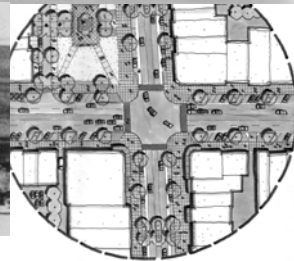
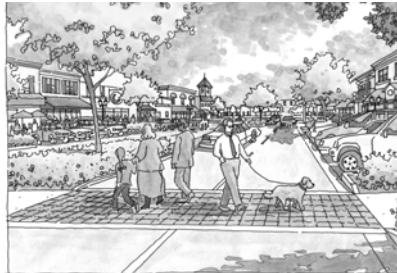
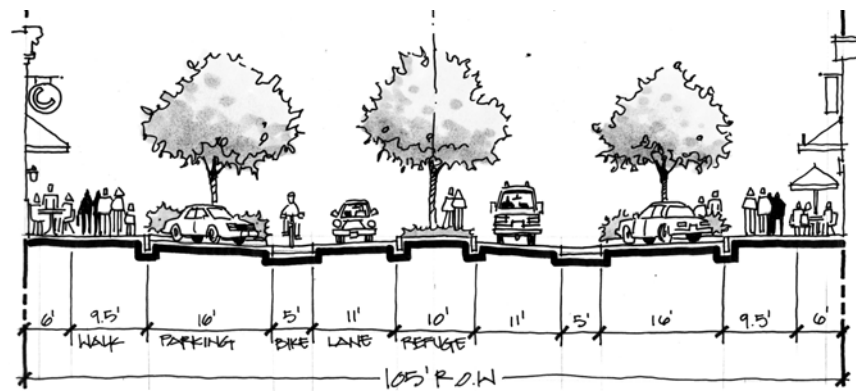




# Downtown Clawson Framework Urban Design Plan



Clawson Downtown Development Authority  
425 Main Street  
Clawson, MI 48017  
248-435-4500

**Adopted:**

Clawson DDA  
Clawson Planning Commission  
Clawson City Council

October 26, 2004  
October 26, 2004  
November 1, 2004

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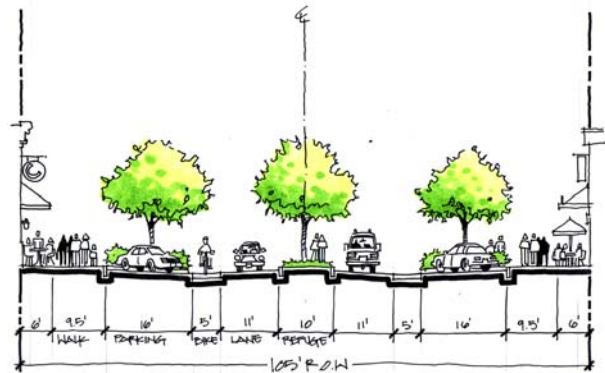
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**I. Background** – In 2002 the DDA was reconstituted after several years of inactivity. Within the first several months the DDA prepared a Vision Statement for the district along with a Work Program and Budget.

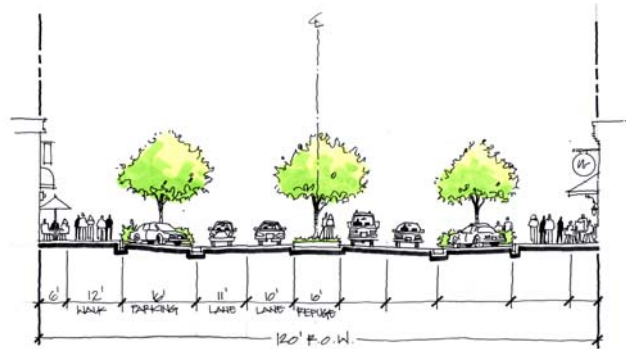
*Vision Statement* - Downtown Clawson is a vibrant pedestrian-friendly center of commerce. The restored vintage style buildings and compatible architecture house a variety of unique specialty retail stores, restaurants and second story residences. The tree-lined downtown is safe, clean, well maintained and adorned with colorful flowers, street furniture, banners and decorative paving. The main streets are lined with on-street parking and surrounded by well designed public parking in ample lots where patrons access the stores through attractive front and rear entrances. The downtown is a gathering place for people to mingle in outdoor cafés and public spaces for shopping, eating, entertainment, festivals and family fun.

One of the important program elements identified in the Vision Statement and Work Program was the institution of on-street parking. In the winter of 2002 the DDA solicited proposals from traffic engineering firms and selected the firm of Glatting, Jackson, Kercher, Anglin, Lopez, Rinehart, Inc. to determine if on-street parking was feasible on both Main Street and 14 Mile Road in the downtown. In June 2003, Ian Lockwood and Todd Clements of Glatting Jackson conducted an almost week long charrette in the City offices. Residents, business owners, officials, and visitors were invited to share their experiences, observations, background data and ideas with the traffic engineer and landscape architect. On June 12, 2003, Ian

Lockwood made a final presentation of their findings and recommendations.



The above 105' Right of Way diagram demonstrates the recommendation of on-street parking for Main Street. It was recommended that in the downtown core area that traffic lanes be reduced to one lane in each direction along with a median/turn lane. A bike lane was incorporated along the traffic lane in both directions and on-street parking



was configured as reverse angle. The 120' Right of Way diagram above for 14 Mile Road recommended that 2 through lanes for traffic in each direction be retained, however lane width was reduced to encourage traffic calming. A refuge area is located between the lanes which also serves as a center turn lane at the intersection at Main. Landscaping is recommended to reduce vision expanse and also calm traffic. Parking is accommodated in a reverse angle style.

As a part of the charrette, a vision sketch below was prepared which demonstrated on-street parking in addition to streetscape elements and building infill.



An intersection diagram was also created which demonstrated the street configuration along with the suggestion of a public town square at the northwest corner of the intersection of 14 Mile Road and Main Street. The parking in this diagram suggested an alternative of parallel parking on Main Street and reverse angle on 14 Mile Road.



Finally, as part of the charrette a list of the following Observations/Recommendations were made.

