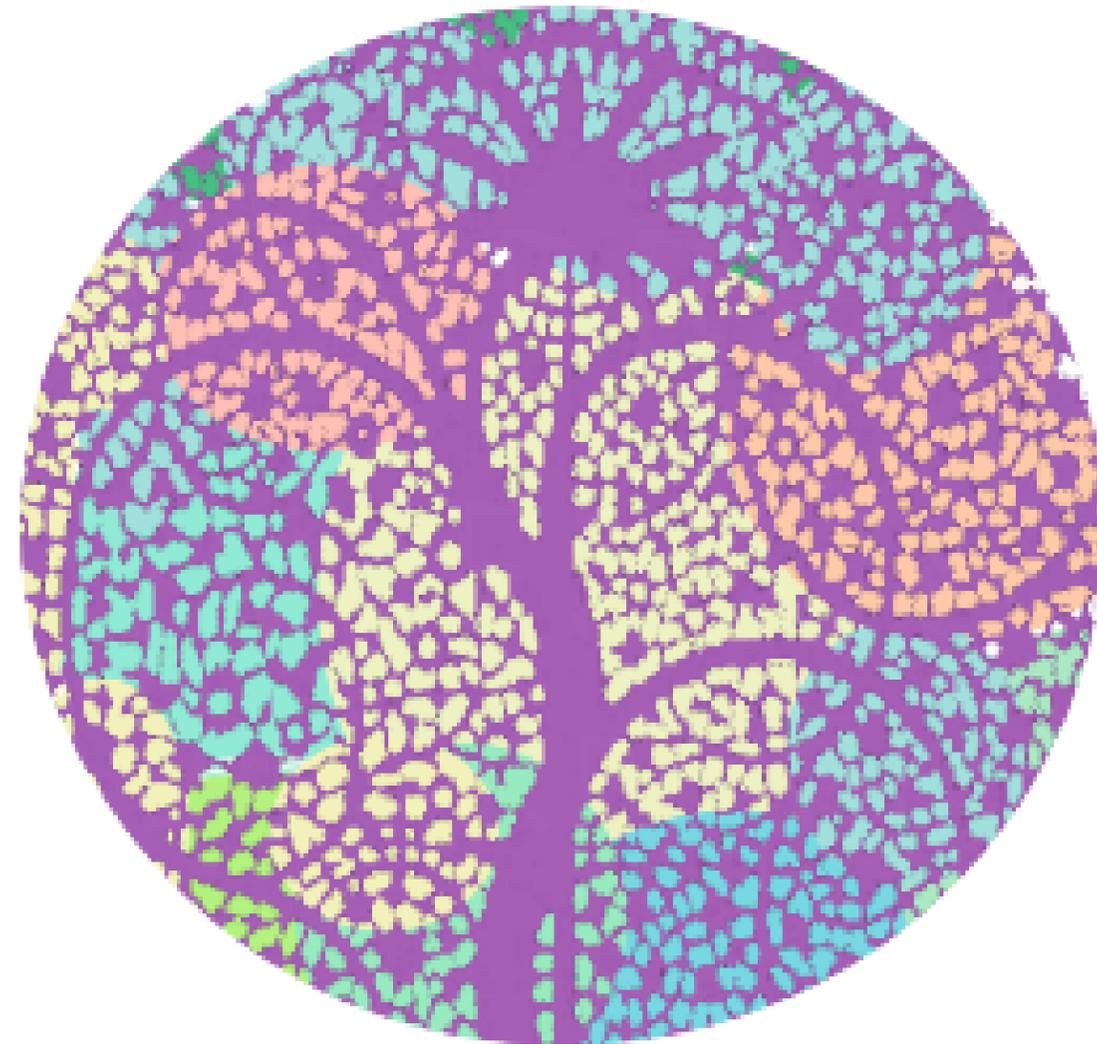


WARREN AVENUE

VISION PLAN AND ECONOMIC DEVELOPMENT STRATEGY



WAYNE STATE UNIVERSITY MASTER OF URBAN PLANNING CAPSTONE 2016

Acknowledgements

We would like to express our appreciation to Professor Mohamed and the Wayne State University Master’s of Urban Planning Program, Mr. Steve Horstman and The City of Dearborn Economic and Community Development Department. We would also like to thank the entire MUP staff of Wayne State University for the knowledge and wisdom gained in this program, which has allowed for the compilation of this report.

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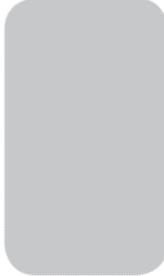
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What Are We Doing Here?

The following plan represents a collaborative vision of students, residents, practitioners and general admirers of what is possible within Warren Avenue's urban space. By 'urban' we refer to the intimate and diverse mixture of uses, structures, people, and places that are referenced in the memories of visitors and residents alike when they think fondly of cities.

West Warren Avenue in Dearborn Michigan is without a doubt one of those spaces. From the frenzied aisles of Super Greenland Market every Wednesday, to the visitors trekking far and wide to experience the award winning dishes being turned out of the Al Ameer kitchen, West Warren is comprised of the best elements a city has to offer. There are many inhibitors restricting the true expression of the Warren Avenue corridor, they include large accommodating sidewalks adjacent to excessively speeding automotive traffic, prime commercial space given to parking, and a lack of public gathering spaces. We have managed to group these issues into three primary areas of focus, which are:

Mobility ● **Land-use** ● **Economic Development**

By targeting these three dynamic systems at play, we have developed a focused plan which we believe is ambitious and achievable. Our economic development strategy will make Warren Avenue a sustainable and thriving corridor in years to come

Warren Avenue Today...

