

Downtown District Plan Mount Clemens, Michigan

Prepared for: Mount Clemens Downtown Development Authority

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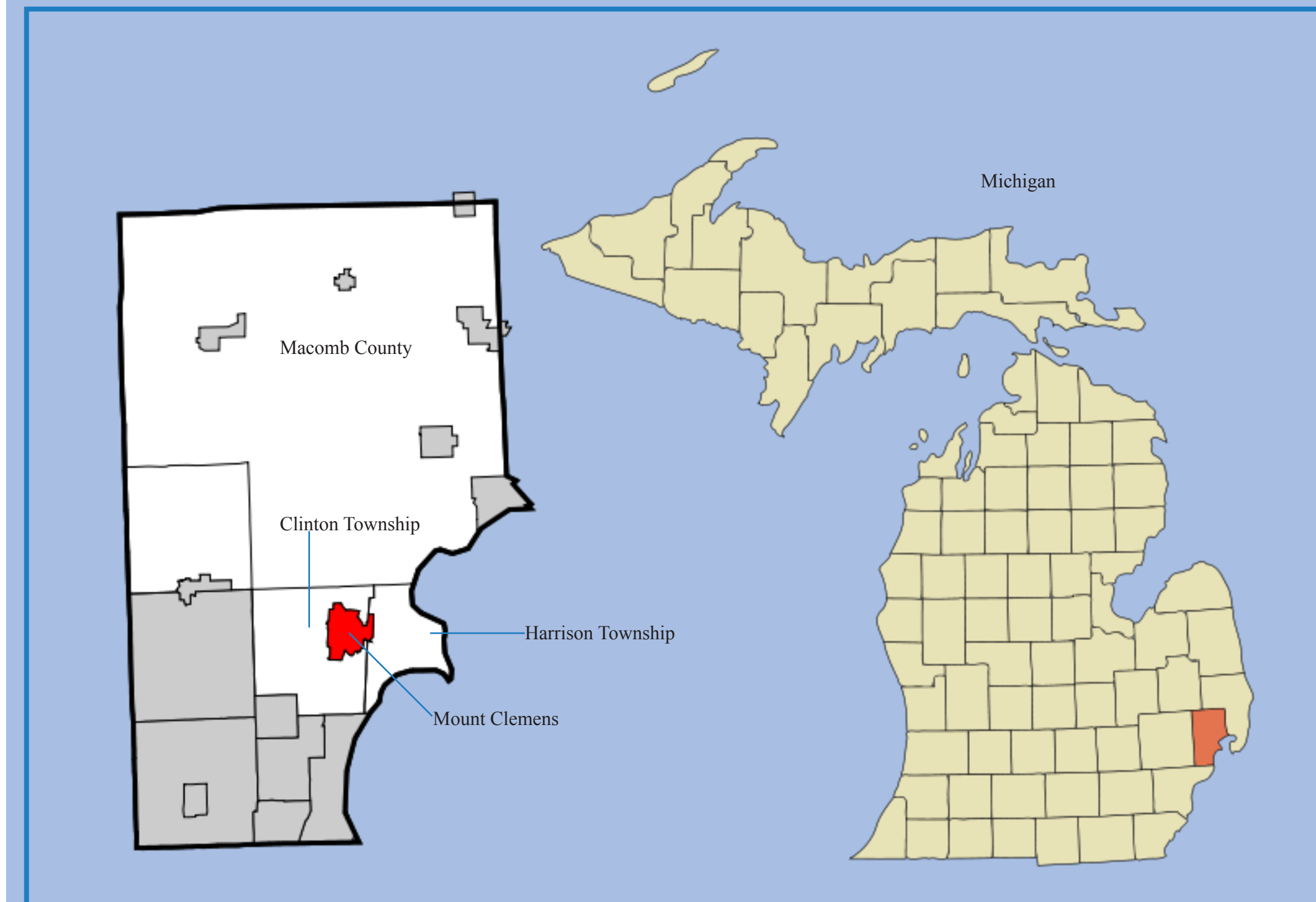
WHAT WE DID

