

**Cozy and Comfortable:**

*L2 Upscale Avenues: Prosperous married-couple homeowners in different types of housing.*

*U8 Suburban Periphery II: Owner occupied single-family houses near city clusters in metropolitan areas.*  
Middle aged married couples who are comfortably set in their older single-family home. Most are married without children, married with school aged children or have adult children. The median age is only 5 years older than the U.S. National Average of 37 at 42.3 years old. Although they are older, most are not near retirement with over 65% participating in the labor force. Those within this tapestry segment primarily hold managerial, professional or service related occupations in a variety of different industries. Their preferences include home improvement and remodeling projects, of which many they attempt to do themselves- especially painting and lawn care. Depending on the season, they typically enjoy golfing or ice-skating for exercise. In addition, watching DVD's, taking domestic vacations, general TV watching activities and attending sports functions dominate this tapestry segmentations commercial preferences.

**Great Expectations:**

*L7 High Hopes: Young households striving for the "American Dream"*

*U5 Urban Outskirts I: Higher-density suburban neighborhoods spread across metropolitan areas.*  
Young singles who live alone and married-couples dominate this market. The Median age is 33.3 years with many residents just begin their careers or family lives. Nearly half of residents aged 25 or older hold some post-secondary education. Half of the residents within this tapestry segment rent, while the other half own their homes. Residents within this tapestry segment generally enjoy a young and active lifestyle, major grocery chains and enjoy several outdoor activities. They generally shop at major discount and department stores.

**Rustbelt Traditions:**

*L10 Traditional Living: Middle-aged, middle income- Middle America*

*U5 Urban Outskirts I: Higher-density suburban neighborhoods spread across metropolitan areas.*  
These neighborhoods are primarily a mix of married-couple families, single parents and singles who live alone. The median age is 36.7 years, just below the U.S. national average. Their educational attainment is improving, 84% of residents have graduated from high school, 15% hold a bachelors degree and 44% have attended college. Nearly 75% of residents own a modest, single family home. Residents within this tapes- try segment stick close to home, living, working, shopping and playing in the same area for years. They are generally frugal shoppers, hunting for bargains at Sam's Club, Kmart and JCPenny. They generally enjoy bowling, fishing, hunting, attend car races, country music shows and ice hockey games.

**Main Street, USA:**

*L10 Traditional Living: Middle-aged, middle income- Middle America*

*U5 Urban Outskirts I: Higher-density suburban neighborhoods spread across metropolitan areas.*  
Approximately half of these neighborhoods are composed of married-couple families, nearly one-third are single-person or shared households, and the rest are single-parent or other family households. The median age is 36.8 years old, which nearly matches the U.S. national average. One in five of residents 25 and older hold a college bachelor degree, half of residents have attended college. Half of residents live in multi-unit structures, the others own single family houses. Generally family-oriented and frugal, they occasionally go to the movies or dine out at family restaurants.

**Young and Restless:**

*L4 Solo Acts: Urban young singles on the move.*

*U4 Metro Cities II: Larger cities and densely populated neighborhoods.*

Over half of these neighborhoods are comprised of single person or shared households. This young, on-the-go population has a median age of 28.6 years. They are among the most educated of segments, 36% hold a bachelor or graduate degree, 69% have attended college. These ethnically diverse folks are career oriented, with most hold jobs in professional, sales, service or administration positions. 85% rent units in multi-unit structures, and are willing to move based on better job offers. Their consumer tastes are attracted to their high degrees of technological savvy and take advantage of the convenience provided by many goods and services. They enjoy socializing with friends and as such enjoy the bar and nightclub scene.

**Sophisticated Squires:**

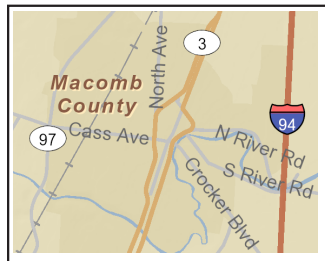
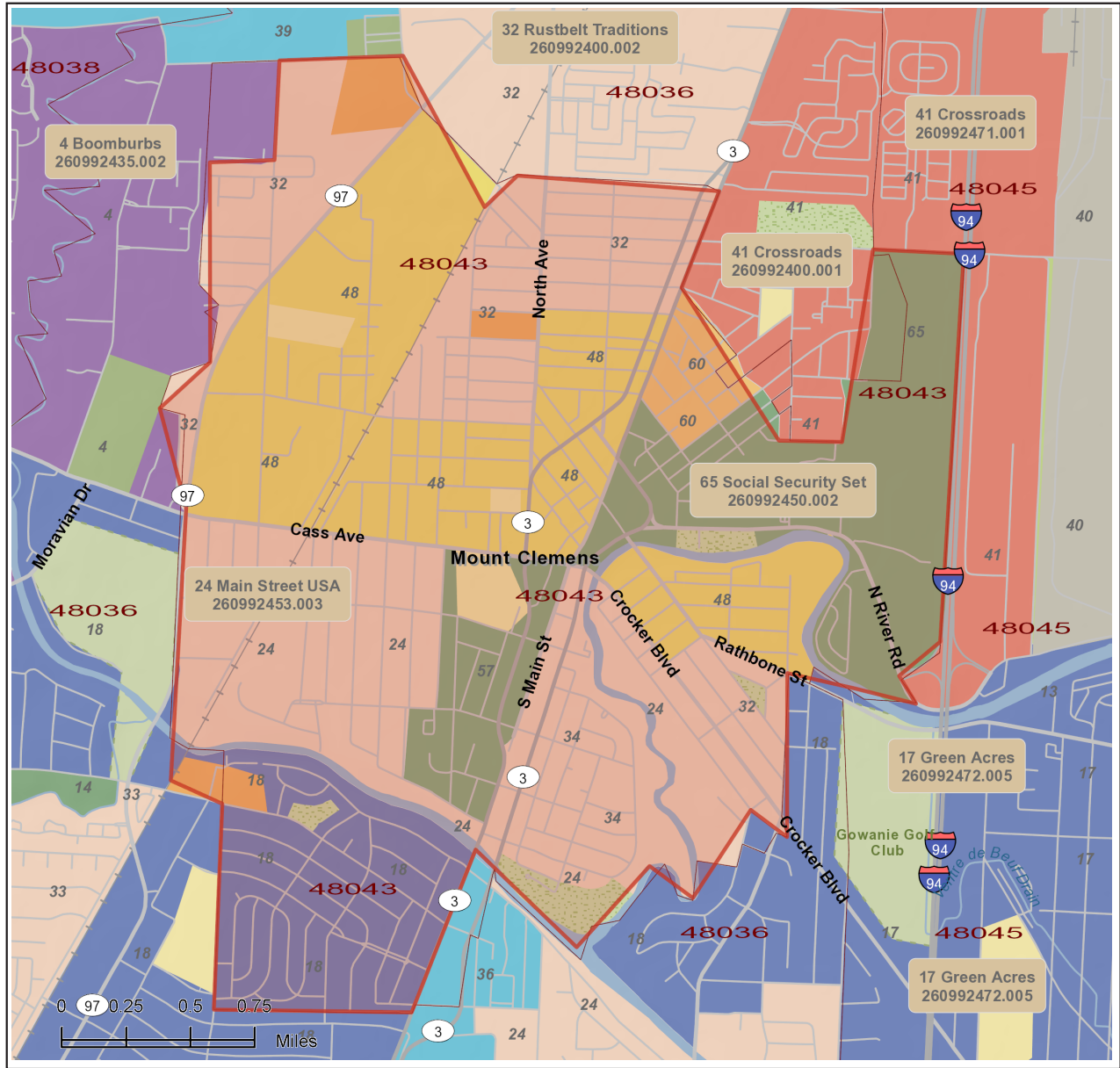
*L1 High Society: Affluent, well-educated, married-couple homeowners.*

*U7 Suburban Periphery I: Lower-density housing located in metropolitan and micropolitan areas.*

Mostly married couples, over 40% of households have children from toddlers to young adults. The median age for these neighborhoods is 38.4, with a majority of residents white. More than 1/3 hold a bachelor degree or higher, and another 1/3 have attended college at some point in the past. Approximately 90% of households live in single-family homes. Activities enjoyed by this population include power boating, playing board and word games, woodworking projects, attend baseball and football games. Their children enjoy several computer and video games.

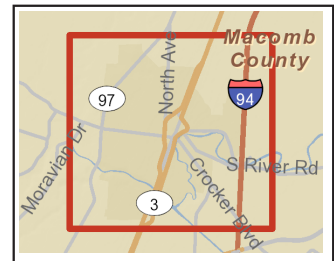
The three largest tapestry segments within the 1 mile trade area (in rank order) are: “Great Expectations”, “Rustbelt Traditions” and “Main Street, USA”. Within the 3 mile trade area, the largest tapestry segments (in rank order) are: “Cozy and Comfortable”, “Main Street, USA”, “Young and Restless”. Within the 5 mile trade area, the largest tapestry segments (in rank order) are: “Cozy and Comfortable”, “Sophisticated Squires” and “Main Street, USA”. Trends can be drawn from each specific segmentation group, to corresponding market surplus and leakage factors and consumer spending potential index. As an example, within the 3 mile trade area, there is a relatively low leakage of 2.0 for alcoholic drinking places within the 3 mile trade area where within the 1 mile trade area there is market surplus in this industry group within the 1 mile trade area indicating that consumers are being drawn in from outside the 1 mile trade area. Because the nightclub and bar scene is popular among the “Young and Restless” segmentation group, there is also a consumer spending potential index of 98 for Entertainment/recreation within this trade area, representing that the demands of households are being met within thin this market segmentation.