“ On Warren Avenue in East Dearborn, roughly between Greenfield and Wyoming, both sides of the avenue are lined with dozens and dozens of Arab American-owned businesses: cafes and restaurants, pharmacies, grocery stores, butcher shops, coffee and nut roasters, bakeries, clothing stores, hair salons, and doctor’s offices. These shops serve the Arab American community of Dearborn and the Arab American communities of nearby cities. Arab Americans from as far away as Flint and Grand Rapids make regular trips to Dearborn to stock up on produce and imported groceries from the Arab world. Additionally, non-Arabs from all over the region and the county come to Warren Avenue to visit world-famous Shatila Bakery, to shop at Super Greenland market, and eat at Al-Ameer, all of which have been featured on multiple Travel Channel or Food Network programs. Because of the prominence of Arab American food businesses on Warren Avenue, it is a natural gathering place for Arabs and non-Arabs alike—literally breaking bread together.

In the early 1980s there were less than ten Arab American-owned businesses on Warren Ave in East Dearborn. By 1990 that number was up to about 50 and in 2000 there were over 100. Today there are nearly 200, some of which, like New Yasmeen and Cedars Bakery, have been on Warren Avenue for nearly 30 years. Of the nearly 200 Arab American-owned businesses, about half are food-related businesses. The majority of the food related businesses (bakeries, restaurants, grocery stores, butcher shops, produce markets, roasters, and kitchen supply stores) are owned by Lebanese Americans, though some Iraqis, Palestinians, Yemenis, Jordanians, and Syrians also have businesses along Warren Avenue.

Longtime Dearborn residents recall how the Arab American community revitalized the Warren Avenue business district in East Dearborn, in the early 1980s Arab Americans began opening businesses on Warren Avenue among mostly empty and boarded-up storefronts. Today, that stretch has nearly 100% occupancy.

The current population of Arab Americans in Dearborn is about 50,000, or 50% of the total population of the city. In East Dearborn, the area that surrounds Warren Avenue’s Arab American business district, the population is more than 60% Arab American according to the census, but that number may actually be much higher.

According to 2007 Wayne State University study, “food services” is the fourth most popular industry for Arab American employment, behind retail trade, manufacturing, and health care (2007, 13).

For much of the last century, the people of metro Detroit have come to know their Arab American neighbors through food. Food is often the first exposure that people have to different cultures. Currently, Dearborn, specifically East Dearborn is the center of Arab American food culture in Michigan. Dearborn became a hub of the Arab American community in the late 1920s when Henry Ford opened the Rouge factory. As more and more Lebanese, Syrians, and Yemenis began settling in the Southend of Dearborn (followed later by smaller numbers of Palestinians and Iraqis), the Southend took on a distinctly Arab American flavor, as grocery stores, restaurants, and mosques were established along Dix and Vernor. Within two generations, Arab Americans became the majority in the Southend and also began moving north to East Dearborn. In the 1980s, Arab Americans began transforming Warren Avenue from a stretch of mostly vacant store fronts to the bustling ethnic enclave it is today. ”

Steve Horstman
City of Dearborn Community and
Economic Development Department

PHOENICIAN CORRIDOR



WARREN AVENUE
DEARBORN

Our Vision:

Warren Avenue as The Phoenician Corridor

The unique cultural heritage of the area is part of what makes Warren Avenue a local and national destination. This harkens back to the Phoenician tradition of commerce and trade. We chose to honor the cultural heritage of the majority of residents in this neighborhood by branding this modern trade route as the Phoenician Corridor. This can be done with the following changes to the corridor:

- Streetlight banners that identify the corridor as the Phoenician Corridor and utilize traditional Arab mo-tifs and color schemes.
- Signage that recognizes the diversity of the area by incorporating Arabic along with English languages.
- Reinstate the traditional Arab American heritage festival to the corridor.



Census Data Analysis

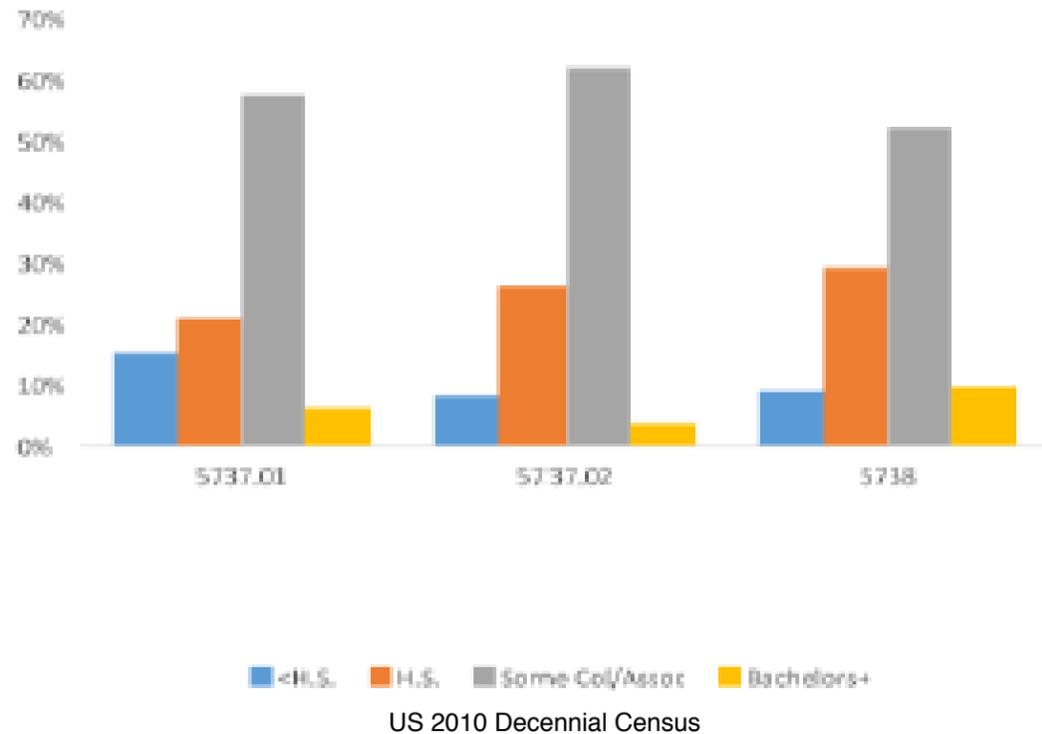
Population Trends

- Majority of the population in this census tract is considered “white,” this does not reflect the heavy Arab-American presence here because the census does not have a racial category for Arab Americans.
- Blacks make up 3 percent of the population.
- All other races constitute less than 1 percent of the total population.
- The majority of the population consists of young males.