### **BONE STRUCTURE (NETWORK)**

- Connected
- Human Scale Block Structure (No Super Blocks)
- Maximize Existing Alleys
- Encourage New Alleys

### **ON-STREET PARKING**

- Mandatory on Main Street and 14 Mile Road
- Protected/Bulb-outs (landscaped)
- Parallel or Back-in Angle
- Minimize Driveways

### **SIDEWALKS**

- Minimum width sidewalk
- Zones
  - Furniture Zone
  - Unobstructed Pedestrian Walk Zone
  - Display/Café Zone
- Comfortable/Protective
  - Shade
  - Parking
  - Furniture Zone/Planting Buffer

### **MAIN STREET BUILDINGS**

- Continuous Façade
  - Driveway Consolidation
  - Rear Parking
- Sign & Awning Code
- Provide Multi-Use/Multiple Story
  - Residential
  - Office Space
- Building Up to Street
  - Create Sense of Enclosure

### **STREETSCAPING**

- Good Street Tree
- Hardscaping for Identity & Access to Retail/Low Maintenance
- Appropriate Street Furniture Location
- Planting Zone/Tree Grate

- Bike Lanes

### **DRIVER BEHAVIOR**

- Slow Speeds (25 MPH)
- Narrow Lanes
- Remove Surplus Lanes
- Sense of Place/Territory
- Guests in Clawson Not Drive-Thru
- Sense of Enclosure
- Legible Streets
  - Pedestrian Crosswalks/Access

### **DOWNTOWN DISTRICT**

- Sense of Arrival
- Define District
  - Carry Theme to Edge of District
- Establish Edge

### **MULTI-MODAL “ISM”**

- Better Pedestrian Environment
  - Edges
- Better Crossings
  - Bulb-outs/Shorter cross distance
  - Distinguishable Cross Area with Specialty Colored Paving
- Bicycle Facilities
  - Good for School Access
- Bus Shelter/Stop
  - Within Bulb-out
  - Comfortable & Safe

### **RULES TO ESTABLISH**

- Change Site Plan Requirements
  - Main Street Buildings
  - Driveway Access
  - Parking
- Change Speed Limit
- Adopt Comprehensive Plan Amendment
  - Pedestrian Friendly Downtown

- Define Traffic Calming
- Define Context Sensitive Design
- Support Traffic Calming & Context Sensitive Design
- Road Diet Support
- Parking Rules
  - Reduce On-Site (off-street) Parking Requirement
  - Encourage Shared Parking
  - Count On-Street Parking Towards Site Requirement
  - Begin Cash In-Lieu Program
  - Screen & Landscape Surface Parking Lot
- Establish Official “Truck” Route Map

**II. Purpose** - The charrette final presentation was repeatedly broadcasted on cable TV and discussed by the DDA, Planning Commission, Zoning Board of Appeals and Council. The Vision Statement along with the sketched images captured character essence of the downtown that was desired for the future.

The DDA then began an examination of the current city Master Plan and Zoning Ordinance to ascertain if the Vision Statement/Images were consistent with the Plan and if application of the current ordinance would result in the Vision desired.

There were several inconsistencies between the Master Plan and the future Vision/Images. In addition the Zoning Ordinance was found to weakly support the traditional town development style of the Vision/Image as it did not require zero lot development, suggested parking requirements which might make infill difficult, allowed inappropriate types of signage, and suggested parking lots as a primary use on the downtown frontage streets.

The Downtown Development Authority, Planning Commission and City Council recognized the need to address the inconsistencies of the Master Plan and Zoning Ordinance. However funding available to prepare a comprehensive urban design plan supported by zoning ordinance changes/amendments was very limited. To maximize resources a joint committee of the Planning Commission and Downtown Development Authority was formed to prepare a framework urban design plan to address key components in order to provide the rationale and documentation

necessary to support changes to the Zoning Ordinance which would guide the implementation of the Vision/Image for the downtown.

The joint committee has prepared this framework urban design plan over the course of meeting twice a month from January – April 2004.

**III. Findings** – The development pattern of the Vision/Image is that of traditional town planning/design. The following issues were identified as the committee studied the charrette recommendations and existing conditions.

- a. **Alleys and streets** - Ian Lockwood described alleys and streets as the “bones” of the downtown. They provide the basic structure. His assessment was that Clawson had “good bones” based upon the grid pattern. However, both Mr. Lockwood and the committee recognized that in some instances alleyways have been displaced, are not used or are interrupted by building placement.

The streets - both 14 Mile and Main Street are automobile orientated and have been maximized to accommodate the automobile and through traffic. Traffic speeds are excessive for a downtown area. Traffic speeds and conditions provide a very harsh and hostile environment for pedestrians.

- b. **Zero Set back** – The vision for the downtown is that of traditional town development where buildings front onto sidewalks and sidewalls of buildings touch the sidewalls of the next building forming one continuous blockscape. The current zoning ordinance allows for a zero set back but does not require it. As a result, only the older and historic buildings reflect the zero setback placement. Many of the newer

buildings are placed in a very suburban development style or strip center style where the building is set back from the sidewalk and has parking in front or surrounding the buildings. As an example the building where



Michael’s Party Store is located – the building is set away from the sidewalk accommodating parking in the front yard.

Also, it was observed that there is not a standard designated depth or length of building. For instance, the Ambassador Roller Rink has a substantially longer depth than most buildings, and protrudes into the alley acting as an impediment to a through alleyway.

- c. **Historic properties** – There are several historic buildings within the core downtown area. These structures provide the link or heritage of the community. However, many have become defaced or “modernized” over time. The vision calls for the restoration of these buildings. Compare the following historic structures with the present day appearance.

Southeast corner



Northeast corner



Main Street – east side



Southwest corner



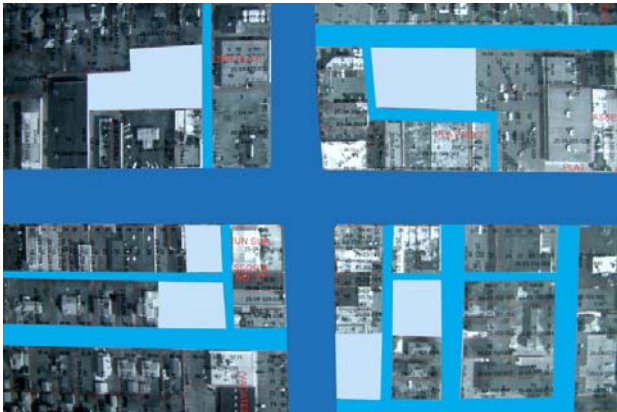
Main Street – east side



- d. **Off-Street Parking** – Each of the four quadrants contains a public parking lot. The aerial photograph below shows the parking lots outlined in light blue. A parking inventory conducted in early 2004, counted

a total of 331 off-street parking spaces in the downtown area, with the following locational breakdown.

- Northwest lot: 65 regular spaces  
2 Handicapped
- Northeast lot: 84 regular spaces  
0 Handicapped
- Southwest lot: 70 regular spaces  
2 Handicapped
- Southeast lot: 72 regular spaces  
4 Handicapped



In addition to the four public parking lots, many of the sites in the downtown area provide for off-street parking in and around the individual business or building. Both of the public parking lots located south of 14 Mile front the street and abut the sidewalk taking valuable land from development potential.

It is doubtful that the existing public parking lots will satisfy demand for parking when infill development is realized. However due to the style and nature of downtowns, it is necessary to look for innovative, flexible and shared parking

opportunities, so that parking demand can be properly accommodated yet it doesn't dominate the landscape or preclude development opportunities.

- e. **On Street parking** – There currently is no on-street parking on Main Street. There is limited on-street parking in cutout bays



on 14 Mile. There are 14 spaces on the northwest quadrant, 9 spaces in the northeast quadrant and 9 spaces in the southeast quadrant. There is no on-street parking in the southwest quadrant.