The Mount Clemens Downtown District Plan is a collection of data relevant to the planning area, as well as a series of specific recommendations based on the data that look to improve the downtown and guide future development. This plan was created by a Michigan State University Urban Planning Practicum group in early 2011. Though the downtown has been negatively affected by vacancy and a reduction of its commercial base, the city has been successful in maintaining its historic downtown character which this plan hopes to preserve. The plan contains information on the history, demographics, and current conditions of the downtown. Fieldwork was conducted to determine existing land uses and the physical conditions in the downtown area. Research was also done on the downtown to evaluate existing business conditions and walkability.

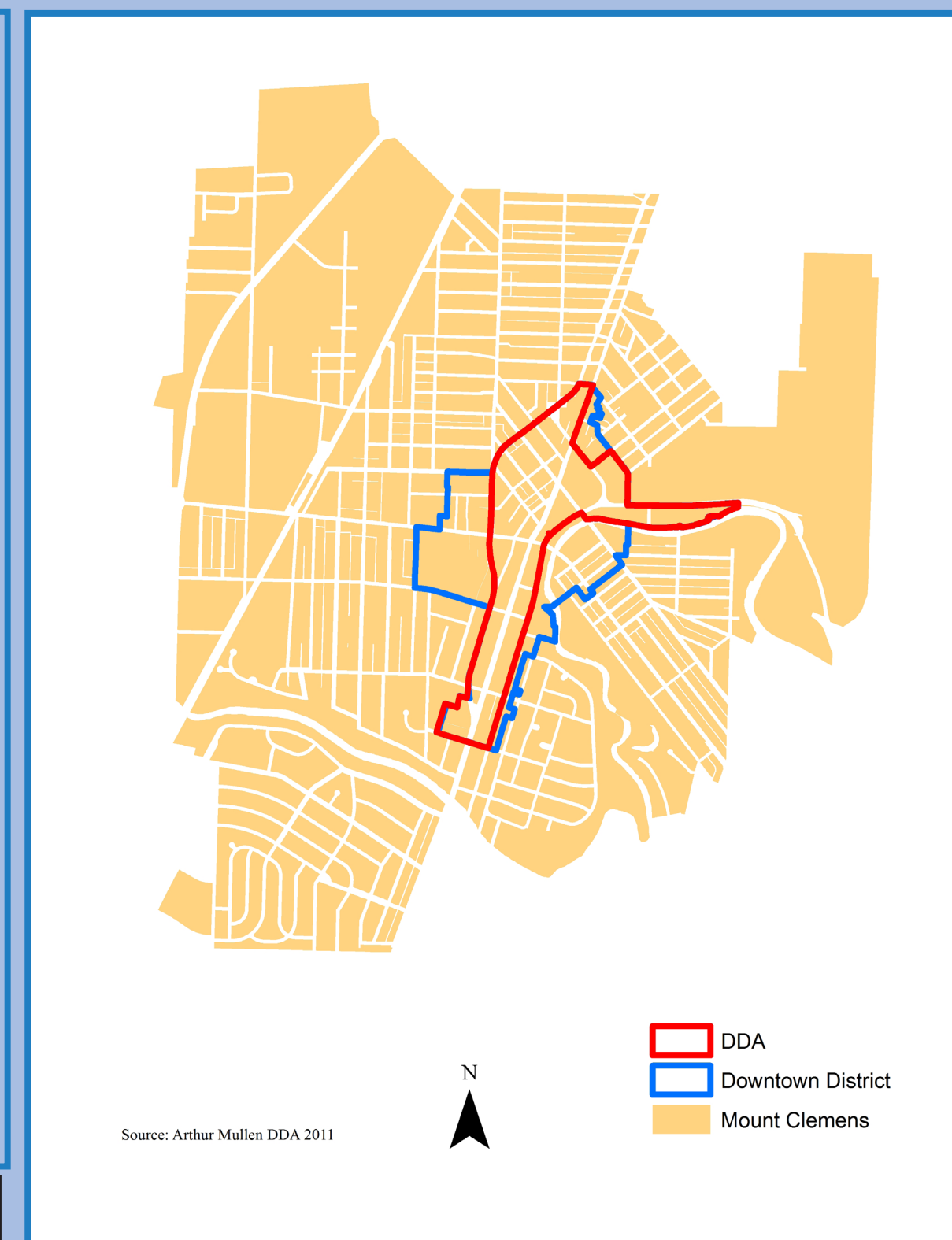
KEY POINTS

- The downtown is walkable, although Northbound and Southbound Gratiot create barriers to surrounding neighborhoods.
- Mount Clemens has market leakages in several categories, most notably grocery stores, specialty food stores, full service restaurants, and electronic stores.
- Mount Clemens' population is declining, in contrast to Macomb County's growing population.
- Oakland University's new campus represents an opportunity to attract new downtown patrons.
- 24 vacant or partially vacant buildings within the downtown area, as well as 16 completely vacant parcels

Location & Boundaries



Mount Clemens, MI is located in Macomb County north of Detroit near Lake St. Claire. It is almost entirely surrounded by Clinton Township to the North, West and South and Harrison Township to the East. Two major thoroughfares are located near or within Mount Clemens, I-94 to the east and M-3 'Gratiot Avenue' which divides Downtown Mount Clemens.