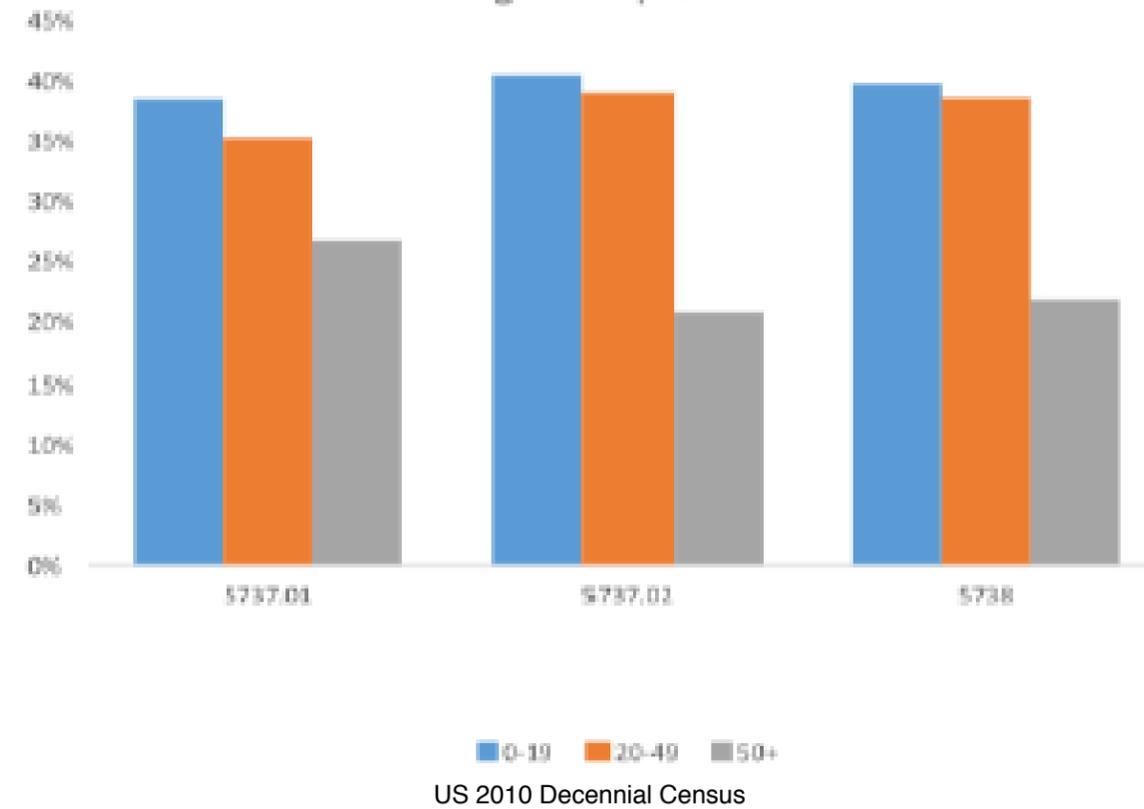
Economic Trends

- The median income in this area ranges from \$50k to \$75k.

Educational Attainment



Age of Population



- The majority have less than a high school diploma.
- Less than 50 percent of the population is in the labor force

Housing Trends

- Housing is 94% occupied
- 70% of housing is owner-occupied
- Most of the residents included in the 70% moved in the area within the last 10-15 years.
- The current housing stock is aging with most of housing was built in the early 1940s.
- Most homes are valued from \$150k to \$200k.

The Why

The Warren Avenue Corridor in Dearborn attracts visitors who enjoy a variety of commercial establishments that cannot be found anywhere else in Metro Detroit. Visitors utilize multiple forms of transportation to transverse the corridor each day. These transportation options offer benefits and are important to understand how they function and coexist along the corridor.

The purpose of this section is to look at the existing transportation options available and determine the role they play in the success of the district. Commercial districts require a combination of sidewalk traffic and street traffic in order to be successful. The current street layout will be assessed using multiple analyses. Recommendations will be made to make the corridor more accessible via multiple modes of travel.

Objectives

- A Establish the current conditions of the Corridor with regards to street layout, on-street parking, mass transit options, and sidewalk accessibility.

- B Determine the strengths and weakness of the current layout of Warren Avenue.

- C Recommend potential projects that can be implemented along the Warren Avenue Corridor to promote multimodal transportation and improve visitor accessibility to the area.