- f. **Downtown Entry** –Currently, there is no entry treatment or signage announcing or signifying the arrival into the downtown.
- g. **Incompatible land uses** – Currently there are several uses and/or businesses which are typically not found within a downtown and are considered incompatible. Examples of such businesses include those that are auto related such as the Collex Collision and the used car sales

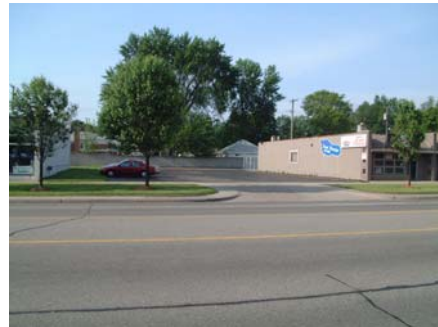
in the northwest quadrant fronting 14 Mile Road.

- h. Signage** – Signage within a downtown is typically smaller in scale and affixed directly to the building. There are usually two types of signage – those which are orientated to passing traffic and are larger in scale and those which are orientated to the pedestrian, often perpendicular to the building and over the sidewalk. Currently some of the signage in the downtown is orientated toward “highway” type traffic – large and out of scale to the surroundings. As an example Zorba’s pole sign is a type of sign that would be found along a major highway and not within a downtown area.



- i. Infill/Redevelopment Opportunities** – Due to the development patterns in more recent years there are gaps or holes between buildings. These gaps distract from downtown

character and development style. In addition, there are drives and curb cuts along the primary blocks which impact the ability to institute and maximize on-street parking and conflict with pedestrian traffic. New building infill should be encouraged in the “gap” areas. Curb cuts need to be minimized along the primary downtown blocks.



- j. Building Height and Solar Access** – The majority of the buildings in the downtown are one or two stories. With infill development, consideration should be given to allowing taller buildings within the downtown. However permitting taller buildings may cause shadow effects or preclude some existing buildings from getting direct sunlight. Consideration should be given so that taller buildings are allowed where such impacts are limited.

- k. Window Glazing** – Over the years, many of the store fronts have undergone a “modernization”. Often as part of the modernization windows have been covered over or made smaller. The result has been diminished architectural integrity of the building. Buildings that once had symmetry and character now have none.



- l. Mixed Use** – It is important in downtowns to have eyes on the street twenty-four hours a day and to provide a built in customer base. This is accomplished by having ground floor retail and residential upper floors. Although the downtown is surrounded by residential areas, there are currently very few buildings in the downtown that incorporate both a retail and residential component.

- m. Streetscape** – In the late ‘90’s a substantial streetscape improvement was undertaken in the downtown. It consisted of brick pavers, benches, trees, pedestrian lighting, trash

receptacles, a downtown clock and an identification sign at the intersection of 14 Mile and Main Street. This capital improvement was a major investment. However, the hope and expectation that this improvement would entice a different and sustainable retail mix never materialized. In addition, complaints were received that the selection and placement of some of the trees’ foliage blocked the signage of some of the businesses.

**IV. Goals** – The following goals and objectives have been developed to help guide the recommendations for the future of the downtown considering the existing conditions and recognizing the future Vision.

**Design Goals & Objectives**

***1. Improve the overall appearance and function of buildings and streetscape in the downtown.***

- a. Develop ordinance changes that encourage a traditional downtown development style.
- b. Develop ordinance changes that require classic or traditional building design standards for the downtown.
- c. Develop ordinance changes that establish appropriate styles, dimension and placement for business signage.
- d. Utilize streetscape elements such as lighting, landscaping, furniture and signage to help visually unify areas and improve the pedestrian environment in the downtown.
- e. Develop streetscape plans which maximize the usable street zones: unobstructed Pedestrian Walk Zone, display/café, furniture and planting.

- f. Improve the appearance of historically defaced buildings through the offerings of design services and grant incentives.
- g. Improve the appearance of downtown buildings through proper identification and encouraged use of appropriate material, color, signage, lighting and design standards.
- h. Develop treatments for rear building elevations that accommodate building access and improves the appearance of rear entrances and service areas.
- i. Develop a unique and attractive Wayfinding system for the downtown.

***2. Provide sufficient, accessible and attractive parking conditions for businesses, visitors and residents in the downtown.***

- a. Investigate methods of reorganizing existing public parking areas to increase their efficiency and improve their appearance
- b. Identify future areas for public parking expansion.
- c. Prepare design plans for the maximum implementation of on-

street parking on 14 Mile and Main Street.

**3. *Create a downtown that is distinctive, visually rich and well organized.***

- a. Identify historic places, buildings, structures, important to the community and highlight them as features to the community.
- b. Identify opportunities for “downtown scaled” public art elements and public spaces within the downtown.
- c. Identify locations for public gatherings and events.
- d. Identify the downtown district through the use of “gateways” and design features.

**4. *Improve safety, traffic conditions and circulation.***

- a. Consolidate and reduce the number of ingress/egress points along 14 Mile and Main Street while maintaining sufficient access to public parking lots and alleyways.
- b. Reduce conflict points between pedestrians and vehicular circulation.
- c. Reduce traffic speeds.

d. Implement traffic calming measures.

e. Establish a continuous alley access for deliveries.

f. Facilitate pedestrian movement between quadrants through established pedestrian walkways and crosswalks.

g. Incorporate a bicycle path or network along with bicycle facilities throughout the downtown connecting to the schools, public buildings (city hall, library, museum) and the neighborhoods.

h. Encourage public transit and accommodate facilities for users and transit vehicles.

**Organization Goals**

- 1. *Retain full-time professional staffing for the DDA to advance revitalization of the downtown using the Main Street 4-point approach.***

**Promotion Goals & Objectives**

- 1. *Work with the Clawson Chamber of Commerce to promote downtown Clawson.***
  - a. Develop a calendar of retail promotional events for downtown.

- b. Investigate and implement additional promotional events.
- 2. *Promote the downtown in order to increase consumers' awareness of the downtown as an identifiable area for shopping and business.***
- a. Strengthen the visual character of the buildings and organize restoration activity to provide a central focus for a new image.
  - b. Inform the media as new development occurs and new businesses locate within the downtown.
  - c. Develop promotional pieces that present the downtown as an identifiable area.
  - d. Use the DDA logo and tag line as an identifier for the downtown district.
  - e. Conduct a user survey to understand current users and shoppers and determine growth potential and tactics.
- 3. *Develop joint merchandising and retail sales promotions among businesses.***
- a. Develop a common format for on-going advertising and purchase shared space in newspapers, tabloids, radio and cable T.V.
- b. Promote the many specialty and unique businesses in the downtown to encourage new customers.
- 4. *Promote special events within the downtown.***
- a. Use special events that will be of sufficient impact and quality as to be an asset to the downtown without adversely affecting its image or operation.
  - b. Investigate opportunities to host charitable events and activities in the downtown.
  - c. Involve a wide variety of community groups, city government, businesses, chamber of commerce, schools, local arts groups, service clubs and associations in developing special events.
  - d. Investigate the feasibility of a seasonal farmers market in the downtown including a Christmas tree lot, pumpkin sales, annual flower sales etc.
- Economic Restructuring Goals and Objectives**
- 1. *Maintain a healthy and vibrant retail and institutional mix that allows the downtown to be a desirable location***