### Map 15: Dominate Tapestry



#### Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

## DOWNTOWN DISTRICT RECOMMENDATIONS

### New Development and Redevelopment

#### **Recommendation 1: Direct new development to the downtown core to strengthen its existing fabric.**

Continuity is a key aspect of a successful downtown. This continuity can exist in the form of sidewalks, streets, and storefronts. Downtown Mount Clemens has continuous sidewalks and streets but currently contains building vacancies and parking lots on several central parcels. This creates discontinuity along storefronts on key downtown streets that can discourage visitors from exploring the downtown. New development that takes place in Downtown Mount Clemens can make use of these parcels and begin to create greater continuity within the downtown core.

*Finding 1: Redevelop and reuse vacant structures.*

According to the walking survey, 13 structures within the downtown are totally vacant, and 11 structures are partially vacant. These building vacancies provide opportunities for redevelopment and reuse of existing structures, some of which are of historic value. Also, these buildings are already serviced by existing infrastructure such as sidewalks, electricity and water. Not only will this reuse make efficient use of existing infrastructure, but will also fill vacancies that are a drain on downtown life. With the decline of office use in the downtown producing vacancies, new possibilities for residential loft units exist to provide a market for downtown living that many young people now seek.

*Finding 2: Use parking lots as sites for infill development.*

Parking lots in a downtown area can sometimes create a “dead” space. These parking lots have the potential to become viable downtown spaces. Though a certain amount of parking is necessary in a downtown, it should be kept to a minimum so that each space in the downtown is used to its full potential as a source of activity and service. A parking study should be done to evaluate the current amount of parking in the downtown to decide which areas could be used as new spaces for development, specifically the areas discussed in the vacancy and underutilized parcel analysis in the downtown core.

#### **Recommendation 2: Address economic potential of new Oakland University campus.**

A new institutional opportunity for the downtown area is the opening of a new branch of Oakland University in the Town Square II building at 20 South Main St. The 25,422 sq ft building will include an estimated 13 classrooms, administrative space, community outreach center and financial aid office. The donated building received 2.1 million dollars in renovations including \$1.6 million dollars of funding from HUD. There is an estimated maximum capacity of 1,500 students at the new branch. Students, faculty and additional support staff represent a new group of downtown users. This influx of resident and non-resident visitors to the downtown should be addressed because of the potential economic impact on the new downtown. Preparing for this group of visitors may result in new patrons to downtown businesses.

-Source: Macomb Daily, phone interview with Betty J. Youngblood.

*Finding 1: Create wayfinding mechanisms to help connect OU to the downtown.*



Signage, informational postings and maps at the OU campus will help students and staff interact with the downtown. These tools will help those unfamiliar with the area to explore and patronize the businesses of the downtown. Historic, cultural and recreational sites near the downtown should also be highlighted to encourage the use of these facilities. Though many OU students and employees may be commuting, effective wayfinding mechanisms can be used to assist businesses in retaining this group of patrons.

*Finding 2: Market downtown businesses and attractions.*

Working alongside downtown businesses, market entertainment and shopping opportunities within the downtown. Promote special public events (fireworks, concerts, festivals etc.) to OU students and employees.

**Recommendation 3: Create a unifying design recommendation for new development to retain a sense of place in the downtown.**

In the feedback received from the public surveys regarding the downtown, Mount Clemens' most frequently listed asset was its walkable historic downtown with a strong sense of place. The city has done a good job preserving its historic structures within the downtown, and should continue to encourage this preservation as well as set design standards for new development to compliment the existing historic structures.

*Finding 1: Set facade design standards for new construction.*

Architecture is an important element that creates the sense of place in a downtown. Historic mid-rise buildings characterize downtown Mount Clemens and a design standard should be set to preserve that character with any new development. The standards can include desired façade design elements, material use, and a color palette. Building height restrictions should be set for new buildings to mesh with the existing downtown fabric. Transparent, pedestrian level windows draw and engage promenaders and establish a sense of connection to others enjoying the downtown. Design guidelines can also be set to require a desired amount of transparent windows for new construction.

**Recommendation 4: Utilize Clinton River as a downtown asset.**

The Clinton River's proximity to downtown Mount Clemens represents an important natural resource and source of entertainment and recreation for boaters, promenaders and downtown visitors alike. Currently, vacant and underutilized parcels represent an opportunity for new development to maximize access to the riverfront and establish greater connectivity with the downtown. In the feedback received from the public input surveys, the Clinton River and waterfront was listed as the greatest opportunity for Mount Clemens to attract new visitors.

*Finding 1: Creation and improvement of gateways to better link riverfront and downtown.*

Connectivity between the downtown and the riverfront can be improved by making design changes to the narrow plaza/corridor that runs between the Macomb County Circuit Court building and the old Macomb County Administration building. This represents an ideal gateway as it is located near the dense commercial strip, Macomb Place and is already designated a public space. Bus shelters blocking the view of this area, and a lack of way finding mechanisms discourage this from being a route to access Clinton

River Park. Improved pedestrian crossing points on North Main and North Gratiot will guide downtown visitors to Clinton River Park and make it a more prominent feature of downtown.

Additionally, improvements to the bridges at Market Street and Crocker Blvd will reduce the river’s barrier effect and help incorporate areas on the east bank into the downtown. The bridges can be made more pedestrian friendly by adding buffers that separate the sidewalk and the road. Improved outdoor lighting on these crossings will make them more accessible at night

*Finding 2: Development of vacant land on riverfront.*

Large vacant riverfront parcels located near MacArthur Park , east of Jones St. and bordered by N. River Road have development potential. Currently these parcels are zoned as “Multiple Use.” The future development of these parcels will make an impact on how the riverfront is used. Examples of future use would include the expansion of MacArthur Park and public recreation facilities, entertainment venues, restaurants or mixed-use residential that provides commercial facilities in addition to housing. When planning the development of these parcels it is important to consider how they will impact the recreational use of the riverfront as well as the fact that adjacent parcels located north of N. River Road are residential apartments.

## Traffic Circulation, Motorized and Non-Motorized Transportation

The street inventory study contained within section three evaluates the roadway and pedestrian conditions of north and southbound Gratiot Avenues as well as Main Street. Focus was directed toward these corridors because they were determined to be a major threat to the future success of downtown Mount Clemens through public participation and the Strengths, Weaknesses, Opportunities, and Threats analysis conducted in the downtown. North and southbound Gratiot is also considered a major principal arterial route for the regional and Main Serves as a major urban collector route for the downtown. Roadway classification and the determination that these areas pose a threat to the future success of downtown, helped to narrow the focus of this section. However, recommendations are also made that pertain to the entire downtown planning area. These recommendations are broad and concern issues relating to ADA guidelines for accessibility as well as non-motorized transportation.

### **Recommendation 1: Improve pedestrian safety and access to areas east of northbound Gratiot and to areas west of Southbound Gratiot.**

*Finding 1: Reduce one or more travel lanes on both SB and NB Gratiot Avenue during any major future road project.*

According to the Gratiot Corridor Improvement Plan, a road diet is a viable alternative treatment to returning northbound and southbound Gratiot back to two-way roads. The plan states that lane reduction would create opportunities to reduce pedestrian crossing distance, increase sidewalk width, and to gain open space. According to the street inventory data on page 34, sidewalk width was inadequate in most areas along both SB and NB Gratiot. Gratiot also lacks bicycle facilities and an appropriate buffer between the roadway and sidewalk areas. Lane reduction would create opportunities to provide buffers and non-motorized facilities along NB and SB Gratiot Avenue.

*Finding 2: Reduce Automobile Speed from 35 miles per hour to 25 Miles per hour.*

According to Designing Walkable Urban Thoroughfares, the target speed for a walkable street is 25 miles per hour.

*Finding 3: Evaluate crosswalk signal timing along Gratiot to determine adequacy.*

According to the street inventory data found in chapter “blah”, many of the crosswalk signals along Gratiot have poor timing. Signal timing should be evaluated and changed to allow for comfortable crossing times for all users.

*Finding 4: Consider the addition of a buffer between sidewalks running along Gratiot.*

Many areas along SB and NB Gratiot Avenue had little to no buffer between sidewalks and the roadway, according to street inventory data. In order to increase pedestrian comfort, creation of a uniform buffer space between sidewalks and the roadway should be considered.

