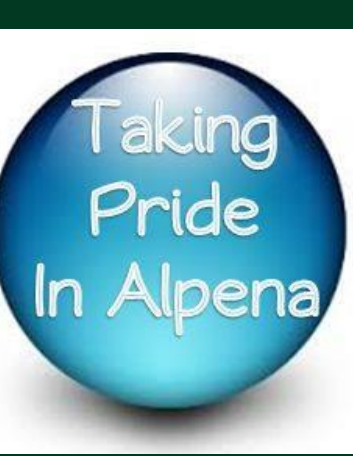




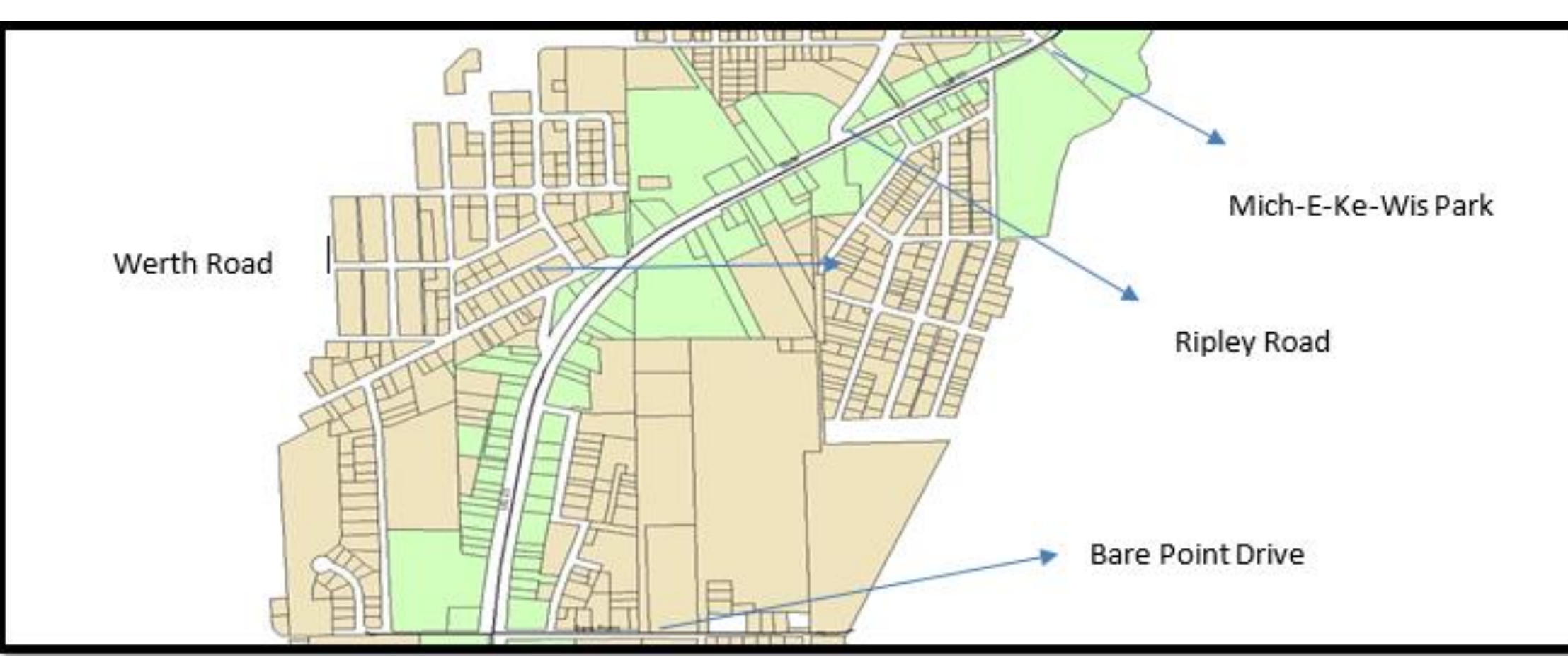
US-23 South Corridor Revitalization Study: A Focus on Alpena Township

In collaboration with Michigan State University School of Planning, Design and Construction



Introduction

The purpose of this study is to complete a corridor assessment of US-23 South in Alpena Township. The focus area was from Mich-E-Ke-Wis Park (north) to Bare Point Rd. (South). The project included background research, a corridor assessment, market analysis, complete streets assessment, and recommendations.