- a. Undertake a professional market analysis to determine appropriate businesses to target for attraction.
  - b. Promote small business assistance through Oakland County's small business assistance program, and offer opportunities and sessions on merchandising, employee relations, etc.
  - c. Promote uses and activities that maintain or increase the commercial tax base.
  - d. Identify areas for future expansion of the traditional downtown area along with infill potential.
  - e. Provide improvement grants and work with area financial institutions to provide low interest improvement loans.
  - f. Prepare a comprehensive buildings inventory and uses so that matches can be made between vacancies and businesses desiring a downtown location.
  - g. Develop a Historic District Plan so that property owners can take advantage of tax incentives and credits when restoring properties.
  - h. Develop innovative financing/investment programs to encourage and assist in attracting new development
2. ***Recommend creative redevelopment concepts for underutilized properties within the downtown.***
- a. Develop with cooperative land owners design plans for underutilized properties.
  - b. Solicit RFP's for development and sale of public owned underutilized properties.
3. ***Phase out over time uses or buildings that have a negative impact on the downtown.***
- a. Identify negative or inappropriate uses within the downtown area.
  - b. Identify buildings or sites with outmoded site characteristics.
  - c. Develop recommendations for the reuse of such parcels.
  - d. Investigate financing options or incentives for redevelopment of such sites.

**IV. Recommendations** – It is the intent of this plan to create a downtown that is fashioned after the early heritage of classic urban forms and to use design approaches which integrate uses while creating a public realm that is conducive to pedestrian traffic and social interaction.

Clawson’s early heritage did not have to accommodate the automobile as the corners at 14 Mile and Main were developed at the turn of the century. However, over the last 50 years urban development focused solely on accommodating the automobile; and consequently the downtown experienced degradation in the process. This plan will attempt to *incorporate* the automobile into classic town design using techniques that evolved over centuries. It will seek to achieve a balance between the automobile and the pedestrian encouraging the pedestrian experience of the public realm and providing a sense of place/community.

Clawson’s downtown or public realm is the area between buildings that is visible or accessible to the public. The primary elements of the public realm are the streetscape, including streets, sidewalks, street lighting, tree lawns, street furniture, front yards, and building facades. A premium value will be placed on creating comfortable and attractive “outdoor rooms” by enclosing the street environment with lines of canopy trees and with continuous, regular, and visually appealing building fronts. Particularly in residential transitional areas, front stoops, porches, and low fences or hedges create transitional zones between the public areas of the street and the private spaces within buildings. Front yards and

building facades are generally private property (except in public buildings and parks); they are as much a part of the visual experience of the streetscape as the public sidewalk. The public realm includes parks, squares, greens, plazas, playgrounds, trail corridors, and similar urban open spaces. It also includes areas that may not normally be thought of as public spaces, such as parking lots.

In addition to the public realm, classic development includes the extensive use of alleys, which serve several functions. These include concealing garages from the streetscape, minimizing curb cuts for driveways, increasing the amount of on-street parking (because of the lack of curb cuts), providing alternate routes for pedestrian, bicycles, service and emergency vehicles, and utility lines, and generally increasing the connectivity of the street network.

Downtown Clawson is expected to be the most population dense and diverse area within the community which lends itself to public transit. Within the downtown businesses catering to the needs of daily living will be accessed on foot, bicycle or by public transportation. Such development style will enable more social interaction to occur among people of different economic status and age.

A key feature of classic design is a highly interconnected network of streets. An interconnected street system adds variety and interest to the physical appearance of the community in addition to allowing for a great variety of choices in the route by which people move from place to place. The downtown should be defined by short blocks that encourage a varied and interesting pedestrian

experience and encourage informal interactions among pedestrians. These blocks should disperse traffic through a network, rather than concentrating it onto a few clogged arterials.

Parking in the downtown is a municipal function which should serve an entire block. Parking lots should not be open to the street or public view and should be screened behind buildings in mid-block locations so that they do not dominate the streetscape. Consideration should be given, when economics allow it to create parking structures with the ground floors maintained as retail or other uses that generate pedestrian traffic.

Classic design does not address architectural style. However, it is important that individual architectural projects are seamlessly linked to their surroundings. In addition, there are architectural features such as window proportions, roof shapes and building heights that are important elements in defining the downtown and should be regulated to produce significant improvement in the quality of the urban environment.

The classic buildings in Clawson are good model types because they were built to last with flexibility in mind with the ability to evolve and change uses over time. Spaces can transform over time to live-work to retail to residential and back again unlike single-use “throwaway” buildings.

The downtown environment is being addressed in a holistic fashion, treating public and private property together as part of a complete ensemble making the downtown a vibrant business district and livable neighborhood. Successful

implementation of this plan must anticipate complementary measures that should be taken in areas of regulation and municipal governance. Such measures may consider ordinances that focus on building scale, type and architectural features such as window proportions, building heights and roof shapes rather than rigidly regulating uses. The encouragement and maintenance of a lively mix of uses may require deliberate requirements such as ground-floor uses that activate the street or a minimum amount of residential use on upper floors.

The following recommendations have been crafted after extensive review and analysis of the existing conditions in the downtown, the desire to create a downtown consistent with the adopted Vision and in accordance with the Goals and Objectives identified in Chapter III. The recommendations are arranged in the order of the goals of Chapter III.

### **Design Goals**

***Goal 1. Improve the overall appearance and function of the buildings and streetscape in the downtown.***

#### ***Recommendations:***

1. Establish the core Central Business District within the current B2 district and immediate contiguous areas. See Figure 1.
2. Establish uses in the CBD consistent with Figure 3.
3. Establish short blocks by creating new streets in the southwest, northwest, and northeast

quadrant to provide development opportunities and a pedestrian-friendly environment. Block faces should be between 300 and 500 feet. Those that exceed this distance must provide a pedestrian way at mid-block. See Figure 2.

4. Require multi-story buildings throughout the CBD district.
5. Close Church Street off 14 Mile Road in the SE quadrant.
6. Require a “build to” or zero-lot line for all developments.
7. Allow encroachments into the sidewalk right-of-way for such features as awnings, balconies, café tables and outdoor displays.
8. Sidewalk widths within the downtown should be between 10 to 15 feet in mixed-use areas to accommodate high pedestrian traffic volumes, trees, planter boxes, small signs, and bike racks – wider in areas to accommodate sculptures and street furniture.
9. Limit building heights to preserve solar access to neighborhoods and surrounding residence.
10. Limit all street level uses within mix-use developments to retail and service on properties fronting 14 Mile and Main Street, on all other streets also include office as a street level use.

11. Allow upper stories within mixed-use developments to include offices but generally



Examples of Mixed Use Development



should be residential.