*Finding 5: Install Crosswalk Signals at Intersections Where Crosswalks are Absent.*

Many crosswalks along northbound and southbound Gratiot Avenue were missing crosswalk

signals. Specifically, the evaluated section between Terry Street and Cass Street on northbound Gratiot, Walnut Avenue to Cass, Pine Street to Macomb Place, and New Street to Market Street along southbound Gratiot are missing crosswalk signals. These signals should be installed within the next 1-2 years.

*Finding 6: Create mid-block crossings in areas that attract a large volume of pedestrian traffic or where blocks exceed 660 feet.*

Several blocks along both NB and SB Gratiot exceeded the 660 foot maximum block length recommended by Designing Walkable Urban Thoroughfares. In order to increase pedestrian access to areas west of SB Gratiot and areas east of NB Gratiot such as the Clinton River, mid-block crossing areas should be considered for blocks greater than 660 feet in length or in areas with significant pedestrian traffic. Spacing between crosswalks should be no greater than 200- 300 feet.

*Finding 7: Increase sidewalk widths in areas along northbound and southbound Gratiot Avenue that are inadequate to at least 9 feet.*

Sidewalk widths in some areas along northbound and southbound Gratiot Avenue are less than 9 feet in width. Increased sidewalk width would create a greater sense of pedestrian safety on and would allow for a variety of non-motorized activities to take place on the sidewalk.

*Finding 8: Repair or continue to maintain sidewalks along Main Street.*

Many sidewalks inventoried along northbound and southbound Gratiot Avenue were in an poor state of repair. Uneven, cracked, or poorly patched sidewalks create obstructions for pedestrians and pose a potential tripping hazard. Specifically, the sidewalk between Cass Avenue and Market Street should be replaced within a year as the slope towards the roadway poses a significant hazard to pedestrians. Other sections should be repaired or replaced over the next 2-3 years.

**Recommendation 2: Improve Pedestrian Safety and Accessibility on Main Street.**

*Finding 1: Reduce speed from 35/30 miles per hour to 25 miles per hour between Terry Street and Cass Avenue.*

According to Designing Walkable Urban Thoroughfares, the target speed for a walkable street is 25 miles per hour.

*Finding 2: Remove or realign obstructions within the pedestrian right of way.*

Light poles, fire hydrants, and other street furniture create pedestrian obstruction and prevent the free flow of pedestrian traffic. These obstructions should be removed or realigned to reduce obstructions as updates take place.

*Finding 3: Repair or continue to maintain sidewalks along Main Street.*

Many sidewalks inventoried along Main Street were in a poor state of repair. Uneven, cracked, or poorly patched sidewalks create obstructions for pedestrians and pose a potential tripping hazard. These sidewalks should be repaired or replaced over the next 2-3 years.

*Finding 4: Improve pedestrian bump-outs.*

The current bump-outs along Main Street are flush with the roadway allowing motorists to drive over them while making turns. These bump-outs should be reconstructed to better define pedestrian space from vehicle space and to increase safety and visibility of pedestrians.

*Finding 5: Install Crosswalk Signals at Intersections Where Crosswalks are Absent.*

Many crosswalks along Main Street are missing crosswalk signals. However, missing signals with the 15 mile per hour zone between Cass Avenue and Market Street likely do not need a formal signal due to slow speeds and adequate markings to warn drivers of crossing pedestrians. The evaluated sections between Terry Street and Cass Street on the east side of Main Street and Clinton Avenue to Market Street on the west side of Main Street are missing crosswalks. Speeds in these sections are 25 to 35 miles per hour and therefore should have crosswalk signals. Signals in these sections should be installed within the next 1-2 years.

**Recommendation 3: Improve Access Management Practices.***Finding 1: Implement Access Management Practices suggested by the Gratiot Avenue Corridor Improvement Plan.*

Implementing the access management plan will not only reduce vehicle related conflicts along northbound and southbound Gratiot, but it will also increase pedestrian safety by narrowing unusually large parking entrances and reducing entrances in general.

**Recommendation 4: Create a Plan that Supports Non-Motorized Forms of Transportation.**

Increased awareness of the environmental impacts associated with automobile dependency and end of cheap fossil fuels provide opportunities for cities such as Mount Clemens to increase non-motorized forms and transit, reduce environmental impacts, and provide for a higher quality of life. Further investigation into the creation of a non-motorized plan should be a priority in the next 5-10 years. Many Michigan cities such as Ann Arbor, East Lansing, Lansing, and Royal Oak have resolutions to support non-motorized forms of transit or have created a non-motorized transportation plan. These plans are usually in support of complete streets. Currently, no street or pathway in downtown Mount Clemens supports all non-motorized forms of transit.

*Finding 1: Create sidewalk width standards for new construction.*

Streets create the majority of public space within a city. It is important that sidewalks create a good buffer between street traffic and storefronts to give pedestrians a sense of security as they walk the streets. This buffer is can be created by implementing sidewalk width standards that place new construction far enough away from the street to allow pedestrian traffic to flow with enough space for both directions of foot traffic to move smoothly. Walkable thoroughfares are sidewalk widths with a minimum of 9 feet for residential and 12 feet for commercial to accommodate landscaping and street furniture. (Designing Walkable Thoroughfares: A Context Sensitive Approach) On the same token, setback standards should also keep new structures close enough to the sidewalk to retain a sense of place in the downtown.



**Recommendation 5: Improve Downtown Infrastructure to Adhere to ADA Guidelines for Accessibility.**

*Finding 1: Install tactile response strips on curb-cuts in all areas of downtown where tactile strips are absent.*

Generally, few curb cuts have tactile response strips which provide disabled pedestrians with information about their location in relation to traffic or other hazards. These textured strips should be widely installed city-wide as sidewalks are replaced or within 10-15 years.

*Finding 2: Consider the installation of audible crosswalk timers.*

Audible crosswalk timers may be useful to blind pedestrians in areas where high amounts of background noise are absent. Installation should be considered in areas of low-noise or at confusing intersections or crosswalks.

*Finding 3: Eliminate or relocate obstructions that would create a conflict for disabled pedestrians.*

Trees, fire hydrants, parking meters, etc. may create a hazard for disabled users. Any obstructions that would prevent free flow of pedestrian movement should be removed or relocated.

**Recommendation 6: Improve transit facilities to improve user experience.**

*Finding 1: Install route maps at stops where maps are absent.*

Currently, bus routes running along southbound Gratiot Avenue and Main Street in the evaluated sections did not contain route maps for use by transit users. Route maps should be installed within 6 months to 1 year.

*Finding 2: Install bus shelters.*

Bus shelters should be provided at all stops in downtown planning area.

*Finding 3: Install benches at bus stops.*

Benches provide transit users with a resting place and should be provided at all stops in downtown planning area.

## Commercial Opportunities

Expanding commercial opportunities within Downtown Mount Clemens is essential to Mount Clemens future growth. “As the downtown goes, so goes the city” is a popular phrase used to describe the relationship of a downtown to the growth of the entire city. If housing opportunities expand within Downtown Mount Clemens, it is important that easy access to groceries, goods and services is provided to punctuate a downtown living experience. While expanding commercial opportunities is no easy task, businesses owners and the Downtown Development Authority can aid the process by identifying consumer trends based off tapestry segmentation and consumer spending potential and comparing them to existing market leakages in both gross dollar and leakage factors. This analysis will illustrate the amount of business being lost to outside areas, giving businesses an idea of how they may better take advantage of consumer spending potential in the downtown. Below is a brief summary of the top retail prospects in Mount Clemens based off the 1, 3 and 5 mile trade areas specified in the Business Conditions section. These prospects represent our recommendations for the kinds of businesses to attract for future development within Downtown Mount Clemens.

**Recommendation 1:** Attract a mid-sized, downtown appropriate grocery store (NAICS 4451).

*Finding 1:* Grocery stores represent a strong demand within the 1, 3 and 5 mile grocery store. Specifically, a grocery store within the 1 mile trade area located in Downtown Mount Clemens has the opportunity to make \$7.9 million dollars based off market leakage factors computed in the Business Conditions section. However, because of the compact nature of properties in Downtown Mount Clemens, a large grocery store is undesirable. Mount Clemens can make good use of existing vacant properties and compact development by attracting a medium size grocery store that specializes in produce only sales, such as: Trader Joes or IGA.

*Finding 2:* According to the walk score, grocery stores are an essential amenity for a walkable area. By attracting a grocery store to Downtown Mount Clemens, the walk score of the downtown area could be increased by 20.01, bringing the downtown’s total walkscore to an outstanding 100 or “walkers paradise”.



IGA Kress Supermarket. above, in Downtown Seattle provides a direct example of the type of grocery store to locate in a downtown area (*Daily Journal of Commerce*).



Trader Joes in Downtown Berkeley, CA, above, provides an additional example of a downtown grocery store where one has been lacking for 20 years (*City of Berkeley*).

**Recommendation 2:** Attract more family style full-service restaurants (NAICS 7221).

*Finding 1:* Attracting residents from outside the 1 mile trade area is critical to the success of Downtown Mount Clemens. Within the 3 mile trade area, over \$41 million dollars is leaking outside the 3 mile trade area in this industry group, representing substantial gains that can be made by further promoting Downtown Mount Clemens as the “Food and Entertainment Capital of Macomb”. Restaurants should use tapestry segmentation to target customers, specifically attracting family-style dining and modestly priced menu’s to take full advantage of the market characteristics within the Mount Clemens area.