US-23 South Focus Area

Methodology

To create a complete assessment of the corridor the following steps were taken:

- Create a socio-economic profile of the focus area, City of Alpena, Alpena County, and Michigan.
- Gather data on the economy and market of the corridor, and the surrounding region in 5, 15, and 25 miles radii.
- Complete a walking assessment of all parcels directly lining the corridor using an original grading scale and criteria.
- Complete a street and sidewalk assessment using the form created by Smart Growth America.

Using all of this data, a set of recommendations were created on how to revitalize the corridor with high cost, low cost, short-term, and long-term solutions.

Parcel Assessment

Example of an Occupied Building Rated "Best"



Parcel ID: 018-103-000-099-01 Address: 2401 US 23 South Name: Mandarin Garden Restaurant

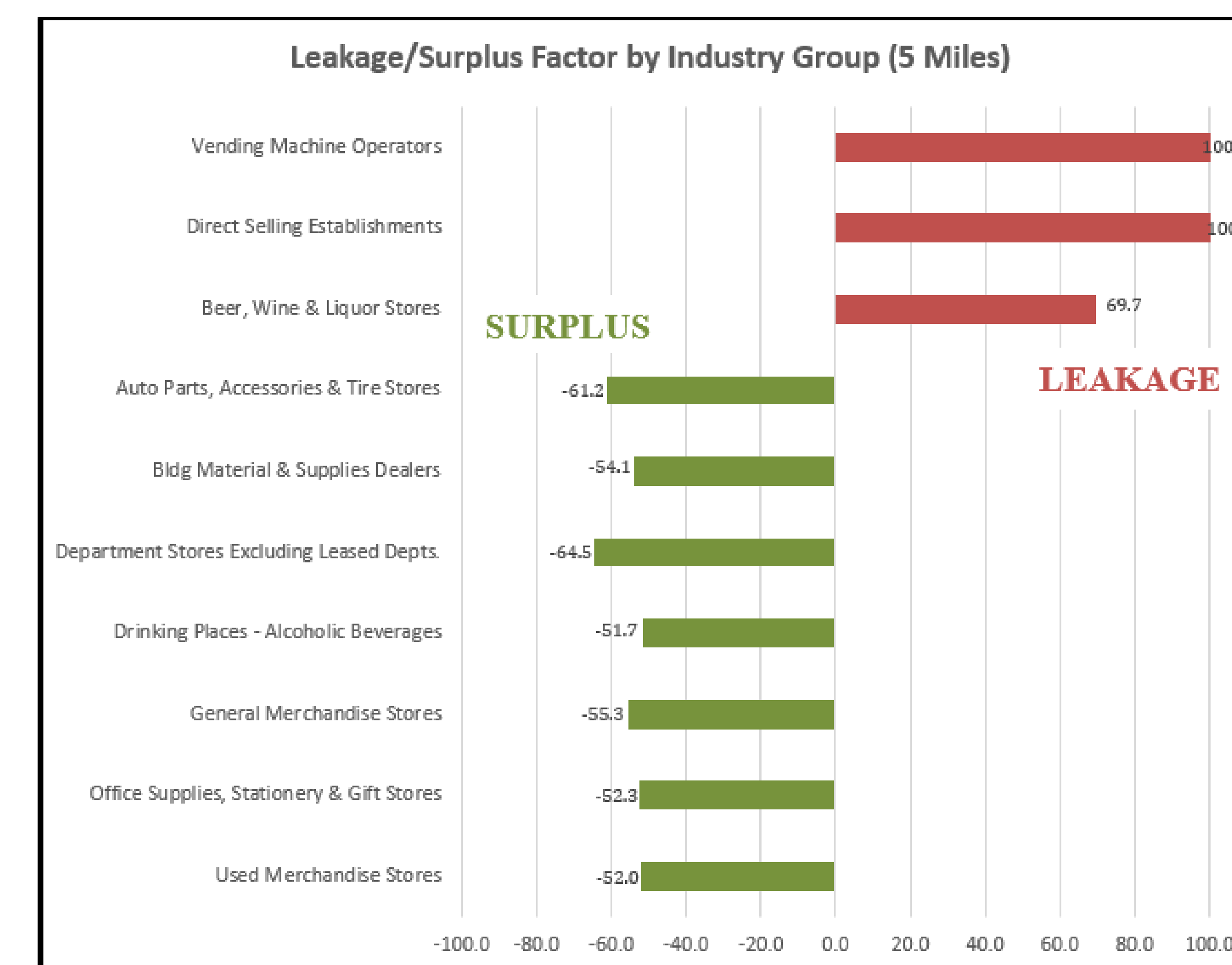
Windows	3	Yard/Vegetation	3
Doors	3	Accessibility/Sidewalks	3
Siding	3	Parking/Driveway	3
Roof	3	Signage	3
Paint	3	Safety	3
Total			30