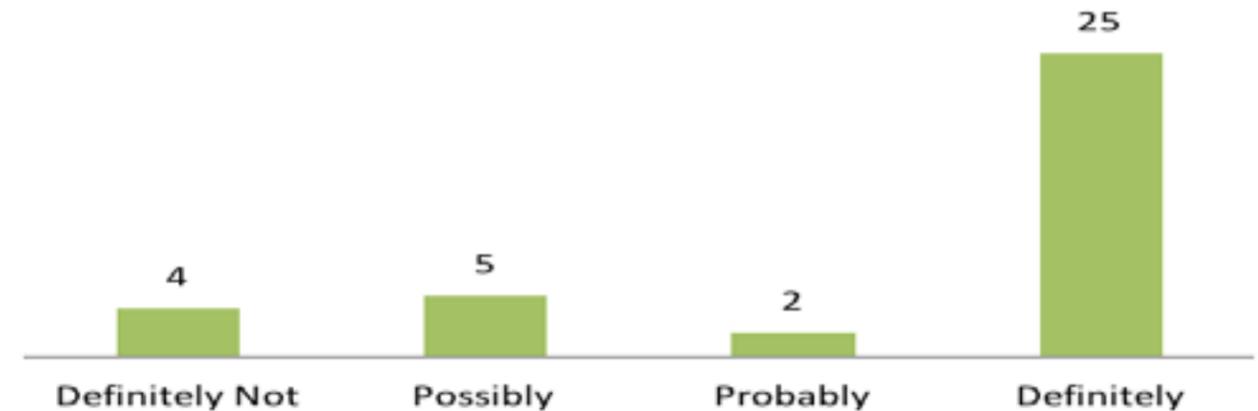


Overview

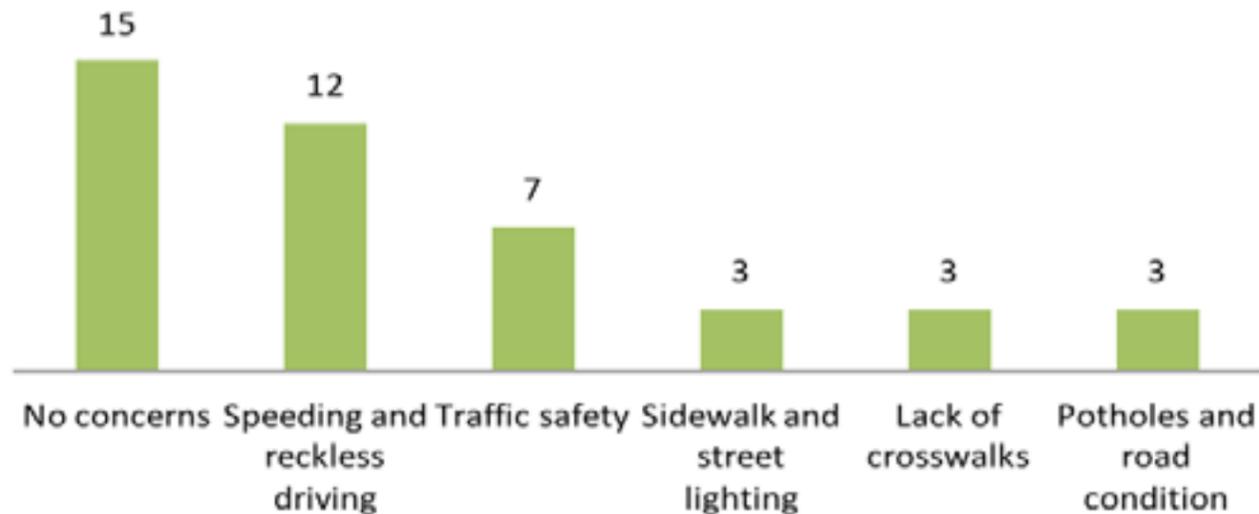
Streets are either built for cars or for people, and if the priority of the City of Dearborn is its residents, then Warren Avenue needs to be reprioritized for those same citizens, rather than the cars commuting through this corridor. From the observations of this group, the vehicles traveling along Warren are traveling far in excess of the posted speed limit of 35 mph, some cars have been observed going up to 50 and even 60 mph. This cannot be corrected through simply reducing the speed limit or a step up in enforcement of speeding by police on this section of Warren. The design of this section of Warren induces vehicles to drive fast, through the width of the street, lack of crosswalks with islands, excessive curb cuts, and no medians. All these factors enhance drivers to freely exceed posted speed limits without regard for the safety of pedestrians or bicyclists. We witnessed very few pedestrians crossing Warren, and who could blame them, crossing this avenue for anyone is a daunting task, but it's especially difficult for the elderly or parents with young children, some of whom may be in strollers. Bicycles don't seem to be welcomed on Warren either, the lack of any bicycle lanes, along with the speed of vehicles, seemingly dissuade most bicyclists from traveling along this corridor as well.

Pedestrian Accessibility

Consumers who drove to Warren Avenue were asked "Would you commute to Warren Avenue without a personal vehicle if it were more inviting to walk or bike?"



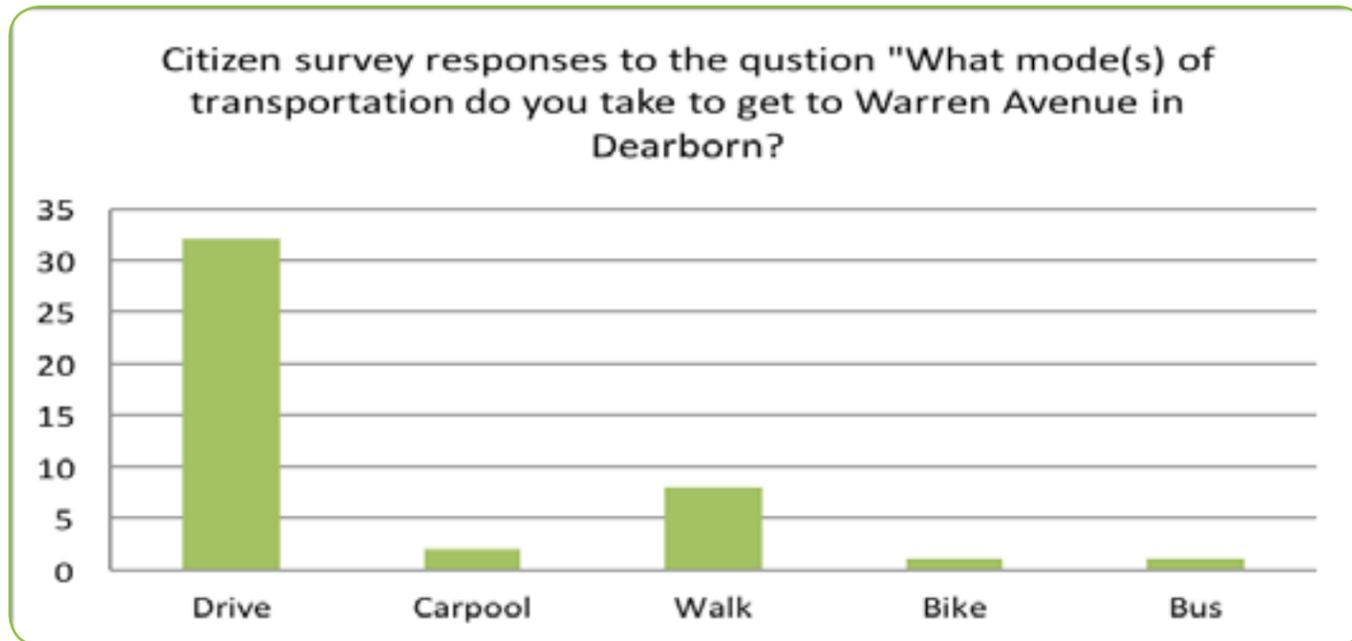
Citizens responded to "Do you have any concerns with Warren Avenue?" with exclusively road-oriented criticism.



