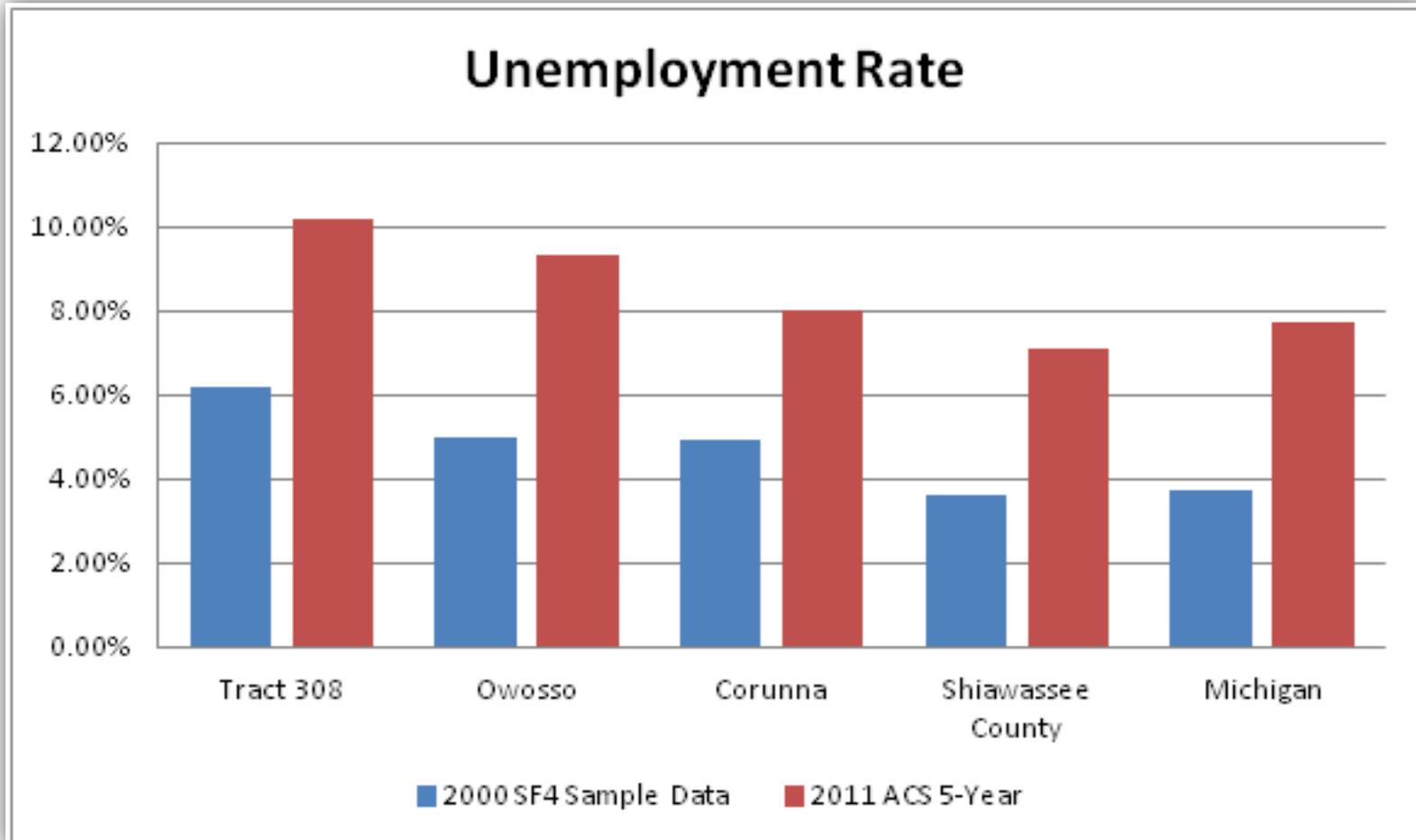
# Age Distribution



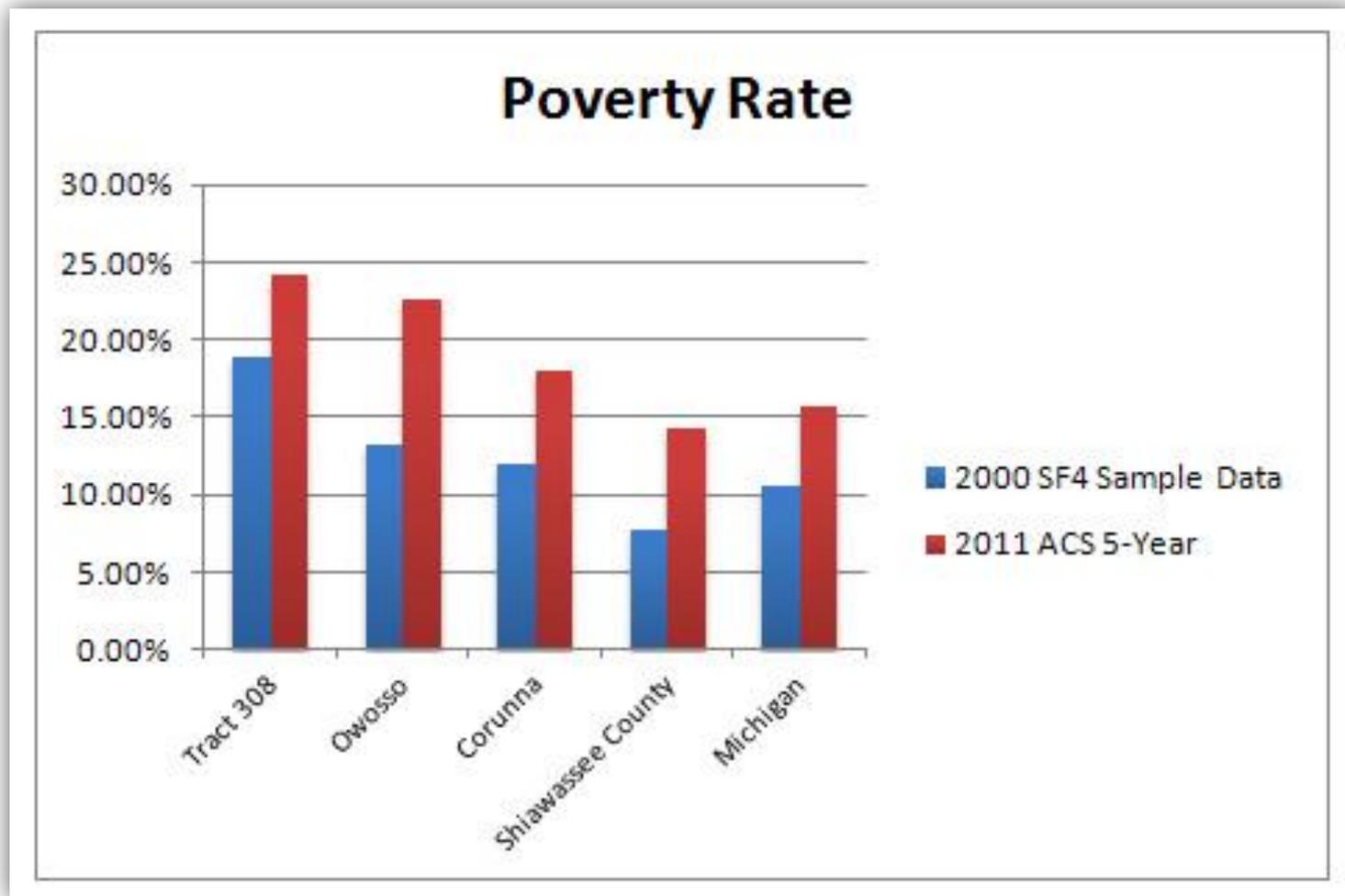
# Educational Attainment



# 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)

Zoning Map



### Zoning Classification

	R-1 One Family Residential
	R-2 Two Family Residential
	RM-1 Multiple Family Residential
	RM-2 Multiple Family Residential
	OS-1 Office Service District
	B-1 Local Business
	B-2 Planned Shopping Center
	B-3 Central Business District
	B-4 General Business District
	I-1 Light Industrial
	I-2 General Industrial
	C-OS Conservation-Open Space
	PUD Planned Unit Development
	P-1 Parking