**Recommendation 3:** Attract specialty food stores (NAICS 4452) within the downtown area.

*Finding 1:* This industry group comprises establishments primarily engaged in retailing specialized lines of food products. This includes meat markets, fish markets, fruit and vegetable markets. Demand within this area is higher within the 3 and 5 mile trade areas at \$4.6 million dollars then the 1 mile trade area at \$838,000 dollars. Downtown Mount Clemens may be able to meet this demand in several fashions by directly targeting prospective business owners or by considering relocating the Mount Clemens farmers market in the downtown area. This could be done with minimum expense by utilizing existing open space such as vacant parcels, parks along the Clinton River or parking space located throughout Downtown Mount Clemens.

**Recommendation 4:** Attract a small to medium size electronics and appliance store(s) (NAICS 4431).

*Finding 1:* Electronics & Appliance stores represent only a \$1.03 Million dollar leakage within the 1 mile trade area, and a \$15.4 million dollar leakage within the 3 mile trade area. In anticipating future demand for housing in Downtown Mount Clemens, attracting younger population groups and catering to their market preferences is highly desirable. Most of the youngest population, who experience an “on the go” lifestyle and technological savviness, are located within the 3 mile trade area. As the housing market in the Downtown area improves, attracting these younger population segments into Downtown Mount Clemens and providing retail opportunities that cater to their lifestyle is important. In addition, electronics stores that also target other tapestry groups such as children of the most affluent segment of the population, young professionals and married couples are important as technology becomes an increasing aspect of life.

**Recommendation 5:** Attract family clothing stores (NAICS 4481) within the downtown area.

*Finding 1:* This industry group comprises establishments primarily engaged in retailing new, ready-to-wear clothing. This includes men’s clothing, women’s clothing, toddler and infant clothing, etc. The highest gross dollar leakage occurs within the 3 mile trade area, with \$12.7 million leaking to outside the 3 mile trade area. The success of this industry group is largely determined by attracting residents within the 3 mile trade area and can be considerably enhanced by directly targeting existing tapestry segmentation groups to attract them into Downtown Mount Clemens. This includes demands for young families who might be having children now or in the near future.

**Recommendation 6:** Attract family and value conscious type shoe stores (NAICS 4482).

*Finding 1:* This industry group comprises establishments primarily engaged in retailing all types of new footwear. These establishments may also retail shoe-care products. Currently, there is no shoe stores located within the 1 mile trade area, representing a total market leakage to outside the trade area. Market leak-

ages vary from the 1 to 3 to 5 mile trade area, but a market leakage occurs within all trade areas. As said in previous recommendations, targeting tapestry segmentation profiles can strengthen the competitiveness by primarily attracting families and value-conscious shoppers into Downtown Mount Clemens.

**Recommendation 7:** Attract book, periodical and music stores (NAICS 4512).

*Finding 1:* This industry group comprises establishments primarily engaged in retailing new books, newspapers, magazines, and audio and video recordings. Gross dollar markets leakage ranges from \$500,000 in the 1 mile trade area to \$5 million in the 3 and 5 mile trade area. Education, Entertainment and TV/Video/Audio representing some of the highest consumer spending potentials within the Mount Clemens 1,3 and 5 mile trade areas.

**Recommendation 8:** Increase other general merchandise stores (NAICS 4529).

*Finding 1:* Other General Merchandise Stores are also in high demand, representing \$2.9 Million dollars leaking outside the 1 mile trade area. While this industry classification group can represent several different types of businesses engaged in the sale of new retail goods, attracting and focusing development in Downtown Mount Clemens, specifically in the ‘core’ downtown area near and around Macomb Place and Walnut Avenue will help in boosting this market sector. This will help in improving the retail experience and opportunities in Downtown Mount Clemens as well as taking advantage of market opportunities.

## APPENDIX A: S.W.O.T. Analysis

### Strengths

1. Historical Downtown Fabric
2. River
3. Parking
4. Buildings
5. engaged business community
6. county seat
7. food and drink
8. beautiful
9. walkable district
10. transit route
11. support of DDA
12. cooperative city government
13. sense of community
14. Oakland University, college town

### Weaknesses

1. implementation of a vision
2. unbranded, reputation
3. county, perception of danger from court PR
4. foot traffic, no one walking around
5. lack of residential downtown
6. county buildings hide downtown, waterfront
7. parking on Main St.
8. Gratiot restrictions
9. connection with residential

### Opportunities

1. Connect parks.program.organized activity
2. river
3. historic downtown with core
4. downtown feeling
5. OU. only midrise downtown in County
6. OU/ housing/ convert vacancy/ mixed use
7. population to support new business
8. market new needs to respond to OU
9. "welcome mat"
10. bike path, blue way
11. improve skate park/ skate business/ survey
12. passive park



Threats

1. inability to set and follow vision
2. action
3. reduction of disposable income
4. state budget/ funding
5. catch22 money vs. manpower
6. residential market - downtown conversion stalled
7. motivation: "Can it be done?"
8. schools (perception or reality?)
9. schools of choice

## APPENDIX B: Zoning Definitions

GC (General Commercial): GC districts provide a wide variety of business activities that are mostly, but not limited to retail services. Large areas of general commercial uses front Gratiot Avenue north and south of the central business district; front Groesbeck Highway; and surround the North River Road/I-94 interchange.

LC (Local Commercial): LC districts are appropriate for a mixture of land uses, with primarily small-scale retail and pedestrian-oriented office uses on the ground floors of commercial structures. Residential units are usually available on upper floors. There is large concentration of local commercial use south of North River Rd., as well as between North and South Gratiot, south of Church Street and north of Kibbee Street.

MU (Multi-Use): MU districts act as a transition between intense commercial uses and residential areas. Typically this sort of district provides a suitable environment for commercial and residential development. The Multi-Use district is used in several large geographic areas including significant frontages of Gratiot Avenue, Cass Avenue, Crocker Boulevard, Dickerson Avenue, North Avenue and Groesbeck Highway. The Mount Clemens medical center on Harrington Street is zoned multi-purpose.

CB (Central Business): CB districts encourage a diversity of compatible land uses which includes a mix of residential, office, retail, and other similar uses within an attractive looking environment that is pedestrian friendly. The central business district is situated along the oneway pairing of the Gratiot Avenue by-pass routes north of Church Avenue and west of the Clinton River. The Downtown Development Authority functions in a large part of this district.

RMH (Multiple-Family High Rise): RMH districts are designed to provide locations adjacent to high traffic generators commonly found in the general vicinity of large acreage non-residential development and areas close to major thoroughfares. Density is not allowed to exceed fourteen units per acre. One multiple-family high rise district is located north of North River Road, east of Gratiot Avenue.

RM-1 (Multiple-Family Residential): RM-1 districts are designed to allow a less intense multiple-family use of land for residential purposes with several different types of dwellings and related uses. A variety of types and sizes of residential accommodations for ownership or rental are also provided to meet the needs of the different age and family groups in the city. Density cannot exceed ten dwelling units per acre. RM-1 zoning is the least dense of the three multiple family zoning districts. Although located in many areas of the city, five locales of concentration include the neighborhood east of Gratiot and north of North River Road; along the Clinton River east of Dickinson Avenue; in the north end adjacent to North Rose Street; along Floral Avenue east of the rail line and south of Cass Avenue; and, fronting Cass Avenue east of the rail line.

RM-2 (Multiple-Family Residential): The RM-2 district is designed to permit a more intense high density residential use of land with different types of dwellings and related uses. Density cannot exceed fourteen units per acre. The types and sizes of residential accommodations provided are molded around the different age and family groups in the city. RM-2 zoning is mid-density housing that is located in seven areas located around the boundaries of the city. The only exception is on Hubbard Avenue east of Groesbeck Highway. The properties are isolated complexes and not of significant size.

R1-A and R1-B (Single-Family Residential): The R1-A and R1-B districts are in place to essentially provide for one-family units at a scale consistent with existing residential development in the city. These

districts encourage the continued use of single-family units and also discourage any land use that would result in decrease of property value, based on the character and size of the area. Single-family residences are located throughout the city, but the greatest concentrations are east of the rail line. R1-A districts have a minimum lot size of 6,000 square feet and are focused south of Cass Avenue/Crocker Boulevard. R1-B single family uses have a minimum lot size of 5,000 square feet and are concentrated north and west of the downtown.

Source: Land Use Master Plan: Mount Clemens, Michigan. pgs 106-111.