12. Provide a limitation on building street frontage width to create narrow storefronts that are small scale and pedestrian friendly.
13. Create provisions so that building density or height (if it does not impact solar access) might be increased if the developer provides public amenities such as (artwork, community centers, plazas or open space).
14. Encourage the installation of attractive rear entrances from the parking lots in buildings and businesses which currently do not have such entrances.
15. Prepare a Wayfinding system which reinforces a unique identity for downtown Clawson

- and also serves to identify destinations and preferred pedestrian and vehicular traffic circulation.
16. Establish minimum standards for glazing requirements in all buildings.
  17. Limit the length or depth of buildings to 100' (a standard depth) to allow for the continuous alleyways and rear parking lots.
  18. Eliminate pole or pylon signs from the CBD. Establish signage requirements appropriate to the CBD. Prohibit all billboards.
4. Provide on-street parking on all streets within the Central Business District.
  5. Reestablish all abandoned and historic alleyways and create new ones. See Figure 2.
  6. Retain for parking lot use existing parking lots 9, 10, 11 and 12 noted in Figure 2 and redesign to maximize parking and improve aesthetics. See Figure 2.
  7. Parking shall not be provided between the sidewalk and the primary frontage of a building or the sides of a building.
  8. Prohibit all drive-through uses in the CBD district.
  9. Curb cuts within the CBD will only be allowed to access public parking drives and lots.
  10. All mix-use development areas must provide bicycle parking without blocking pedestrian traffic on sidewalks.
  11. Develop parking requirements that encourage the payment of in-lieu fees to create public municipal parking lots.

***2. Provide sufficient, accessible and attractive parking conditions for businesses, visitors and residents in the downtown.***

***Recommendations:***

1. Maximize the use of on-street parking, shared parking, public parking structures and other off-site parking. Parking lots and structures will be located behind buildings and/or out of prominent view.
2. Set parking standards conservatively with low minimum requirements to prevent wasteful excess parking.
3. Provide parking areas within each of the new blocks – (1, 2, 3, 4, 5, 6, 7, 8) see Figure 2.

***Goal 3. – Create a downtown that is distinctive, visually rich and well organize.***

***Recommendations:***

1. Establish a visible and deliberate entry into the downtown area

with signage, design elements and character attributes.

Establish the following entry locations:

- a. Phillips – north
- b. Washington – west
- c. Walper – south
- d. Bellevue – east

See Figure 4.

- 2. Provide special streetscape treatment to connect the downtown to the municipal functions – post office, high school, city offices, library, museum and park between Bowers and Phillips. Focus on elements that provide pedestrian and bike access and comfort.
- 3. Establish a use pattern of parking, alleys, mixed-use, transitional residential (brownstones/row housing) and residential with buildings facing at least three sides of each block as diagrammed in Figure 3.
- 4. Provide existing parking lots 13 and 14 (see Figure 2) for development opportunities along with the frontage on 14 Mile created by closing Church Street.
- 5. Provide for live-work type of development in the downtown where small offices are located on the ground floor and the living space is above the unit.



- 6. Provide increased density with transitional higher density housing opportunities within strategic locations within the CBD and in the residential areas abutting the CBD. See Figure 3 for specific locations.
- 7. Undertake a historic survey to determine the existing historic buildings in the CBD.



- 8. To the extent possible, restore the historic buildings to their original design and character.
- 9. Establish a joint Planning Commission & DDA Design Committee to establish preferred guidelines for development within the CBD which includes building

materials, etc; identifies spaces for public art; assists in the design of spaces for public gatherings and events and works with developers during the development phase to communicate community desired results.

***Goal 4. – Improve safety, traffic conditions and circulation.***

***Recommendations:***

1. Reduce the width of the traffic lanes on both Main Street and 14 Mile to slow and calm traffic within the Central Business District.
2. Reduce the number of through lanes on Main Street to one in each direction maintaining a left center turn lane to create a people orientated safe Central Business District, provide safe turning movements and to accommodate on-street parking.
3. Eliminate single purpose right turn lanes from within the Central Business District to provide more sidewalk space and reduce the width of the traffic space needed to cross by pedestrian.
4. Provide left turn lanes within the Central Business District. Strategically place pedestrian refuge areas and landscaping to provide visual cues to slow traffic and provide mid-block areas for pedestrian crossing.

5. Require as a part of the City Master Plan update, a section on bicycle paths or “greenways network” and develop a plan that connects all parts of the city to the CBD and extends to connect to desirable destination beyond the city.
6. Require provisions for transit users and transit vehicles in the development of all Streetscape plans.

**Organization Goals**

***Goal 1. Retain full-time professional staffing for the DDA to advance revitalization of the downtown using the Main Street 4-point approach.***

***Recommendations:***

1. As soon as financially feasible, hire a full-time DDA director, skilled in the 4-point Main Street approach.

**Promotion Goals**

***Goal 1. Work with the Clawson Chamber of Commerce to promote downtown Clawson.***

***Recommendations:***

1. Establish a Merchants Association for downtown businesses within the Chamber of Commerce.

***Goal 2. Promote the downtown in order to increase consumers’ awareness of the downtown as an***

*identifiable area for shopping and business.*

**Recommendations:**

1. Establish a Promotions Committee within the DDA.

**Goal 3. Develop joint merchandising and retail sales promotions among businesses.**

**Goal 4. Promote special events within the downtown.**

**Recommendation:**

1. Require that all Streetscape designs and parking lot designs consider accommodating special events within the downtown that may require street closures or spaces for tents and displays.

**Economic Restructuring Goals**

**Goal 1. Maintain a healthy and vibrant retail and institutional mix that allows the downtown to be a desirable location.**

**Recommendation:**

1. Establish an Economic Restructuring Committee within the DDA which includes a Team of Business Recruitment individuals consisting of current successful merchants.

