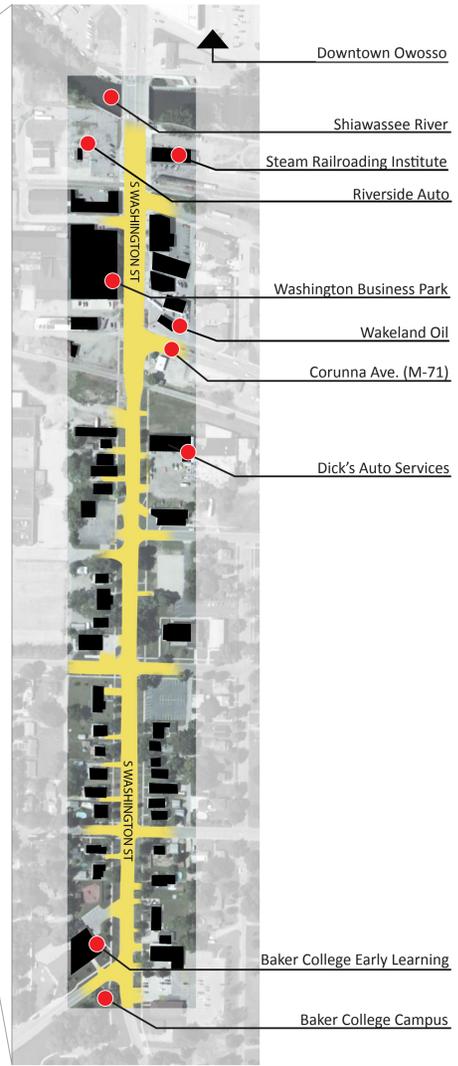


Washington Street Corridor Study: Owosso, Michigan

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Corridor Location



The Corridor

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.

Goal Statement

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. This report seeks to create a sense of place capable of stimulating economic growth and building social equity in the target area.

Scope of Work

1. Develop Methodology
2. Compile Socio-economic profile and Market Analysis
3. Inventory and Assessment of corridor
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 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.

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

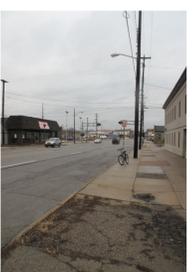
Using information retrieved from the ESRI Business and Community Analyst online resources in order to conduct a thorough analysis of the market conditions in the corridor. This research and analysis will enable a better perspective on the types of industry that are conducted in the Washington Street 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

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)

Sample Block Analysis (East Side of S Washington - Corunna to Howard)



Overall Criteria 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

Sample Assessment (Signage/Wayfinding):



Signage

West Side of S Washington - Gate to Ridge	Poor
East Side of S Washington - Gate 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

Signage

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

Housing and Commercial Property

Assessment Criteria:

- Existing / Future Land Use
- Setback
- Façade
- Access Management

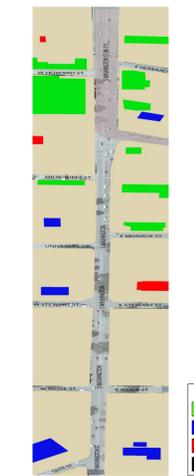
Steam Railroading Institute

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

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



Sample Assessment (Setback):



Setback

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)

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
 - 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

East Side of S Washington Corunna to Howard

Long-Term:

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



East Side of S Washington Howard to River