## APPENDIX C: Street Inventory Survey

### Street Inventory Mount Clemens

Block by block

Block Number      From      to      N/S

#### Sidewalk conditions:

- Width
- Surface conditions (good/inadequate)
- Grade
- Obstructions
- Curb cuts/ Tactile sidewalk strips
- Comments:

#### Crosswalks:

- Timer (yes/no)
- Signal (yes/no)
- Audible (yes/no)
- Comfortable crossing time (yes/no)
- Crosswalk activation (yes/no)
- Crossing island (yes/no)
- Safe speeds (yes/no) Indicate speed:
- Comments:

#### Bicycle Facilities:

- Bike lanes (yes/no)
- Lane width:
- Street-share signs/indicators (yes/no)
- Comments:

#### Transit Facilities:

- Bus stop (yes/no) indicate route and line:
- Shelter (yes/no)
- Benches (yes/no)
- Route signage (yes/no)
- Texted-based route information or real-time schedule? (yes/no)
- Bus lanes or pull-ins (yes/no)
- Comments:

#### Automobile Facilities:

- Road quality ( A B C D)
- Road signage condition:
- Wayfinding (yes/no)
- Traffic light timing (good/bad/inefficient)
- Easy access to parking (yes/no)
- Comments:

Building Façade/ Landscaping:

- Transparency level: (can see in, tinted class, limited windows, no windows)
- Landscaping (yes/no)
- Landscaping adequate:
- Diversity of 1st floor commercial (super façade or many entrances and variety of retail/commercial use?)
- Comments:

Other Comments:

Automobile Facilities:

- Road quality ( A B C D)
- Road signage condition:
- Wayfinding (yes/no)
- Traffic light timing (good/bad/inefficient)
- Easy access to parking (yes/no)
- Comments:

Building Façade/ Landscaping:

- Transparency level: (can see in, tinted class, limited windows, no windows)
- Landscaping (yes/no)
- Landscaping adequate:
- Diversity of 1st floor commercial (super façade or many entrances and variety of retail/commercial use?)
- Comments:

Other Comments:



APPENDIX D: Consumer Potential Spending

<b>MOUNT CLEMENS CONSUMER SPENDING POTENTIAL</b>			
	1 Mile	3 Mile	5 Mile
<b>Apparel &amp; Services: Total \$</b>	\$7,512,762	\$56,681,049	\$145,519,058
Average Spent	\$1,328.52	\$1,653.62	\$1,775.7
Spending Potential Index	55	69	74
<b>Computers &amp; Accessories: Total \$</b>	\$982,413	\$7,451,351	\$19,092,253
Average Spent	\$173.72	\$217.39	\$232.99
Spending Potential Index	79	99	106
<b>Education: Total \$</b>	\$5,775,119	\$42,978,797	\$110,149,340
Average Spent	\$1,021.24	\$1,253.87	\$1,344.17
Spending Potential Index	84	103	110
<b>Entertainment/Recreation: Total \$</b>	\$14,094,415	\$108,737,378	\$281,412,860
Average Spent	\$2,492.38	\$3,172.31	\$3,434.48
Spending Potential Index	77	98	107
<b>Food at Home: Total Spent</b>	\$20,328,164	\$149,568,410	\$381,088,638
Average Spent	\$3,594.72	\$4,363.52	\$4,650.48
Spending Potential Index	80	98	104
<b>Food Away from Home: Total \$</b>	\$14,430,356	\$109,070,901	\$279,361,385
Average Spent	\$2,551.79	\$3,182.04	\$3,409.09
Spending Potential Index	79	99	106
<b>Health Care: Total \$</b>	\$16,771,048	\$122,894,108	\$315,577,768
Average Spent	\$2,965.70	\$3,585.32	\$3,851.05
Spending Potential Index	80	96	103
<b>Household Furnishings &amp; Equip: Total \$</b>	\$7,675,930	\$59,969,973	\$155,900,837
Average Spent	\$1,357.37	\$1,749.57	\$1,902.48
Spending Potential Index	66	85	92
<b>Investments: Total \$</b>	6,942,365	\$53,817,940	\$141,043,462
Average Spent	\$1,227.65	\$1,570.09	\$1,721.18
Spending Potential Index	71	90	99
<b>Retail Goods: Total \$</b>	\$103,247,041	\$790,107,700	\$2,032,856,031
Average Spent	\$18,257.66	\$23,050.67	\$24,807.26
Spending Potential Index	73	93	100
<b>Shelter: Total \$</b>	\$69,954,799	\$532,752,215	\$1,386,149,497
Average Spent	\$12,370.43	\$15,542.56	\$16,915.40
Spending Potential Index	78	98	107
<b>TV/Video/Audio: Total \$</b>	\$5,611,655	\$41,702,061	\$106,410,000
Average Spent	\$992.34	\$1,216.62	\$1,298.54
Spending Potential Index	80	98	105
<b>Travel: Total \$</b>	\$7,873,584	\$62,655,168	\$165,200,201
Average Spent	\$1,392.32	\$1,827.91	\$2,015.96
Spending Potential Index	74	97	106

Data Note: Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.  
Sources: 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics, ESRI.

APPENDIX E: Tapestry Segmentation Profile

MOUNT CLEMENS TAPESTRY PROFILE			
Description	1 Mile	3 Mile	5 Mile
	Great Expectations	Cozy and Comfortable	Cozy and Comfortable
LifeMode Group	L7 High Hopes	L2 Upscale Avenues	L2 Upscale Avenues
Urbanization Group	U5 Urban Outskirts I	U8 Suburb Preiphery II	U8 Suburb Periphery II
Household Type	Mixed	Married-Couple Families	Married-Couple Families
Median Age	33.3	42.3	42.3
Income	Lower Middle	Upper Middle	Upper Middle
Employment	Prof/Mgmt/Skilled/Srvc	Prof/Mgmt	Prof/Mgmt
Education	HS Grad; Some College	Some College	Some College
Residential	Single Family; Multiunits	Single Family	Single Family
Race/Ethnicity	White	White	White
Activity	Do Painting, drawing	Dine out often- family rst.	Dine out often- family rst.
Financial	Have 2nd Mortgage	Have personal credit line	Have personal credit line
Activity	Listen to Classical Music	Shop at Kohl's	Shop at Kohl's
Media	Read baby magazines	Listen to sporting events	Listen to sporting events
Vehicle	Own motorcycle	Own/lease minivan	Own/lease minivan
	Rustbelt Traditions	Main Street, USA	Sophisticated Squires
LifeMode Group	L10 Traditional Living	L10 Traditional Living	L1 High Society
Urbanization Group	U5 Urban Outskirts I	U5 Urban Outskirts I	U7 Suburb Periphery I
Household Type	Mixed	Mixed	Married-Couple Families
Median Age	36.7	36.8	38.4
Income	Middle	Middle	Upper Middle
Employment	Skilled/Prof/Mgmt/Srvc	Prof/Mgmt/Skilled/Srvc	Prof/Mgmt
Education	HS Grad; Some College	Some College	Some College; Bach/Grad
Residential	Single Family	Single Family; Multiunits	Single Family
Race/Ethnicity	White	White	White
Activity	Buy Childrens products	Buy childrens toys	Home Improvement
Financial	Use credit union	Consult financial planner	Hold large life insurance
Activity	Do painting, drawing	Rent movies on DVD	Landscaping
Media	Watch cable TV	Watch court shows	Listen to classic hits radio
Vehicle	Own/lease vehicle	Own/lease Sedan	Own 3+ vehicles
	Main Street, USA	Young and Restless	Main Street, USA
LifeMode Group	L10 Traditional Living	L4 Solo Acts	L10 Traditional Living
Urbanization Group	U5 Urban Outskirts I	U4 Metro Cities II	U5 Urban Outskirts I
Household Type	Mixed	Singles; Shared	Mixed
Median Age	36.8	28.6	36.8
Income	Middle	Middle	Middle
Employment	Prof/Mgmt/Skilled/Srvc	Prof/Mgmt	Prof/Mgmt/Skilled/Srvc
Education	Some College	Some College; Bach/Grad	Some College
Residential	Single family; Multiunit	Multiunit Rentals	Single Family; Multiunits
Race/Ethnicity	White	White; Black	White
Activity	Buy childrens toys	Play tennis, lift weights	Buy children toys
Financial	Consult financial planner	Have renters insurance	Consult financial planner
Activity	Rent movies on DVD	Attend sporting events	Rent movies on DVD
Media	Watch court shows	Watch sports on TV	Watch court shows
Vehicle	Own/lease sedan	Own/lease Honda	Own/lease Sedan

Source: ESRI

APPENDIX F: Street Inventory Narrative

Northbound Gratiot Street Inventory

Northbound Gratiot Avenue has a posted speed of 35 miles per hour in the evaluated section. Northbound Gratiot Avenue is four lanes between Terry and Cass Avenue with no turn lanes, bike lanes, or bus pull-out lanes. The 560/565 Smart Bus operates on this section of Gratiot and serves: Chesterfield Township, Target and K-mart, downtown Mount Clemens, Macomb Mall, Roseville Plaza, Eastgate Shopping Center, and the Rosa Parks Transit Center. Overall the road surface is in b-c condition and the road has good light timing (Figure 1).