For the walking parcel assessment, a grading scale out of 30 was created for occupied parcels and out of 15 for vacant parcels.

Occupied Scale		Vacant Scale	
Best	27-30	Best	14-15
Good	21-26	Good	8-13
Serviceable	11-20	Poor	0-7
Poor	0-10		

- Serviceable
- Good
- Best
- MDOT Owned/Unlocated Parcels
- Vacant
- Parcels Outside Study Area

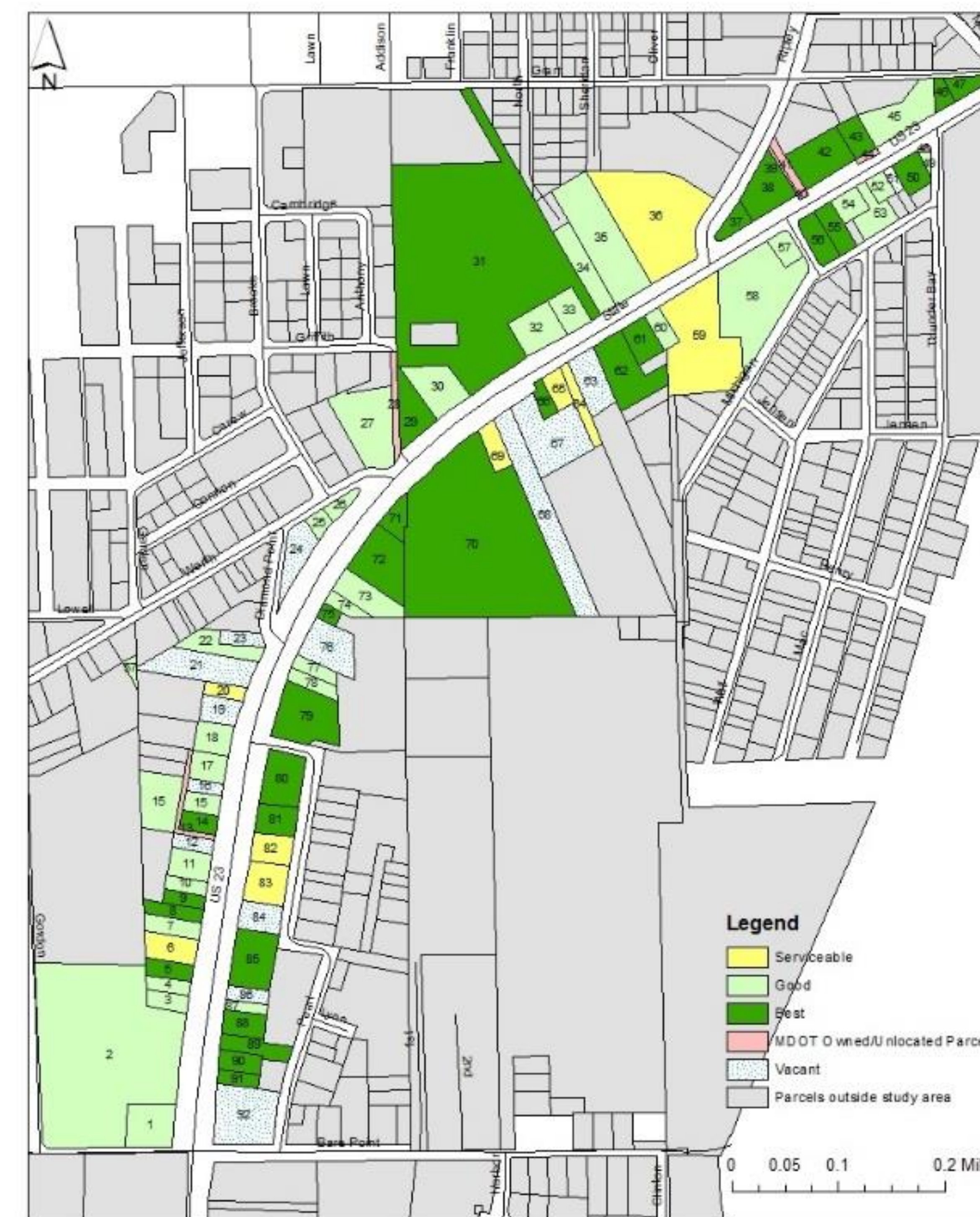
The legend above shows the color scale used to represent the scores each parcel received in the maps throughout the report.