In our initial surveys of people visiting establishments on Warren Ave, and those living on the nearby residential streets we found that people loved many things about this lively business corridor. However, nearly everybody we spoke to had chosen to drive to Warren Avenue most often when they visited the street. When asked about whether they would choose to walk or bike to get around the corridor if the streets were made more pedestrian friendly, all responded definitely. Many had lived on or near Warren Ave for many years, and the biggest change they noticed in the corridor was how busy and unsafe the traffic in their neighborhood has become. At the same time, our observations of Warren Avenue on a warm summer night reveal that despite these perceived dangers people are still using the corridor for recreational purposes. This combination of facts are startling when one learns the facts about pedestrian traffic and high speeds. In fact, speed kills when it comes to vehicle versus pedestrian accidents, especially vulnerable are seniors and children. A story by ProPublica demonstrates "how likely you are to be killed if you are a pedestrian hit by a car traveling at various speeds." The average speed that drivers travel down this corridor and the likelihood of death when striking a pedestrian at this speed is eye opening.¹

¹Groeger, Lena. "Unsafe at Many Speeds." ProPublica. N.p., 25 May 2016. Web. 05 June 2016.

Multi-Modal Accessibility



To improve Warren Avenue’s mobility, we discussed ways to slow traffic while improving safety for pedestrians and bicyclists. To do this without creating traffic flow problems, we first obtained traffic count data from SEMCOG to see how much traffic could be slowed. Based on these counts we believe that through reducing lanes between Greenfield and Schaefer Roads is not feasible. However we also find that it would be very practical to reduce lanes and create diagonal parking along Warren Avenue from Schaefer to Lonyo. We suggest that at the point when Warren crosses Greenfield the street could be reduced using a right-turn-only lane. A highly walkable corridor might look something like the quick rendering of a more pedestrian centered Warren Avenue.

More bicyclist and pedestrian friendly infrastructure also has the potential to make a neighborhood more walkable, and walkability has shown to increase the Net Operating Income of retail and office spaces by .7 for each unit increase in “walk score.”¹ A walk score is a patented metric developed to analyze how walkable a place is. It is based on a point system whereby housing density, block length, and the walking time to arrive at various city amenities determines the score. On Warren Ave most tasks can be accomplished on foot, but in order to attain the coveted Walker’s Paradise score, the Warren Avenue corridor needs to slow traffic, and increase green space.

¹The Walkability Premium in Commercial Real Estate Investments. Pivo. N.p., n.d. Web. 05 June 2016.

The Warren Avenue TIF district, being an entity brought into being by the small business owners on this corridor, would benefit from an increase in retail traffic that could be brought with more walkable streets. After gaining the blessing of the Warren Avenue TIF and Dearborn and Wayne County traffic engineers, the road diet could be tested using a traffic barrel study. The lane reduction could be tested in this way to both build support for a project of this nature and detect potential design flaws before more substantial money is spent on a larger project. Mobility along Warren Avenue was further studied in ways of phasing the project, diagonal street parking, a reduction in posted speed limits, speed cameras, bike lane signage, and crosswalks. We also looked at ways to improve transit ridership and performing parking counts to identify hot spots for targeted parking relief along this corridor.



The above picture shows that in its current state, Warren Avenue is not inviting to pedestrian or bicycle traffic. Photograph by WSU Capstone class.

Mobility Recommendations

Road Layout

Short Term (0 to 5 years):