# Signage/Wayfinding Criteria

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

Example Score: Poor



Example Score: Good



# Assessment of Signage/Wayfinding

Signage	
West Side of S Washington - Gute to Ridge	Poor
East Side of S Washington - Gute to Ridge	Poor
West Side of S Washington - Ridge to Stewart	Poor
East Side of S Washington - Ridge to Stewart	Poor
West Side of S Washington - Stewart to Universal	Fair
East Side of S Washington - Stewart to Monroe	Fair
West Side of S Washington - Universal to Milwaukee	Poor
East Side of S Washington - Monroe to Corunna	Fair
West Side of S Washington - Milwaukee to Howard	Good
East Side of S Washington - Corunna to Howard	Fair
West Side of S Washington - Howard to River	Poor
East Side of S Washington - Howard to River	Good
North Side of Corunna Ave - S Park St to Washington St	Fair
South Side of Corunna Ave - S Park St to Washington St	Good

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

Sidewalk Conditions	Good
Sidewalk Width	5 ft
Obstructions	Poor
Handicap Accessibility	Poor
Signage/Wayfinding	Fair
Landscaping	Poor
Lighting	Fair
Bike Lane	Poor
Traffic Flow	25 mph
Street Parking	Poor
Housing Conditions	Good
Setback	Small

# 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

<b>Setback</b>	Large - (Greater than 50ft); frontage is separated from street by parking lot or open space
	Medium -(10-50ft) Setback
	Small - Or no setback (0-10ft)