**Goal 2. Recommend creative redevelopment concepts for underutilized properties within the downtown.**

**Recommendation:**

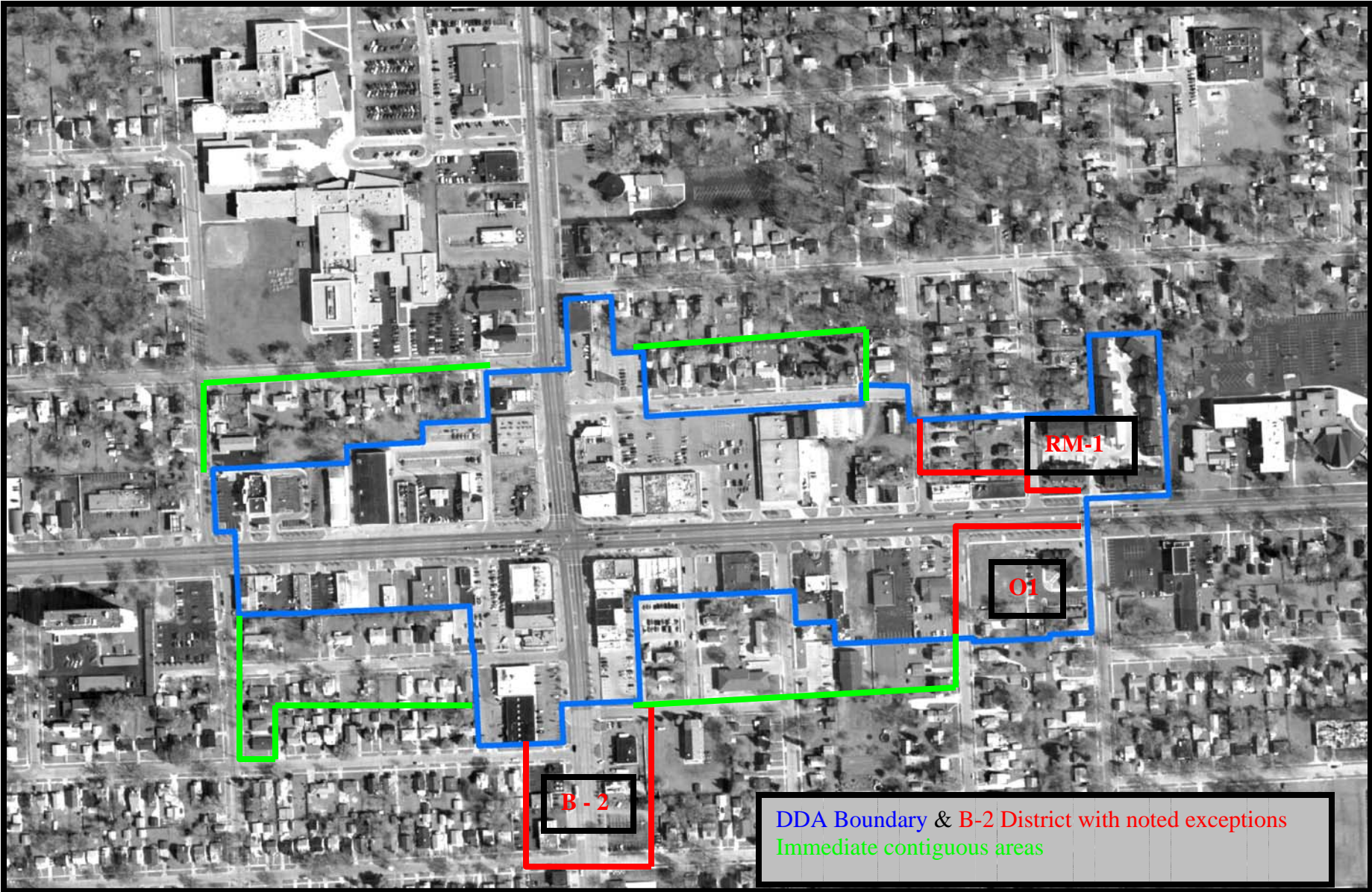
1. Provide assistance from the joint Design Committee to current property owners in the preparation of recommendations and sketches for redevelopment options.
2. Empower the joint Design Committee to create RFP's for development and sale of publicly owned underutilized properties and make recommendation to the DDA, Planning Commission and Council the selection of preferred proposals.

**Goal 3. Phase out over time uses or buildings that have a negative impact on the downtown.**

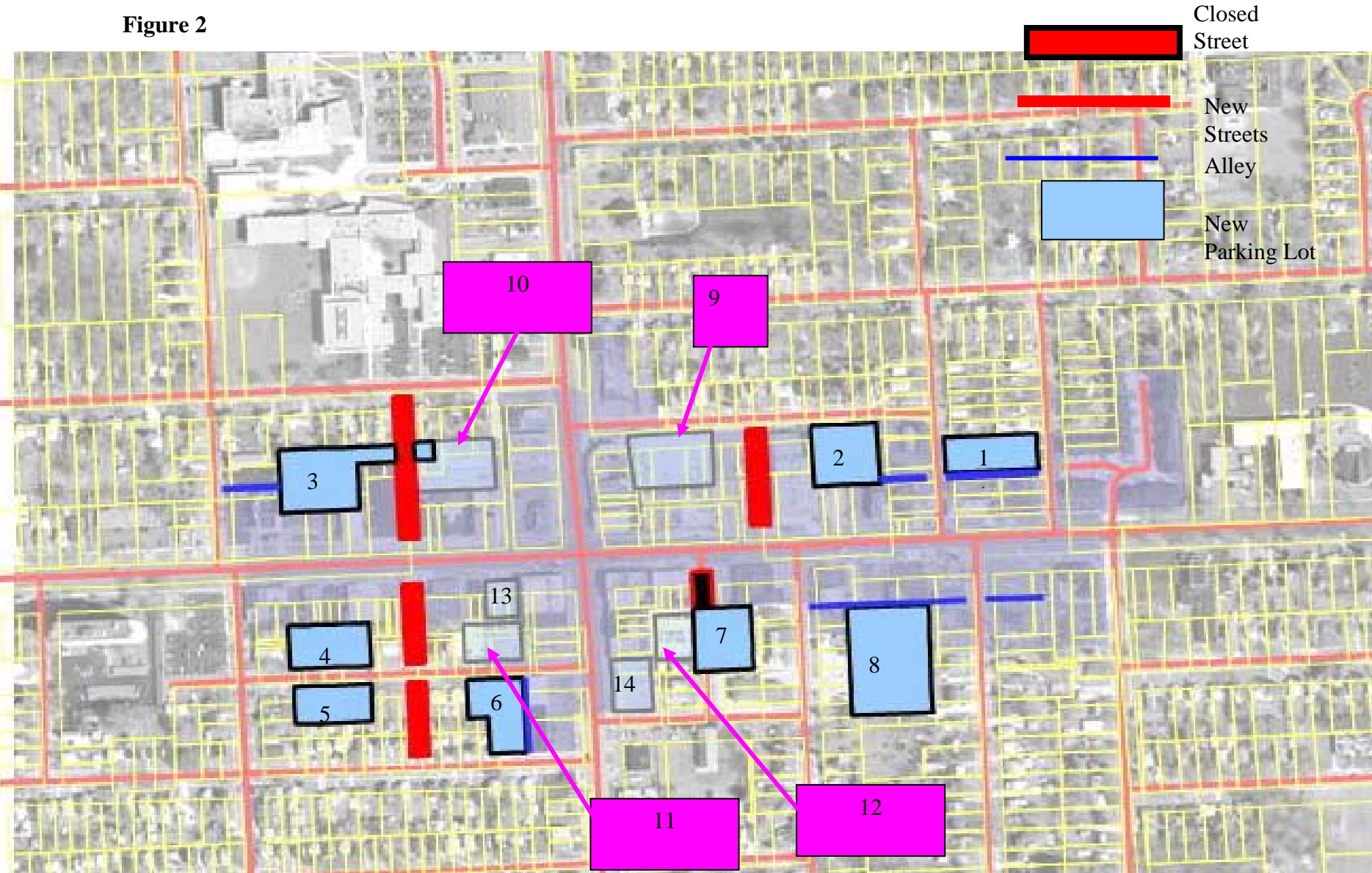
**Recommendation:**

1. Charge the joint Design Committee with identifying inappropriate uses or buildings and/or sites with outmoded characteristic within the CBD.