- The findings from the Market Analysis in the corridor show:
- The most relevant companies by retail trade are food service and drinking places and auto repair and tire stores.
 - Local customers spend the most money on smoking products, prescription drugs, and owners and renters insurance within a 5 mile radius of the corridor.
 - Smoking products have the highest Spending Potential index in the 5, 15, and 25 mile buffers.

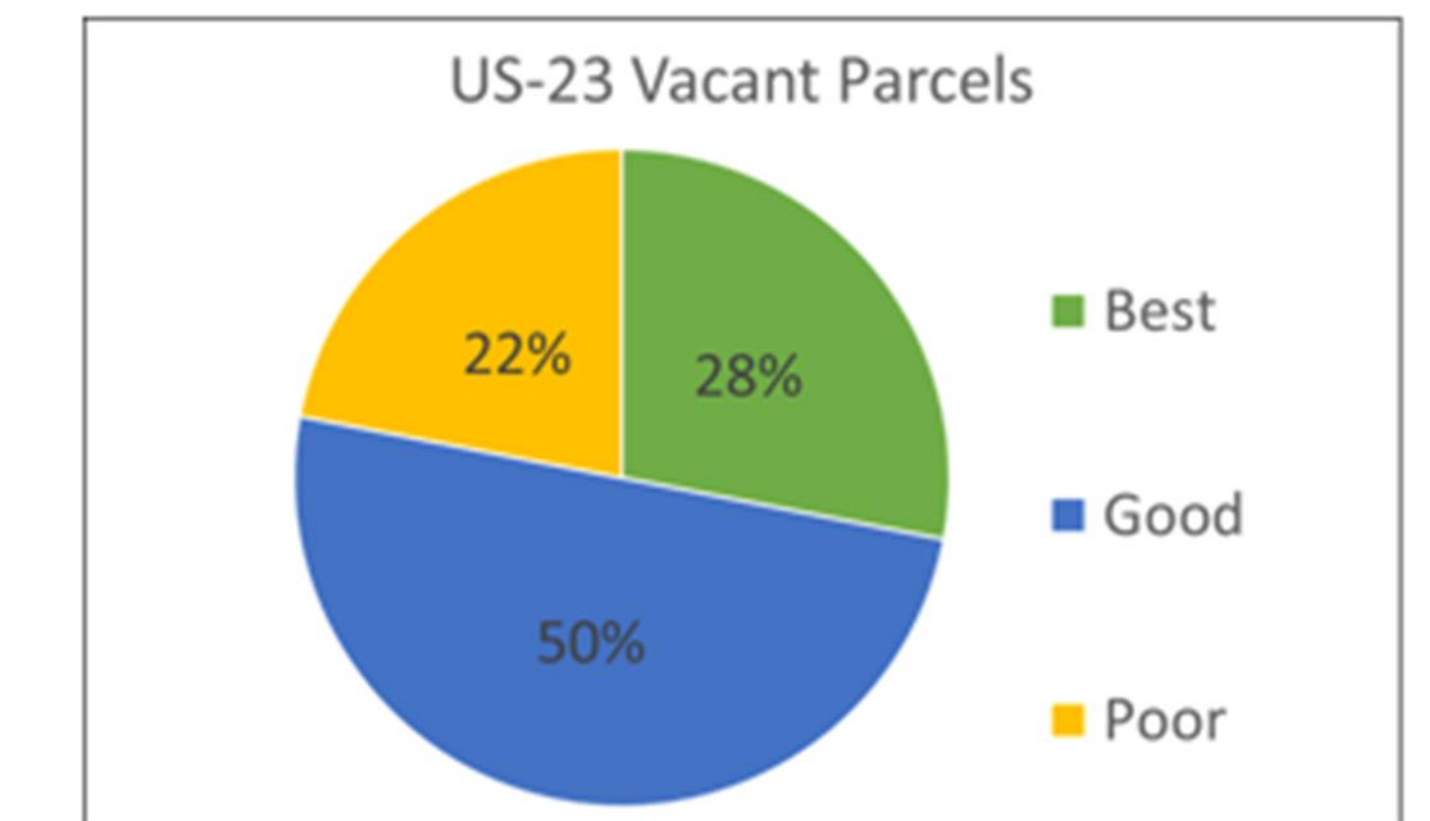
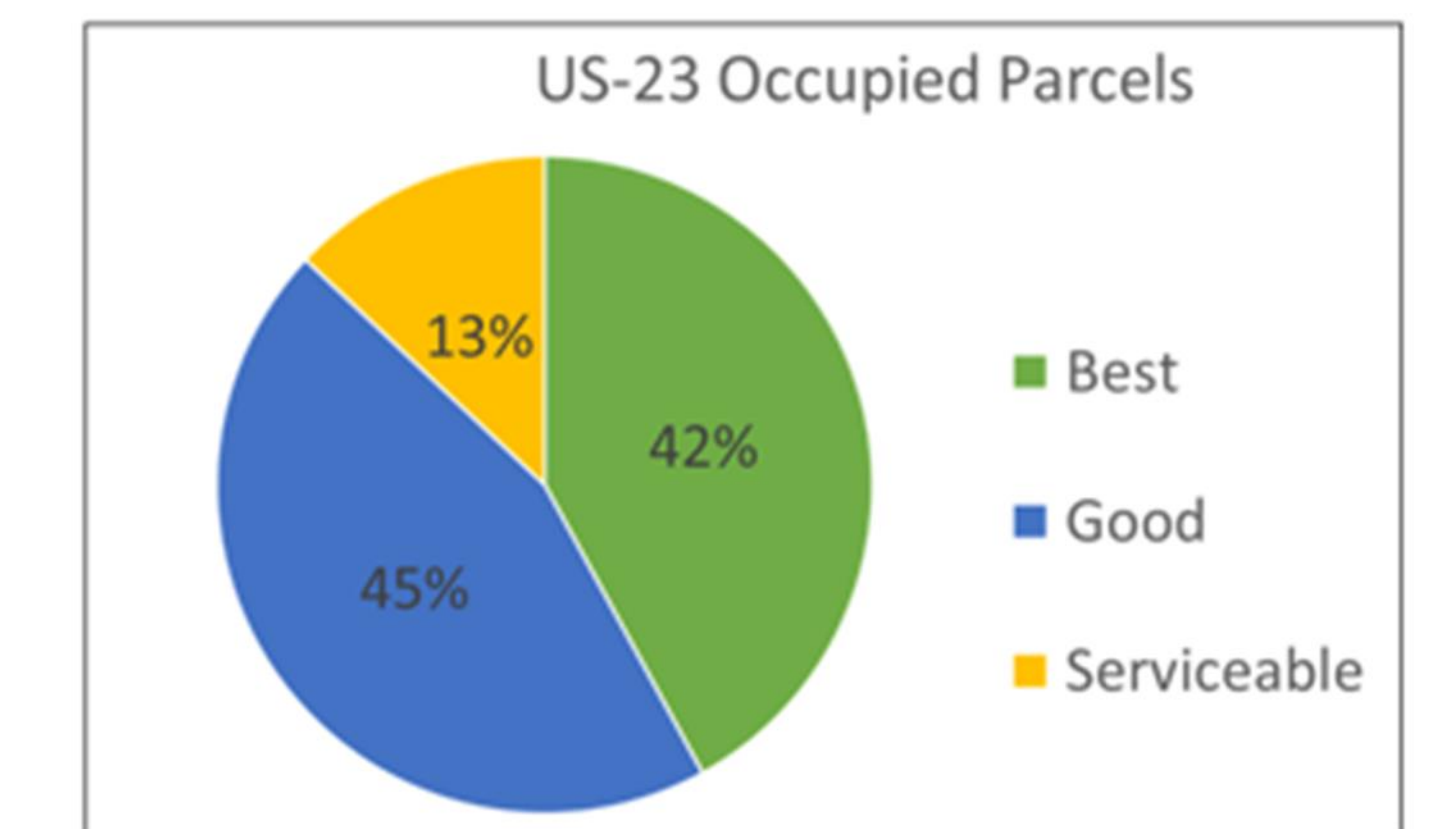
Findings