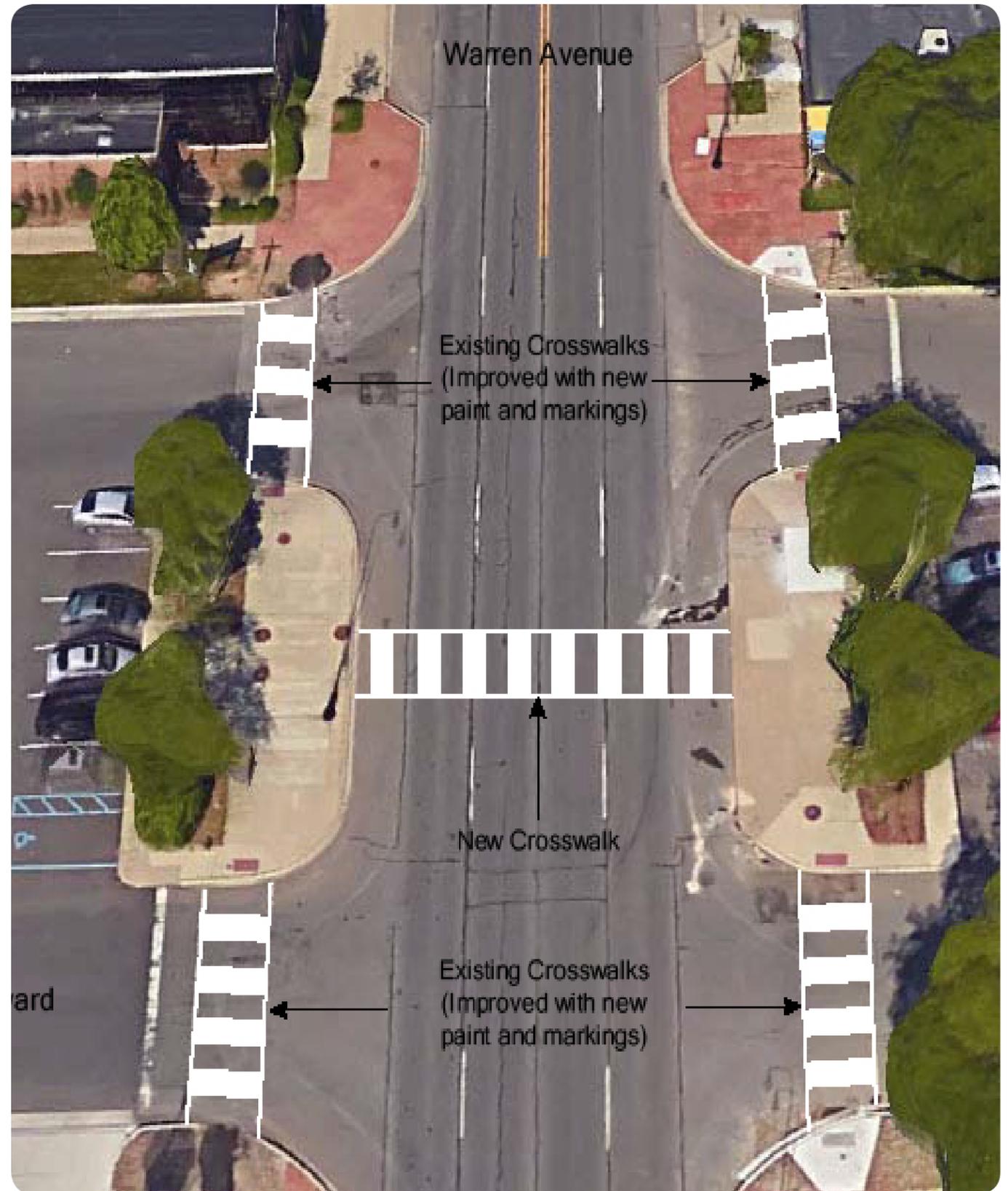
- Experiment with a road diet between Schaefer and Wyoming using construction barrels and paint to see how traffic responds
 - Reduce speed limit to 30 MPH within traffic study zone
- Add crosswalks using paint and basic signage in areas where there are 4 or more blocks between traffic lights to improve walkability of the area

Medium Term (5 to 10 years):

- Improve crosswalks with more vibrant paint and blinking crosswalk signs to better alert drivers
- Reduce speed limit to 30 MPH along the entire stretch of Warren Avenue
- Add sharrow bike lane markings to promote biking along Warren Avenue

Long Term (10+ years):

- Improve commonly used crosswalks by adding pedestrian activated traffic signals
- Implement road diet between Schaefer and Wyoming by bringing in curbs, adding bike lanes, and creating diagonal parking
 - Road diet will result in one lane for each direction and a center turn lane with parking and bike lanes
 - Reduce speed limit to 25 MPH to improve safety for bikes and pedestrians



Recommended crosswalk paintings at Oakman Boulevard.

Public Transit

Short Term (0 to 5 years):

- Add DDOT bus stop signage along the corridor to inform residents and visitors that there is bus service available
- Promote public transit in community to educate about alternatives to driving along Warren Avenue

Medium Term (5 to 10 years):

- Add benches at all bus stops in the community to provide a place to sit while waiting for the bus
- Add bus shelters at commonly used stops to provide additional amenities to bus riders
- Study the possibility of establishing a shuttle bus from Dingell Transit Center to Warren Avenue corridor

Long Term (10+ years):

- Implement shuttle bus service from Dingell Transit Center to Warren Avenue corridor to connect to SMART bus service, possible BRT service, and commuter rail service along the Michigan Avenue corridor



An example of recommended DDOT bus stop shelters. (Source: masstransitmag.com)

Parking

Short Term (0 to 5 years):

- Promote use of public transit, biking, and walking along corridor to reduce need for parking
- Study the effects of adding parking meters to busy areas along the corridor to limit individuals occupying important parking spaces for extended periods of time
- Implement resident only parking permits on residential streets to deter commercial patrons from parking on side streets when Warren Avenue parking is not available

Medium Term (5 to 10 years):