*Terry Street to Cass Street*

The primary use between Terry and Cass Street is government, parking, and open space along the Clinton River. There is currently no pedestrian signal at Terry for pedestrians to access the adjacent open space along the Clinton River. The west and east sides of Gratiot have an inadequate sidewalk width of eight feet and five feet respectively with no pedestrian separation from moving traffic. The block is greater than 600 feet with no midblock pedestrian crossings. Light poles and uneven sidewalk surfaces may make it difficult for people with disabilities to travel comfortably through this section of Gratiot. Tactile strips are present at the intersection of Terry and Gratiot on the west side of the street but not on the east side. Tactile strips are absent at the Gratiot and Cass Street intersection on both sides of the street, though a pedestrian crosswalk signal is present it is poorly timed. The section consists of mostly government uses and parking. The Macomb County Building location at Cass and Gratiot is not transparent at the pedestrian level which may be for reasons of security. Bike lanes, bus stops, benches, and appropriate landscaping are all absent from this section of Gratiot (Figure 2)

*Cass Street to Market*

The primary uses between Cass and Market Street are government, parking, and open space along the Clinton River. The sidewalk width varies from five to eight feet on either side of Gratiot with poor surface quality. There is currently no pedestrian separation between moving traffic and the sidewalks. Through there is a pedestrian signal at Cass Street and at Market Street, signal timing is poor and pedestrians would have to walk over 300 feet in either direction to arrive at a signalized crossing point because no mid-block options



Figure 1: Northbound Gratiot Terry Street to Market Street



Figure 2: Northbound Gratiot Terry Street to Cass Avenue



exist. Though there is a gateway area that dissects the superblock, no signal is available to allow pedestrians to safely cross to the river-front. Light poles and a vehicle access entry at the Macomb Circuit Court Parking Garage create obstructions for pedestrians. The parking garage entrance creates potential pedestrian-vehicle conflicts and has no signage warning drivers or pedestrians to proceed with caution. This section does have a bus stop (560/565) but lacks a shelter and bench. Tactile strips are absent along with benches and landscaping. The Macomb Circuit Court building lacks a usable entrance on the east side, and lacks transparency at the pedestrian level. Limited landscaping, uneven and sloping sidewalks detract from pedestrian usability (Figure 3).



Figure 3: Northbound Gratiot Cass Avenue to Market Street

**Southbound Gratiot Street Inventory**

Southbound Gratiot Avenue has a posted speed of 35 miles per hour in the evaluated section. Southbound Gratiot is four lanes between New and Macomb becoming four lanes with a right-hand turn lane just before Pine Street with the turn lane terminating at Cass Avenue. The section between Cass and Walnut is three lanes with no turn lanes or bus pull-outs. The 560/565 Smart Bus operates on this section of Gratiot and serves: Chesterfield Township, Target and K-mart, downtown Mount Clemens, Macomb Mall, Roseville Plaza, Eastgate Mall, and the Rosa Parks Transit Center. Overall the road surface is in b-c condition and the road has good traffic light timing. The section offers drivers access to four public parking lots (Figure 4).

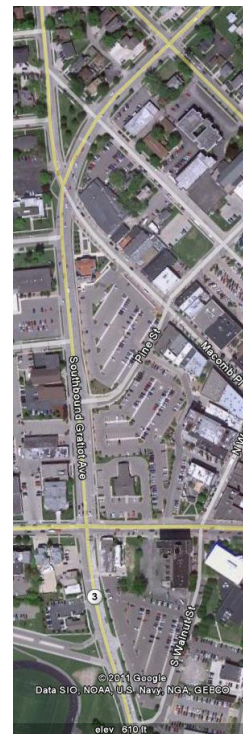


Figure 4: Southbound Gratiot Walnut Avenue to Market Street

*Walnut to Cass*

The primary uses between Walnut and Cass are parking, professional office, public/institutional, and multi-family residential. The block length between Walnut and Cass exceeds the maximum allowable length. The sidewalk in this section is in good condition, though, at six feet, the width is inadequate. There are no crosswalks available to connect the public/institutional uses to the downtown areas nor are there any crosswalk timers, or midblock crossing areas in this section. Tactile sidewalk strips, and bicycle facilities are absent from this section. Uses that do exist do not have transparent windows at the pedestrian level. Though one bus stop does exist in this section, there is no route listed and the stop does not provide a bus shelter or benches for transit users. However, this section does provide an eight-foot separation between the sidewalk and moving traffic (Figure 5).

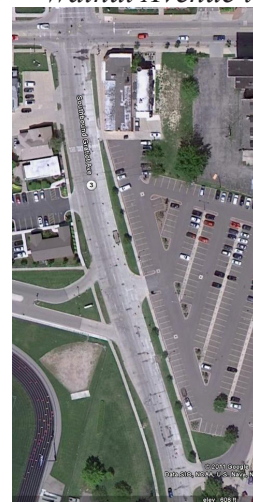


Figure 5, left: Southbound Gratiot Walnut Avenue to Cass Avenue

*Cass to Pine*

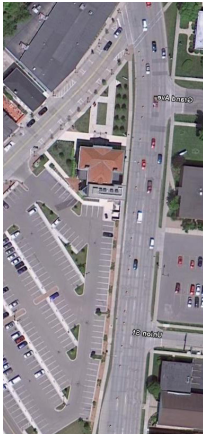


Figure 6: Southbound Gratiot Cass Avenue to Pine Street

The primary uses between Cass and Pine are parking, professional office, personal services, and religious. The sidewalk in this section is in good condition but sidewalk width is an inadequate six feet. Tactile sidewalk strips are installed at Cass Avenue but are not installed at other curb cuts throughout the section. Crosswalk signals are available with timers in this section and allow for a comfortable crossing. No mid-block crossing areas are available. There are no bicycle or transit facilities located within this section. Drivers are provided with parking/downtown/shuttle wayfinding signage and access to parking is good with public access to the blue lot and the Roskopp lot. The roadway also contains a right turn lane ending at Cass and providing access to the bank on the corner of Cass and Gratiot. Most of the uses are low-density with many surface parking lots surrounding or adjacent to them. The professional office on the corner of Cass and SB Gratiot is separated from the street by private parking. There is very little building transparency at the pedestrian level in this section (Figure 6).

*Pine to Macomb*



Figure 7: Southbound Pine Street to Macomb Place

The primary uses between Pine and Macomb are parking, public/institutional, and professional office. Sidewalk width is an inadequate six feet. The buffer separating the sidewalk from the road varies in width from five feet to one. No crosswalk signals, bicycle or transit facilities exist in this section. No mid-block crossings exist for this section and there are no points of pedestrian access from the western residential areas to downtown. At the pedestrian level, the Anton Art Center provides some informal seating opportunities and public art. However, the section lacks building transparency at the pedestrian level where buildings exist; most of the section is parking (Figure 7).

*Macomb to New*



Figure 8: Southbound Macomb Place to New Street

The primary uses between Macomb and New are park/open space, professional office, and parking. The sidewalk is and inadequate six feet in width through this section with no tactile sidewalk strips. There is a five foot buffer between the sidewalk and moving traffic. Crosswalk signals are available in this section, though they do not allow for a comfortable crossing time for pedestrians. On the south side of Macomb facing west, the crosswalk signal not functioning. There are no bicycle or transit facilities in this section. This section does contain wayfinding signs directing drivers to the business district, Art Center, and Shopping/Dining areas. The professional office building on the east side of SB Gratiot lacks windows



and is therefore not transparent at the pedestrian level. Because of the angle of the intersection, pedestrian crossing is lengthened on the Northern end of Macomb for pedestrians crossing SB Gratiot (Figure 8).

### *New to Market*

The primary uses between New and Market are religious, parking, and single-family residential. The sidewalk is in good condition, but is an inadequate six feet in width. The section does contain a buffer of about five to six feet between moving traffic and the sidewalk. The section lacks crosswalk signals, bicycle and transit facilities. Buildings in this area have limited windows and lack transparency at the pedestrian level. Buildings are separated from sidewalks by private parking (Figure 9).

### **Main Street Inventory**

Main is a four lane road from Terry to Cass with a left turn lane at Cass. Main narrows to two lanes after with a center turn lane after Cass up until Market. The section from Market to Clinton is a two lane road with a center turn lane and a right hand turn lane that terminates at Market. The posted speed throughout the section varies from 35 miles per hour to 15 miles per hour between Cass and Market. Overall the road surface is in b-c condition with good light timing. No bicycle facilities or bus pull outs exist in the evaluated section. The 560/565 Smart Bus operates on this section of Gratiot and serves: Chesterfield Township, Target and K-mart, downtown Mount Clemens, Macomb Mall, Roseville Plaza, Eastgate Mall, and the Rosa Parks Transit Center. Pavers exist for some sections of sidewalk throughout the evaluated section, but lack unity. Drivers have direct access to one public parking lot and numerous metered spaces along the east and west sides of Main Street (Figure 10).