US-23 Occupied Parcel Assessment



The graphs below show the percentage of parcel scores by rating category:

- 77.1% of all parcels are reported to be in "best" or "good" condition.
- No occupied parcels are in "poor" condition.



The following findings were gathered from the assessment:

- Out of the 92 parcels, only 15% were vacant, and the rest were occupied by various restaurants, stores, and service providers.
- The southern section, between Pearl Rd. and Bare Point Rd., has the most properties in "Best" condition.

Recommendations

The chart below shows the recommendations from the report, separated into low-cost, high cost, long-term, and short-term plans for the community to implement. Recommendations focus on three key areas: filling vacancies and increasing building quality, market and economic growth, and branding and pedestrian design.

	Low Cost	High Cost
Short-Term	<ul style="list-style-type: none"> • Paint damaged buildings and siding to increase the corridor's aesthetics. • Develop specific strategies to attract businesses. 	<ul style="list-style-type: none"> • Inform the community about potential economic development opportunities and make a business recommendation list based on consumer spending. • Create a logo and branding strategy to give the corridor an identity.
Long-Term	<ul style="list-style-type: none"> • Pop-up shops: offer short-term leases to fill vacancies, provide entrepreneurial opportunities, and fill gaps in the retail market. • Approach developers and support local entrepreneurs to develop along the corridor. • Implement Placemaking to build a sense of place. 	<ul style="list-style-type: none"> • Redevelop all blighted buildings. • Fill all vacancies with a permanent tenant to increase positive economic activity. • Pedestrian-oriented design to increase the human scale and walkability of the area. • Build a relationship between the surrounding natural area and the corridor.