Transportation

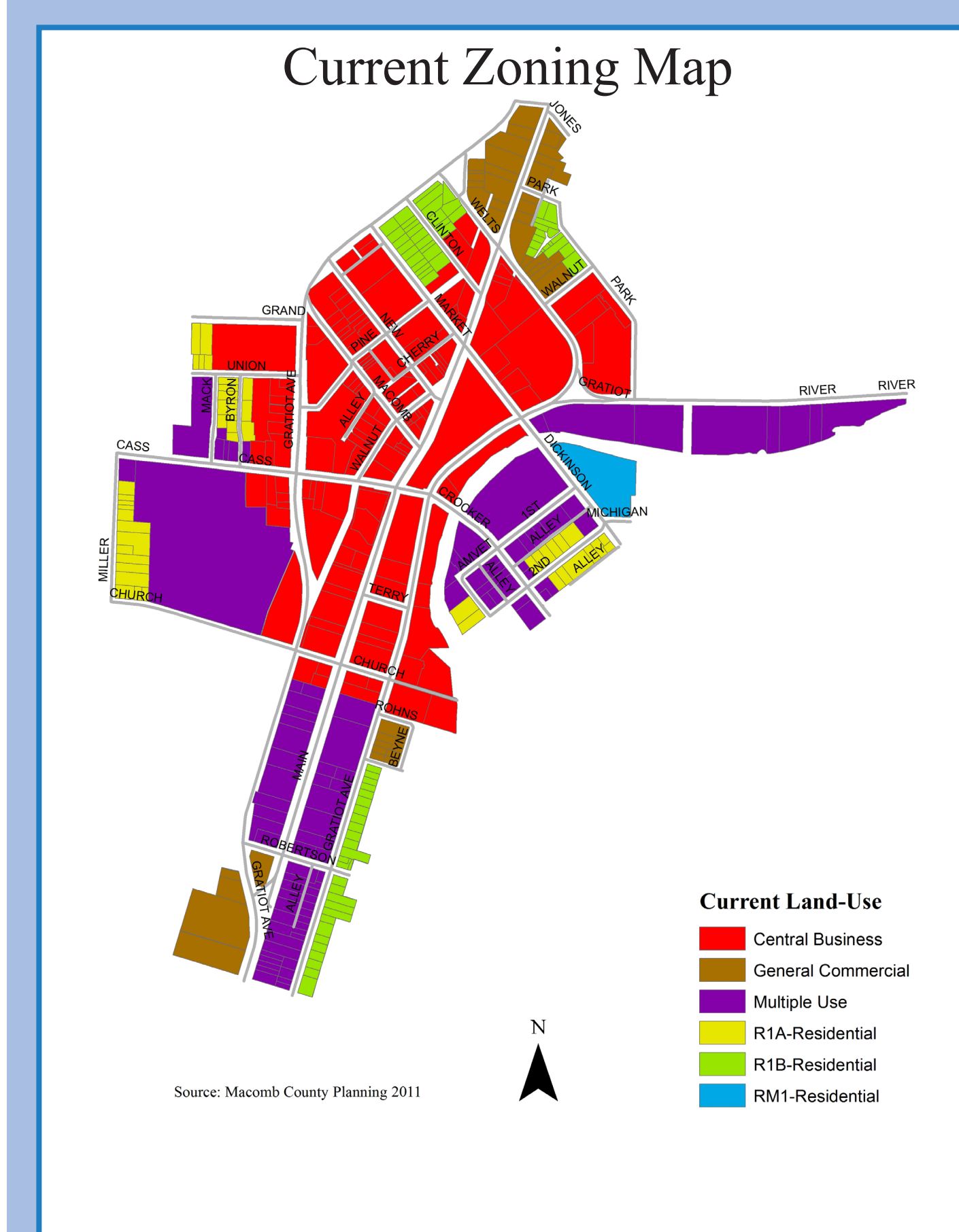


Image 1 shows a block of southbound Gratiot that does not provide pedestrians with a mid-block crosswalk. Midblock crosswalks reduce the distance a pedestrian has to travel to reach a safe or signalized crosswalk. The image also shows that there are inadequate facilities to accommodate non-motorized transportation options. Image 2 provides an example of a mid-block crosswalk option with non-motorized transportation options in Easley, SC.

