Community Development Through A Walkable & Livable Clawson:
Rochester Road & North Main Street
August 11, 2015
Agenda

- Introduction
- Guiding Principles
  - Community Engagement
  - Complete Streets
  - Future Land Use
- Summary
Goals of Plan

- Safety/Walkability
- Adaptive Reuse/Higher Intensity of Use
- Integrate Land Use & Non Motorized/Pedestrian Uses
- Community Engagement
- Land Use Diversity
Community Engagement

Engagement serves the community to inform decisions made on their behalf

Methods: Direct feedback/engagement and online polling

Results (209 participants):

- Active spaces are preferred when transforming vacant lots (e.g. splash pads, food truck parks, community gardens)
- Demand for more restaurants and family-friendly establishments
- Most people feel safe traveling by car on Rochester Road and N. Main Streets (62% and 57%)
- 42% believe bike lanes on Rochester Road would make cycling safer
- 57% cited traffic as a major safety concern for pedestrians and cyclists
Complete Streets Improvements

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Key Elements of Complete Streets

- Public Space
- Livable
- Automobiles
- Everyone
- Aging In Place
- Multimodal
- Bicycles
- Access
- Transportation
- Walkable
- Economic Development
- Equitable
- Safety
- Sustainability
- Public Health
- Design
- Mass Transit
- Complete Streets
- Everyone
- Access
Safety For All Street Users

Source: SEMCOG, 2010-2014 Crash Data
Rochester Rd Accidents

- Car v Bicycle
- Car v Pedestrian
- Angle/Left Turn
- Rear End

Source: SEMCOG, 2010-2014 Crash Data
North Main St Accidents

- Car v Bicycle
- Car v Pedestrian
- Angle/Left Turn
- Rear End

Source: SEMCOG, 2010-2014 Crash Data
Potential Improvement Areas

- Prevent dangerous sidewalk cycling
- Add visible pedestrian crosswalks to intersections
Ferndale - West Nine Mile Improvements

Before

After

Credit: Downtown Ferndale, 2010
Rochester Road - Complete Streets Recommendation

Right-size the corridor with a four to three lane conversion to increase safety and spur economic development
Rochester Road - Complete Streets Recommendation

Before

After

Credit: NACTO

Credit: NACTO

Credit: NACTO

Credit: NACTO
North Main Street - Complete Streets Recommendation

Right-size the corridor with a five to three lane conversion to increase safety and extend downtown’s character northward.
North Main Street - Complete Streets Recommendation
Implementation: Community Engagement
Implementation: Resources and Grants
Corridor Vision

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Rochester Road Corridor

Principal elements:

- Infill development
- Adaptive reuse of obsolete industrial uses
- Incorporation of Complete Streets
- Eliminate existing nonconformities
- Revise city policies

Site 1

Site 2
Site 1: CVS Lot
Site 1: Rochester Commons
Site 1: Rochester Commons

Auto entrance
Pedestrian entrance
Site 2: Vacant Lot near Royal Oak Plumbing
Site 2: 828 Rochester
Site 2: 828 Rochester

- Auto entrance
- Pedestrian entrance
Implementation: Brownfield Redevelopment

- Brownfield Redevelopment
- Commercial Rehabilitation District
- Property taxes abatement up to 10 years

- Ex. MJR Digital Cinemas, Troy, MI
North Main Street Corridor

Principal elements:

- Infill development
- Incorporation of Complete Streets
- Safety, walkability
- Eliminate existing nonconformities
- Revise city policies
Site 3: 121 N. Main - vacant lot
Site 3: Clawson Square
Site 3: Clawson Square - Public Alternative

Source: City of Zeeland
Implementation: Public Spaces, Community Places

- Crowdfunding (schools can be a partner)
- Purchased by the DDA, developed as a public space
- Matching grant from MEDC up to $50,000
- Placemaking!
Site 4: 722 North Main & Site 5: 665 N. Main

Photographs courtesy of 2015 WSU Capstone
Site 4: 722 North Main

Auto entrance
Pedestrian entrance
Site 5: 665 N. Main
Implementation Timeline

0-3 MONTHS
Temporary Bike Lane

3-6 MONTHS
Safe Routes To Schools

6-12 MONTHS
TAP Application: Rochester Road

1-3 YEARS
Rochester Road 4 to 3 Lane Conversion

3-5 YEARS
N. Main 5 to 3 Lane Conversion

5+ YEARS
110 Rochester Rd Development

Short Term ➔ Mid Term ➔ Long Term
Thank you!