- Add parking meters to busy areas along the corridor to deter long-term parking

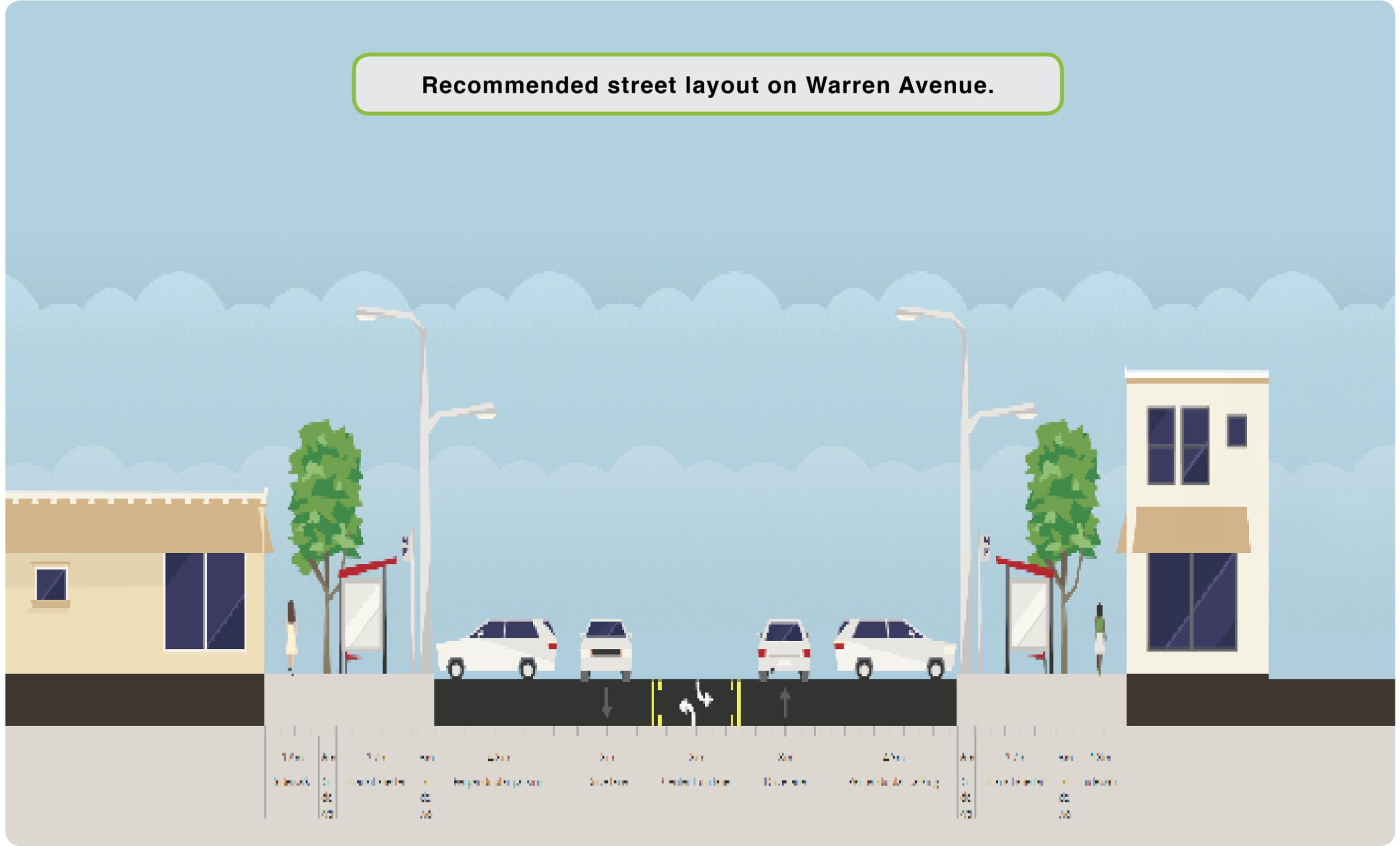
Long Term (10+ years):

- Provide additional diagonal parking between Schaefer and Wyoming through implementation of road diet and reducing curb cuts to allow for the creation of diagonal street parking



An example of signage used to inform drivers about diagonal parking. (Source: aaroads.com)

Recommended street layout on Warren Avenue.



The Why

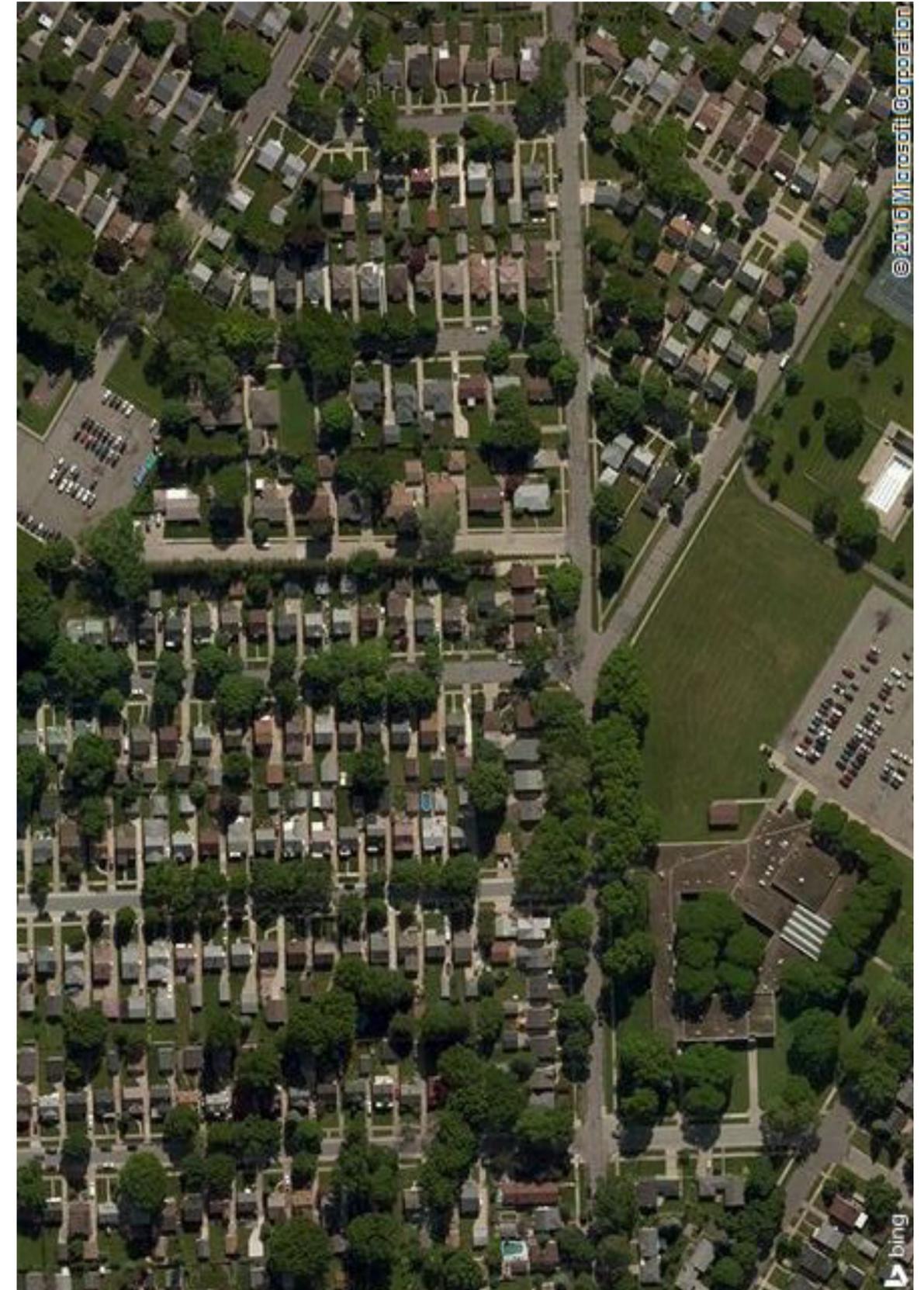
Land use planning is an important tool that can be used to shape the community into a sustainable, effective and desirable location, both for its residents and for visitors. By examining current and proposed land use patterns, a municipality can set exact goals to benefit future commercial development through zoning, identify and create new public spaces, and alleviate issues such as parking problems.