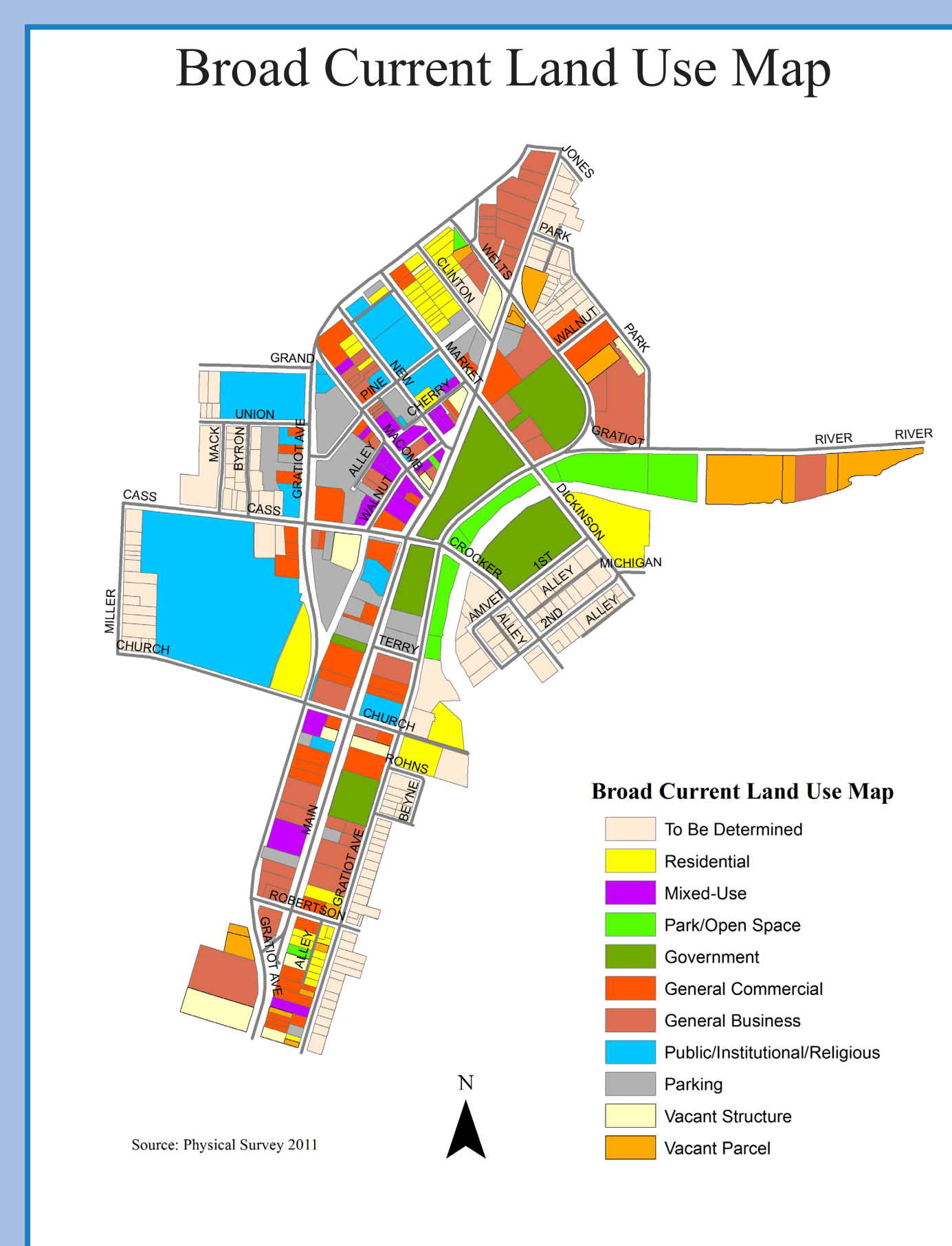


Image 3 shows an inadequate pedestrian bump out on Main Street in Downtown Mount Clemens. Bump outs increase safety by improving pedestrian and vehicle visibility to those who are using the crosswalk. In addition, pedestrian bump outs increase pedestrian comfort by decreasing crossing distance. Image 4 provides an example of a bump out in Seattle, WA that is well defined from the roadway. Raised curbs and landscaping prevent vehicles from entering pedestrian space.

Current Zoning & Land Use



The majority of Downtown Mount Clemens is zoned central business and multiple use. The central business district allows for a mixing of uses including residential, office, retail and other compatible uses. The multiple use category acts as a transitional zone between intense commercial development and residential development.



The broad current land use map was the result of a parcel-by-parcel study of land uses in the downtown planning area. This map was created from a more detailed land use map to display trends and concentrations of uses. The majority of mixed-use parcels exist centrally in the downtown, bound approximately by Cass Avenue to the south, Main Street to the east, Market Street to the north, and southbound Gratiot Avenue to the west. Concentrations of general commercial and general business exist in the southern part of the downtown bound approximately by Terry Street to the north, northbound Gratiot Avenue to the east, and southbound Gratiot to the west.

Commerical Opportunities



Assessing commercial opportunities within Downtown Mount Clemens was undertaken using a trade area analysis of retail market gaps, consumer spending potential and ESRI tapestry segmentation profiles. The map above illustrates the location of each respective trade areas, which have a central point at the intersection of Walnut Avenue and Macomb place, radiating outwards at 1, 3 and 5 mile increments.



A need for a grocery store within Mount Clemens was a consistent theme across all trade areas when analyzing retail market gaps in the downtown and surrounding areas. Within the 1 mile trade area, \$7.9 million dollars was leaking to surrounding markets outside of the 5 mile trade area. IGA Kress Supermarket (image 5) located in downtown Mount Clemens, MI and Trader Joes (image 6) located in downtown Berkeley, CA represent the study groups recommendations for the type of grocery stores to place in Downtown Mount Clemens, as they have a smaller foot print than traditional grocery stores such as Meijers or Walmart and utilize existing buildings and mixed-use zoning. In addition, the examples provide a necessity to increase higher density residential within Downtown Mount Clemens.