Example Score: Large



*Elks Lodge*

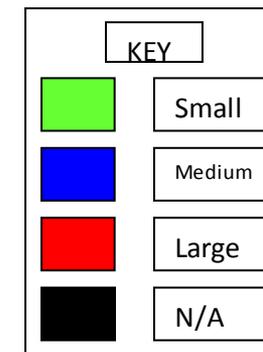
Example Score: Small



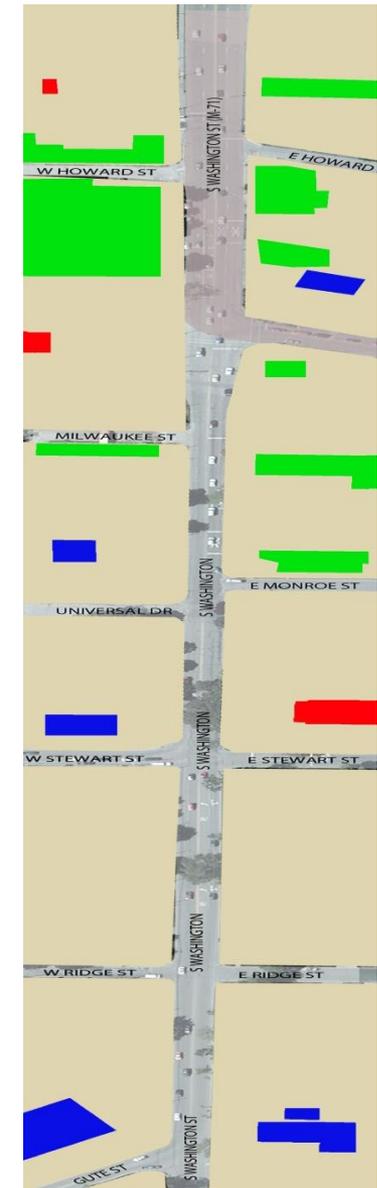
*Wakeland Oil Offices*

# Assessment of Setback

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

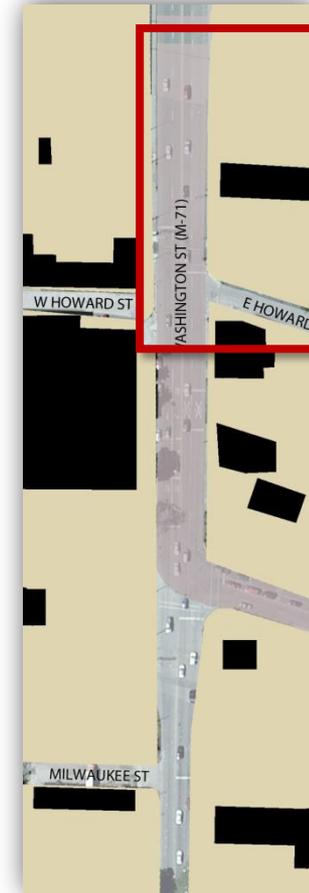


## Setback Score



# Commercial/Institutional/ Industrial Inventory & Assessment

EAST SIDE OF S WASHINGTON - HOWARD TO RIVER



# Property Assessment



## Steam Railroading Institute

Current Zoning	Institutional: Private
Future Land Use	Planned Unit Development
Setback	<b>Small</b>
Façade	<b>Poor</b>
Access Management	<b>Poor</b>

# Intersection Inventory & Assessment Tool

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

# 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

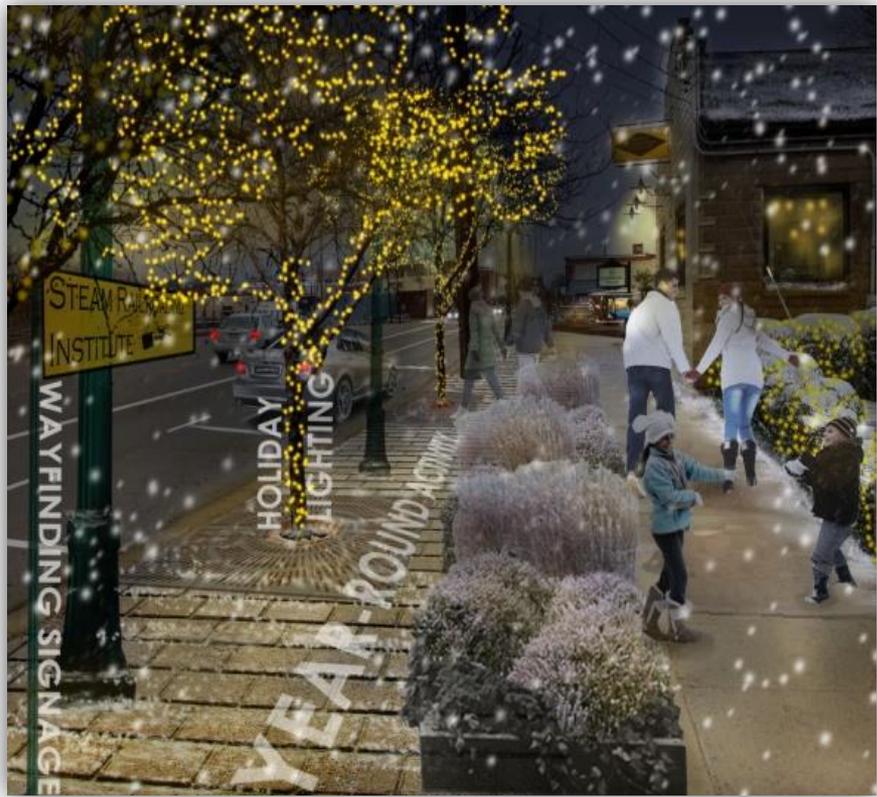


# Recommendations Example

## 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





*[www.spartan-football.com](http://www.spartan-football.com)*

# Questions?

# THANK YOU!