**Figure 1**



**Figure 2**



**Figure 3**

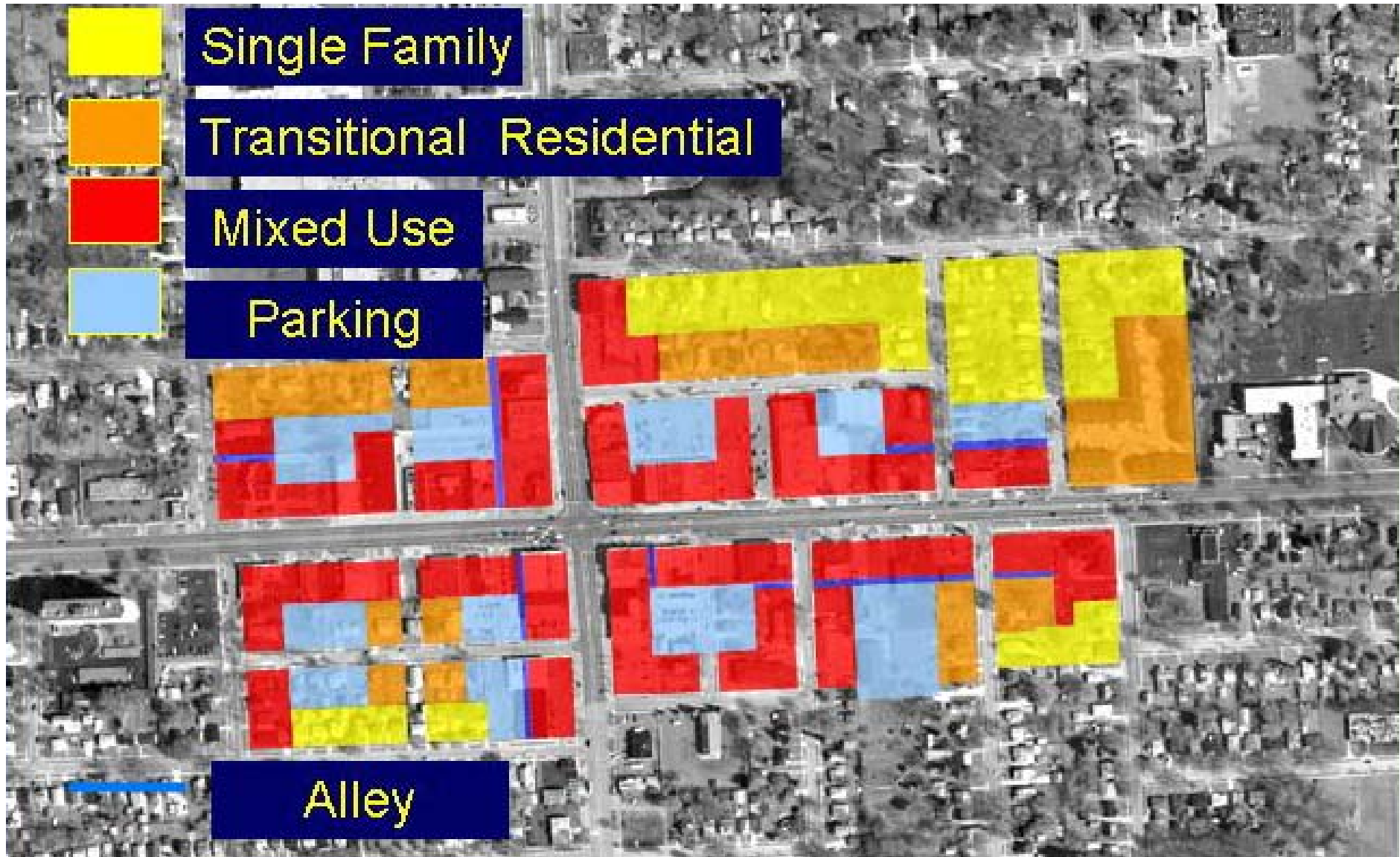
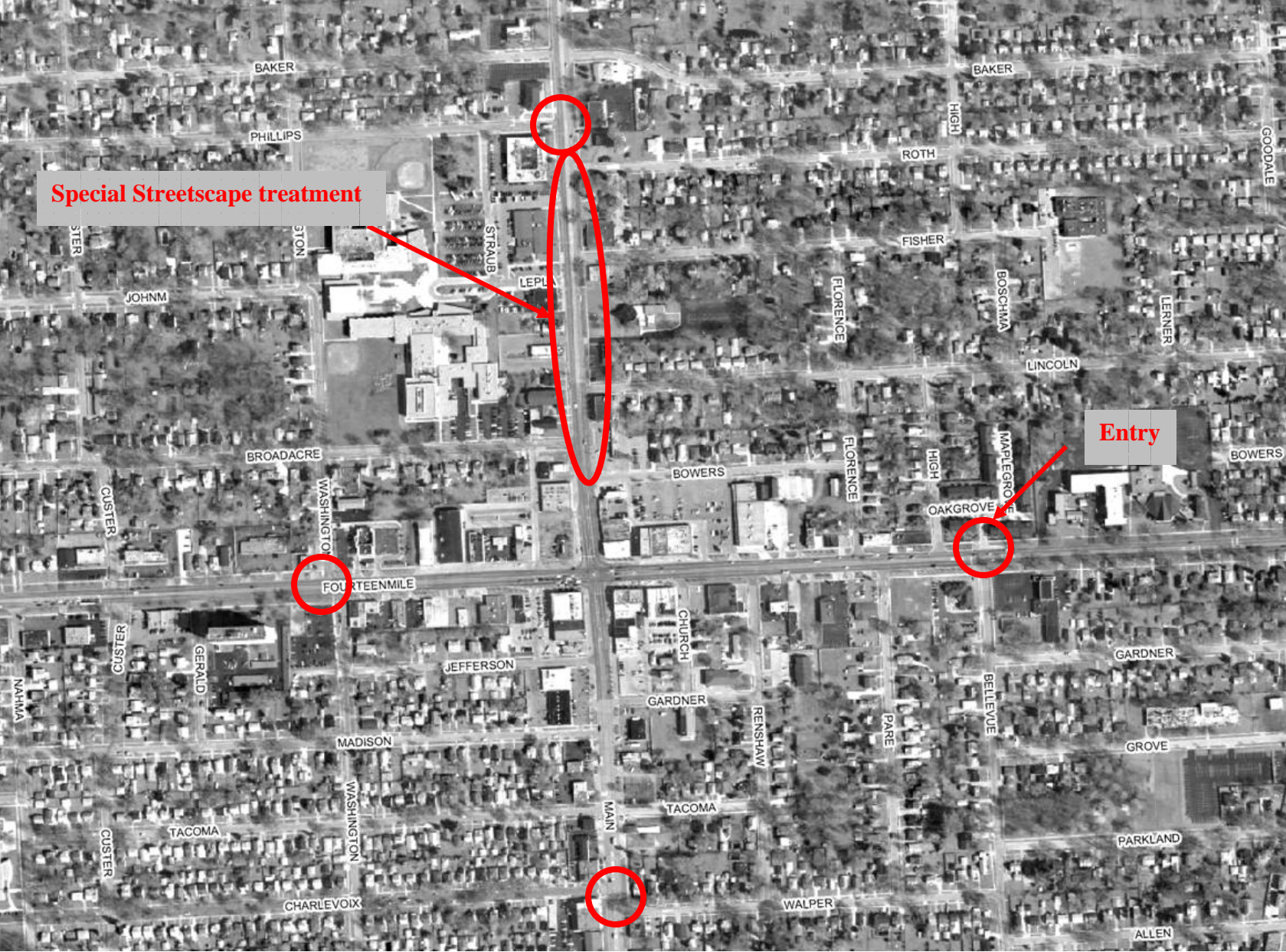