### *Terry to Cass*

The primary uses between Terry and Cass are government, parking, professional office, and public/institutional. The sidewalk is in good condition on both sides of the street with a width of ten feet on the east side of the street and a varying width from 25 to 5 feet on the west side of the street. Tactile strips exist on curb cuts at the south-west section of Terry and on the county parking lot side of Main but are not installed at any other point in the section. No crosswalk signals exist on the east side of Main but there is a crosswalk signal on the west side. The crosswalk signal on the west side of Main is poorly timed for pedestrians. No bicycle facilities exist in this section. There is a bus stop on the west side of Main with



Figure 9: *Southbound New Street to Market Street*

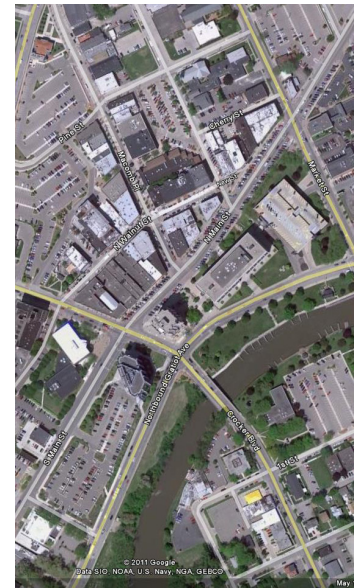


Figure 10: *Main Street Terry Street to Clinton Street*



Figure 11: Main Street Terry Street to Cass Avenue



Figure 12: Main Street Cass Avenue to Macomb Place

a shelter, but lacks benches and route information. Buildings on the east side of Main lack transparency at the pedestrian level. The Macomb County Building has a pedestrian plaza area, but the area lacks benches. Sidewalks near the plaza have been diverted from the road toward the building. There is a 10 to 11 foot buffer between the sidewalk and the street from 48 South Main to Terry (Figure 11).

*Cass to Macomb*

The primary uses between Cass and Macomb are mixed-use, professional office, and government. The sidewalk is in good condition on both sides of Main with a five to 25 foot sidewalk width on the east side of the street and a five to nine foot width on the west side of the street. There are no tactile strips in this section. Crosswalk signals, which provide adequate crossing time are available at the Cass end of this section, though there is not a crosswalk signal installed on the Macomb. Crossing the street is made less dangerous at the Macomb end because of the speed reduction from thirty miles per hour to fifteen miles per hour. This section of Main does contain a bus stop with a shelter and a bench but does not provide transit riders with any route information. No bicycle facilities are provided in this section of Main. Landscaping is good throughout this section with street trees, shrubs, and grasses in many areas. The buildings in this area have limited windows or tinted windows so there is little transparency at the pedestrian level (Figure 12).

*Macomb to New*

The primary uses between Macomb and New are government, mixed-use, vacant, and restaurant. The sidewalk is in poor condition with an uneven grade on the east side of the street with an inadequate width of five feet. The sidewalks are in good condition on the west side of the street with a width of nine feet. Trees and tree protectors located on the sidewalk obstruct pedestrian’s paths. Neither side of the street has tactile strips at crosswalks. The large bump out at the mid-block crossing area is not raised to protect pedestrians from oncoming vehicles or turning vehicles. Crosswalk signals are absent from this section however, crossing times are adequate given the speed limit of 15 miles per hour through this section. No bicycle or transit facilities are present in this section. Buildings on the east side of the street have little to no transparency while buildings on the west side of the street have many windows that are transparent at the pedestrian level. Near the court house there is a memorial area that offers some seating. Public art and good landscaping are present on the west side of the street (Figure 13).



*New to Market*

The primary uses between New and Market are government, mixed-use, restaurant, and vacant. The sidewalks on both sides of Main are in good condition. The sidewalk on the east side of Main is between five and nine feet wide while the sidewalk on the west side of Main is between 6 and 18 feet wide. Neither side of the street has tactile strips installed at crossing areas. Meters and light poles on the east side of Main and fire hydrants and light poles on the west side of Main create obstructions for pedestrians. Crosswalk signals are not present at the New side of the section but crossing time is comfortable due to slow traffic speeds. Crosswalk signals are available on the Market side of the section with countdown timers providing comfortable crossing times to pedestrians. There are no bicycle or transit facilities in this section. Buildings on the west side of the street have many windows with transparency at the pedestrian level. The east side of the street is a parking garage with surrounding landscaping (Figure 14).

*Market to Clinton*

The primary uses between Market and Clinton are professional office, parking, vacant building, and vacant parcel. The sidewalk on the east side of the street is in poor condition. Bituminous material has been used to patch cracks and holes creating a tripping hazard. The sidewalks are nine feet wide on both sides of the street. Tactile strips are not installed at Clinton but are installed in some areas at Market. Crosswalk signals are available at Clinton and provide a comfortable crossing time for pedestrians. No crosswalk signals are available at Market. There are no bicycle or transit facilities in this section. Landscaping is good on both sides of the street and buildings are transparent at the pedestrian level for the most part. The bank at Market and Main is separated from the sidewalk by a private driveway (Figure 15).