Figure 4



**V. Implementation Strategy** – The implementation of this plan can only be accomplished by a joint effort of all of the parties, the City, DDA, property owners and the residents of the city. To insure success of the vision, it is necessary for the DDA, Planning Commission and Council to take proactive steps guiding the implementation - - - especially since so much of the vision deals with the public realm.

The following steps outline a process to actively achieve the Vision for Clawson’s Central Business District.

**Step 1 – Ordinance Adoption**

Once this plan has been reviewed and approved, a new ordinance for the Central Business District and the transitional residential areas will be drafted. This ordinance should be an independent document and not integrated with other sections of the existing ordinance in order to make it as straightforward and easy to understand as possible and avoid interpretation controversy.

Included in this step is the need to address the process for the transition of the old code into the new code. As an example, there are currently businesses that provide their own on-site parking. More than likely the new code will not allow on-site parking, making these businesses nonconforming and therefore, unable to make improvements to their on-site parking. However, since the envisioned on-street parking and expansion of municipal parking are not currently available there may be a need for an existing business to make improvements to their on-site parking until these new facilities are available.

Thus, there is a process to address such an issue to foster the public/private collaboration to the implementation of the Vision. The process forward allows existing businesses to flourish while at the same time encouraging transition into the amenities of the Vision when they become available.

Task 1 – Prepare Ordinance draft, process guidelines and zoning changes consistent with the Design Plan.

Task 2 – Conduct Public Hearing to solicit comments and input.

Task 3 – Make changes based upon input.

Task 4 – Adopt and publish new Ordinance, implement process and zoning changes.

**Step 2 – Information meeting with effected Property Owners**

A meeting or workshop should be conducted with the property owners in the Central Business District to explain the plans and the new downtown ordinance. It is an important goal of the plan that the property owners understand the Vision, how it will impact them in the short run, and how it will benefit them over time.

Consideration should be given to either inviting commercial realtors or brokers to the meeting with the property owners or hosting a separate meeting with them so that that they also understand the Vision and the requirements and benefits to potential property owners.

Task 1 – Gather list of property owners.

Task 2 – Draft letter and make meeting arrangements.

Task 3 – Prepare Workshop Content.

Task 4 – Conduct Workshop.

### **Step 3 – Streetscape Plans**

Detailed plans for Streetscape and on-street parking need to be developed for both Main Street and 14 Mile. Although financing may not allow for immediate implementation, on-street parking can be phased in with temporary measures such as paint and signage until funding is available to fully implement the ultimate plan and existing curb cuts can be closed.

Streetscape Plans should incorporate and suggest more specific locations of the new streets identified in Figure 2.

Task 1 – Prepare engineering survey of Main Street and 14 Mile.

Task 2 – Prepare Streetscape Plans, cost estimates and phased on-street parking plan.

Task 3 – Solicit comments on Streetscape plans and phased on-street parking plans.

Task 4 – Amend plans based upon review.

### **Step 4 – Design Committee**

The joint Planning Commission and DDA Design Committee should be established immediately and begin their work.

Task 1 – Incorporate into new Ordinance/Code a committee to provide this function and have legal standing – determine number of members.

Task 2 – Solicit volunteers from the DDA and Planning Commission to serve on Design Committee.

Task 3 – Council officially appoints members of the Design Committee and regularly scheduled meetings are established.

### **Step 5 – Implementation of On-Street Parking**

Upon completion of Streetscape plans, On-Street parking should be implemented on Main Street.

Task 1 – Prepare RFP to provide necessary painting and sign installation.

Task 2 – Select contractor

Task 3 – Implement on-street parking first phase.

### **Step 6 - New Streets Plan and Design**

Based upon the recommendations of the Streetscape Plan and the joint decision of the DDA, Planning Commission and Council the three new streets identified conceptually in Figure 2 should be prioritized for implementation, designed and engineered. Such plans will identify the exact property required so that new property descriptions can be prepared. With specific property descriptions, negotiation can begin for property purchase/donation for implementation.

Task 1 – Select the priority of the three streets.

Task 2 – Obtain proposals for the conceptual design, engineering and cost estimates of one or more streets based upon budget and priority.

Task 3 – Select firm to provide the survey, conceptual design and preliminary engineering for the selected street(s).

Task 4 – Obtain new property descriptions of street/sidewalk – public space.

Task 5 – Accept from donation/negotiation (purchase if necessary) public ownership of needed property.

Task 6 – Prepare final engineering plans for street(s).

Task 7 – Prepare the financing plan/bonding for street installation.

Task 8 – Investigate and apply for any potential grants for street installation.

Task 9 – Implement plans and install street.

### **Step 7 – Development opportunities**

As soon as parking is available, either on-street or through expanded municipal lots, which compensate for the areas in the current lots fronting on 14 Mile and Main Street, steps should be taken to either sell the lots for private development or prepare and distribute an RFP for development of the site(s).

Task 1 – Prepare title search for restrictions.

Task 2 – Prepare notice and process to submit the property to the voters for potential sale.

Task 3 – Prepare a concept plan for community desired development on site.

Task 4 – Prepare and distribute an RFP for site(s) with sale/development option.

Task 5- Select purchaser/developer.

### **Step 8 – Annual review of plan and selection of capital improvements**

The DDA and Council should annually review the Downtown Clawson Framework Urban Design Plan during budget preparation, determine progress made and identify projects for planning/capital improvement funding to be included in the annual budget.

Task 1 – Review of the recommendation of Plan and assessment of progress toward Vision.

Task 2 – Review and discussion of priority projects.

Task 3 – Identification of planning/capital improvement funding to undertake priority projects.

Task 4 – Adoption of budget with funding for priority planning/capital improvements.

First 24 Month Implementation Schedule																								
Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Step 1 – Ordinance	████████████████																							
Task 1	██	██	█																					
Task 2				██																				
Task 3					██																			
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Step 2 – Meeting with Property Owners							██████████████																	
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Step 3 – Streetscape Plans	██																							
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Step 4 – Design Committee				██████████████	██████████████	██████████████	██																	
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Step 5 – Implement On-street Parking												██████████████	██████████████	██████████████	██									
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Step 6 – New Street Plans																								
Task 1																								