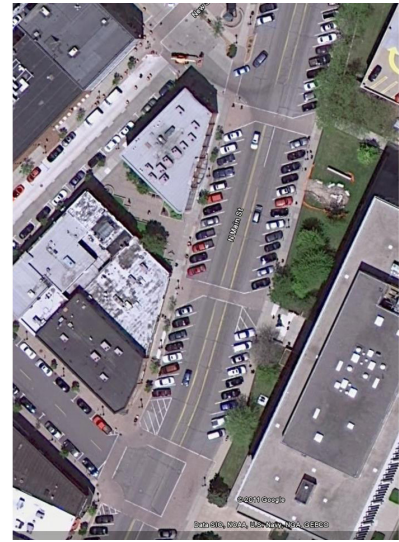


Figure 13: *Main Street Maccomb Place to New Street*

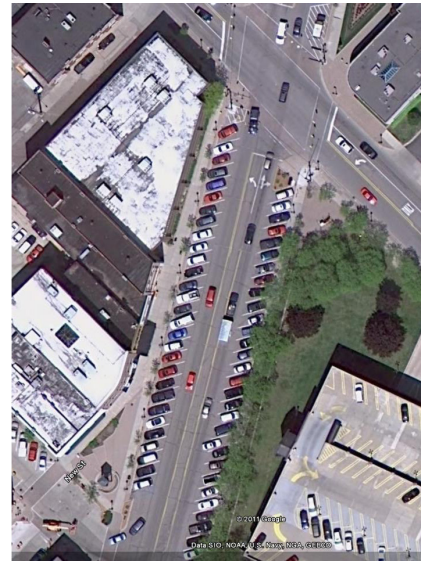


Figure 14: *Main Street New Street to Market Street*



Figure 3.15 *Main Street Market Street to Clinton Street*

APPENDIX G: Transportation Source Matrix

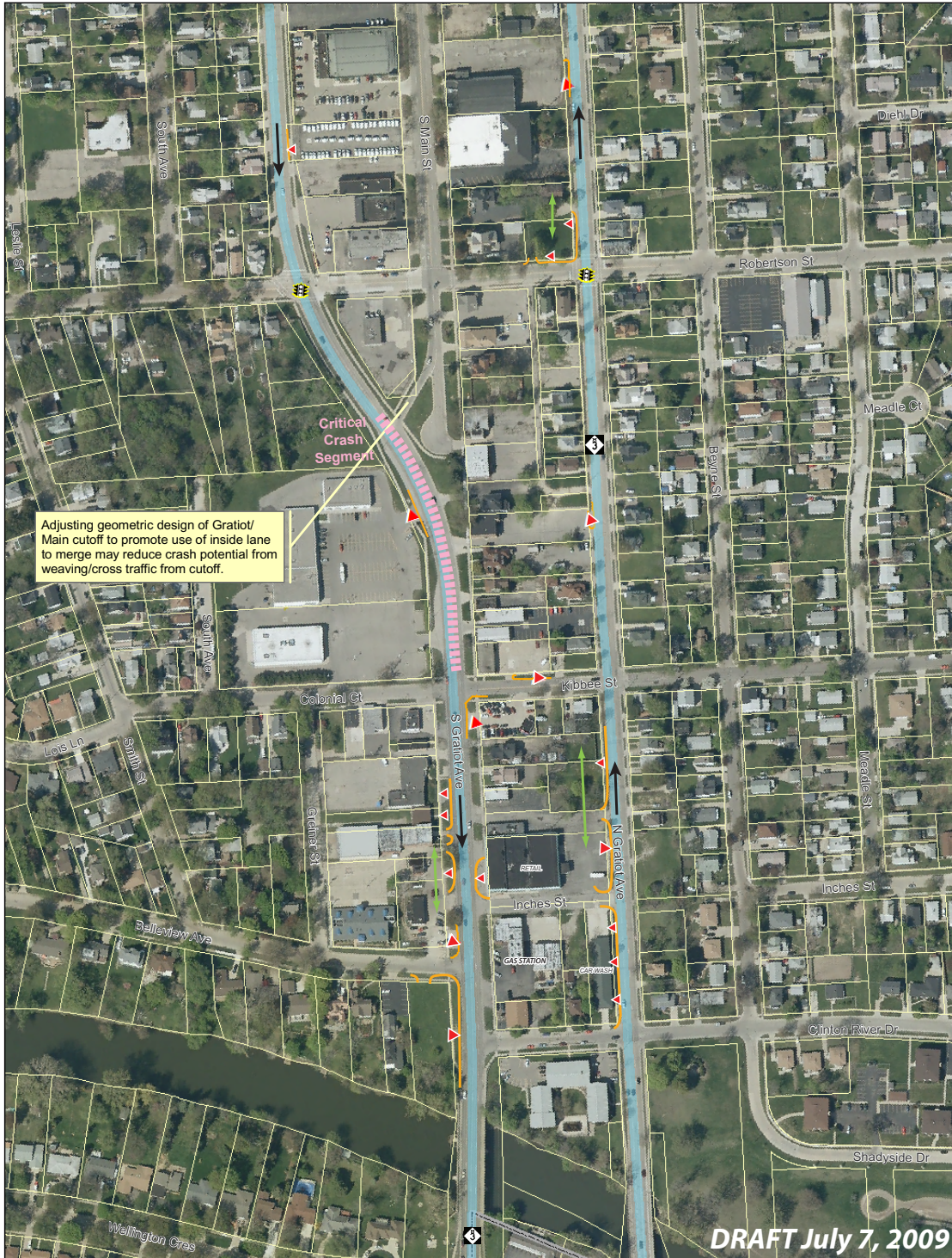
<b>Sidewalks:</b>		
<b>Element</b>	<b>Recommendation/Standard</b>	<b>Source of Information</b>
Width	9ft minimum*	Designing Walkable Urban Thoroughfares (Ch. 6)
Surface Conditions	Sidewalks in poor repair can limit access and threaten the health and safety of pedestrians	Designing Sidewalks and Trails for Access: Part I of II: Review of Existing Guidelines and Practices <a href="http://www.fhwa.dot.gov/environment/sidewalks/chap4b.htm">http://www.fhwa.dot.gov/environment/sidewalks/chap4b.htm</a>
Grade	Whenever possible, slopes should be minimized to improve access for people with mobility impairments	Designing Sidewalks and Trails For Access: Part II of II: Best Practices Design Guide <a href="http://www.fhwa.dot.gov/environment/sidewalk2/sidewalks204.htm">http://www.fhwa.dot.gov/environment/sidewalk2/sidewalks204.htm</a>
Obstructions	objects that limit vertical passage of space, protrude into the circulation route, or reduce the clearance width of the sidewalk can limit access and threaten the health and safety of pedestrians	Designing Sidewalks and Trails for Access: Part I of II: Review of Existing Guidelines and Practices <a href="http://www.fhwa.dot.gov/environment/sidewalks/chap4b.htm">http://www.fhwa.dot.gov/environment/sidewalks/chap4b.htm</a>
Curb Cuts /Tactile Strips	Recommended locations: At the edge of depressed corners; at the border of raised crosswalks and raised intersections; at the base of curb ramps; at the border of medians and islands; and at the edge of transit platforms	Designing Sidewalks and Trails For Access: Part II of II: Best Practices Design Guide <a href="http://www.fhwa.dot.gov/environment/sidewalk2/sidewalks206.htm">http://www.fhwa.dot.gov/environment/sidewalk2/sidewalks206.htm</a>
Pedestrian Buffer	6ft tree well*	Designing Walkable Urban Thoroughfares (Ch. 6)
Block Length	200-660ft*	Designing Walkable Urban Thoroughfares (Ch. 6)
Midblock Crossing	Consider providing marked mid-block crossings so that crosswalks are no greater than 200 to 300 feet apart or when significant pedestrian demand exists to cross a street between intersections	Designing Walkable Urban Thoroughfares (Ch. 9)
Curb Extensions	Curb extensions physically deters parking at intersection corners and improves the visibility of pedestrians. Additionally, curb extensions shorten crossing distances	Designing Sidewalks and Trails for Access: Part I of II: Review of Existing Guidelines and Practices <a href="http://www.fhwa.dot.gov/environment/sidewalks/chap4b.htm">http://www.fhwa.dot.gov/environment/sidewalks/chap4b.htm</a>
<b>Crosswalks:</b>		
<b>Element</b>	<b>Recommendation/Standard</b>	<b>Source of Information</b>
Signal	Pedestrian Priority at Intersections; Pedestrian signals and countdown timer; adequate crossing times; shorter cycle lengths and median refuges for very long crossings.*	Designing Walkable Urban Thoroughfares (Ch. 6)

Audible	Locations recommended for installation or retrofit: Complex or irregularly shaped intersections; high-volume intersections; intersections where traffic sounds are sporadic or masked by ambient noise; intersections that have vehicular actuation of the traffic signals; intersections with complex signal phasing; corridors leading to areas of fundamental importance such as post offices, court houses, and hospitals, exclusive pedestrian phase areas such as motorists stopped in all directions; and locations requested by people with visual impairments	Designing Sidewalks and Trails For Access: Part II of II: Best Practices Design Guide <a href="http://www.fhwa.dot.gov/environment/sidewalk2/sidewalks206.htm">http://www.fhwa.dot.gov/environment/sidewalk2/sidewalks206.htm</a>
Pedestrian Actuated Signal Device	Should be installed: When a traffic signal is installed under pedestrian volume or school crossing warrant; when an exclusive pedestrian phase is provided (motorists stopped in all directions); when vehicular indicators are not visible to pedestrians; and at any established school crossing with a signalized intersection.	Designing Sidewalks and Trails For Access: Part II of II: Best Practices Design Guide <a href="http://www.fhwa.dot.gov/environment/sidewalk2/sidewalks206.htm">http://www.fhwa.dot.gov/environment/sidewalk2/sidewalks206.htm</a>
Safe Speed	20-30 MPH*	Designing Walkable Urban Thoroughfares (ch. 6)
<b>Bicycle Facilities:</b>		
<b>Element</b>	<b>Recommendation/Standard</b>	<b>Source of Information</b>
Bike Lanes	Decision to provide bike lanes should be based on a number of factors such as: Interconnectivity between other bicycle facilities and direct connections between origins and destinations; and ability to provide a continuous facility and overcome barriers such as topography, rivers, railroads, freeways and so forth	Designing Walkable Urban Thoroughfares (ch. 9)
Lane Width	5-6ft Minimum*	Designing Walkable Urban Thoroughfares (ch. 6)
<b>Transit Facilities:</b>		
<b>Element</b>	<b>Recommendation/Standard</b>	<b>Source of Information</b>
Shelter/Benches	Street furniture should be placed in areas expected to have high volumes of pedestrian activity. Priority areas include transit stops; major building entries; retail and mixed use main streets; and restaurants.	Designing Walkable Urban Thoroughfares (Ch. 8/9)
Route Signage	Provide transit riders with route and destination information and times of operation	General Assessment

Bus Lanes or Pull Ins	Only desirable under selected conditions because of the delay created when busses reenter traffic. Advantages include: Allow traffic to proceed around the bus; clearly define bus stop; unloading and loading can be conducted in more relaxed manner; eliminate potential rear-end accidents	Designing Walkable Urban Thoroughfares (Ch. 9)
<b>Automobile Facilities:</b>		
<b>Element</b>	<b>Recommendation/Standard</b>	<b>Source of Information</b>
Wayfinding	Provide drivers with information on nearby activity centers, places of importance, and parking	General Assessment
Easy Access to Parking	Suggested Rear Parking	Designing Walkable Urban Thoroughfares (ch. 4)
Posted Speed	25-30 MPH*	Designing Walkable Urban Thoroughfares (ch. 6)
<b>Building Façade/Landscape:</b>		
Transparency	Transparency at the sidewalk level provides pedestrians with interesting and varied points of view.	Designing Walkable Urban Thoroughfares (Ch. 4)
Landscaping	Landscaping adds texture and color to a concrete and asphalt environment, increases pedestrian comfort and distinguishes an area’s identity. Landscaping may serve as a buffer between pedestrians and moving traffic. Raised planters along mixed-use thoroughfares can be used as seating and increase pedestrian comfort if they provide a buffer between the street and sidewalk. Landscaping in more urbanized areas such as an intense commercial area may have more formal characteristics. Well groomed trees, or linear plantings may be a good fit. As land use becomes less intense, landscaping may become less formal.	Designing Walkable Urban Thoroughfares (Ch. 8)
Diversity of 1 <sup>st</sup> floor Commercial	It is recommended that ground floor uses in urban areas be scaled to the pedestrian, oriented toward the street, incorporate interesting architectural features, and provided a number of accessible entry points. Buildings should have short setbacks in areas intended to be walkable; access should be pedestrian focuses.	Designing walkable Urban Thoroughfares (Ch. 4)

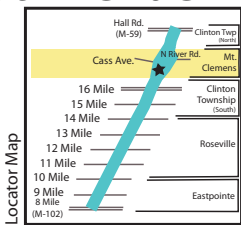


APPENDIX H: SEMCOG Access Management Plan- South (1 of 3)



**Gratiot Avenue Access Management Plan - South**

Map Title Number  
**22**  
 OF  
 29



- Study Corridor
- Suggested Curbing
- ↔ Suggested Connections
- New Developments
- ▲ Suggested Drive Closings
- ⚡ Signalized Intersections

0 100 200 400  
 Feet

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