Objectives

- A Promote a unified, aesthetically appealing street design that enhances the retail experience

- B Create a lively and inviting atmosphere for businesses, visitors and residents via cultural Programming.

- C Ensure a sustainable and equitable allocation of revenue utilizing the tools of economic development.



Overview

The Warren Avenue Corridor is a highly trafficked area of East Dearborn that, unlike other areas of Metro Detroit, is not in decline and can be targeted for growth. In order to facilitate such growth and to continue to develop the area for visitors, this section examines several facets of the corridor's land use policy. Land in the Warren Avenue business corridor has for the most part been built up for commercial purposes. Warren Avenue is lined with one and two story retail and office buildings with a few larger institutional structures throughout. Few residential houses are within the business corridor and TIF boundaries located off of Warren Avenue on the connecting streets. Wide, spacious grid-pattern roads connect this area to West Dearborn and Detroit with Warren avenue being both the main route for transportation as well as the center of commercial activity in the area. Surface parking lots cover almost as much ground area as the buildings and interrupt the street wall frequently so that a pedestrian cannot walk more than a few meters along the sidewalk without fear of a car intersecting them on its way to park.

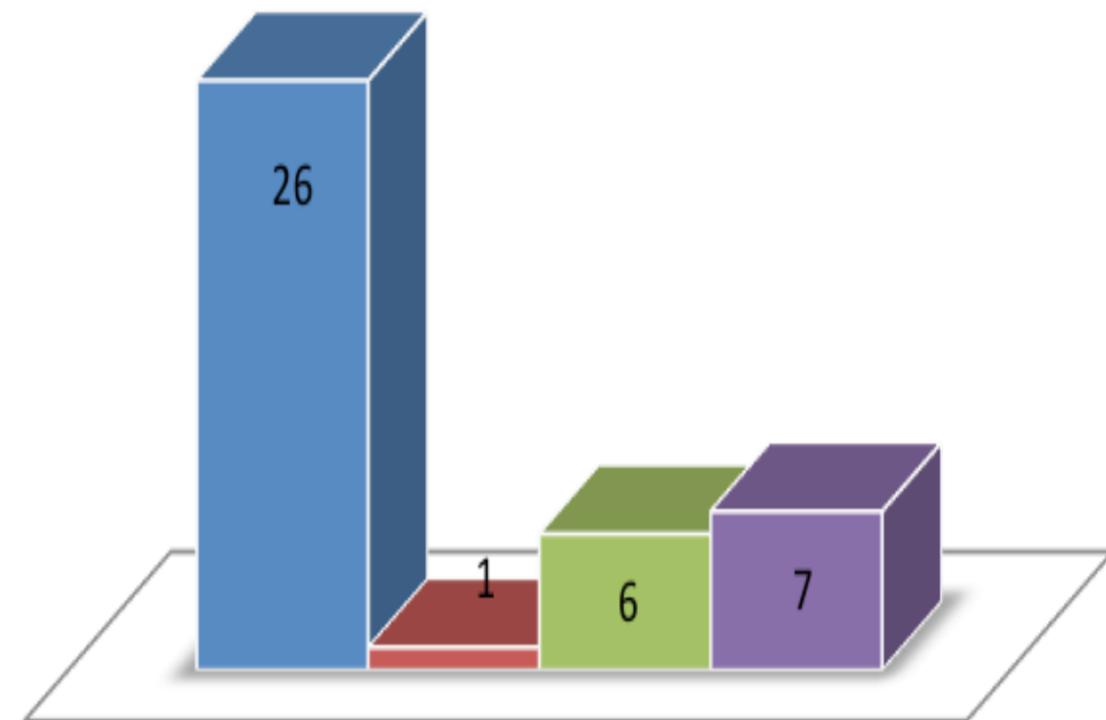
The sources of land-use tension in the Warren Avenue business corridor can be summarily described in two primary issues.

The need for more efficient use of the land in this 2 mile corridor designed to promote harmony between people, cars and activities, by drawing people to the area, facilitating ease of access to attractions and creating space that is comfortable and appealing.

Public space along Warren Avenue is minimal and lacking in design and activation. A system for efficient use of surface parking, creation of public space and pocket parks and main street overlay and zoning changes are necessary to evolve the area to meet the demands of a growing community business district.

Citizens responded to the question "How often do you come to Warren Avenue?"

■ Daily ■ First Time ■ Monthly ■ Weekly



Main Street Overlay District

The Warren Avenue corridor would benefit greatly from a re-imagined zoning and design standard. Current and past zoning iterations have allowed for disharmonious uses that have promoted auto-centricity, conceded prime development space and created unappealing and dangerous environments. In an effort to combat these impediments to the greatest realization of a strong and stable Warren Avenue we are recommending the city consider adopting a Traditional Main Street Overlay District.



Existing Building on West Warren in Dearborn where

Town Centers

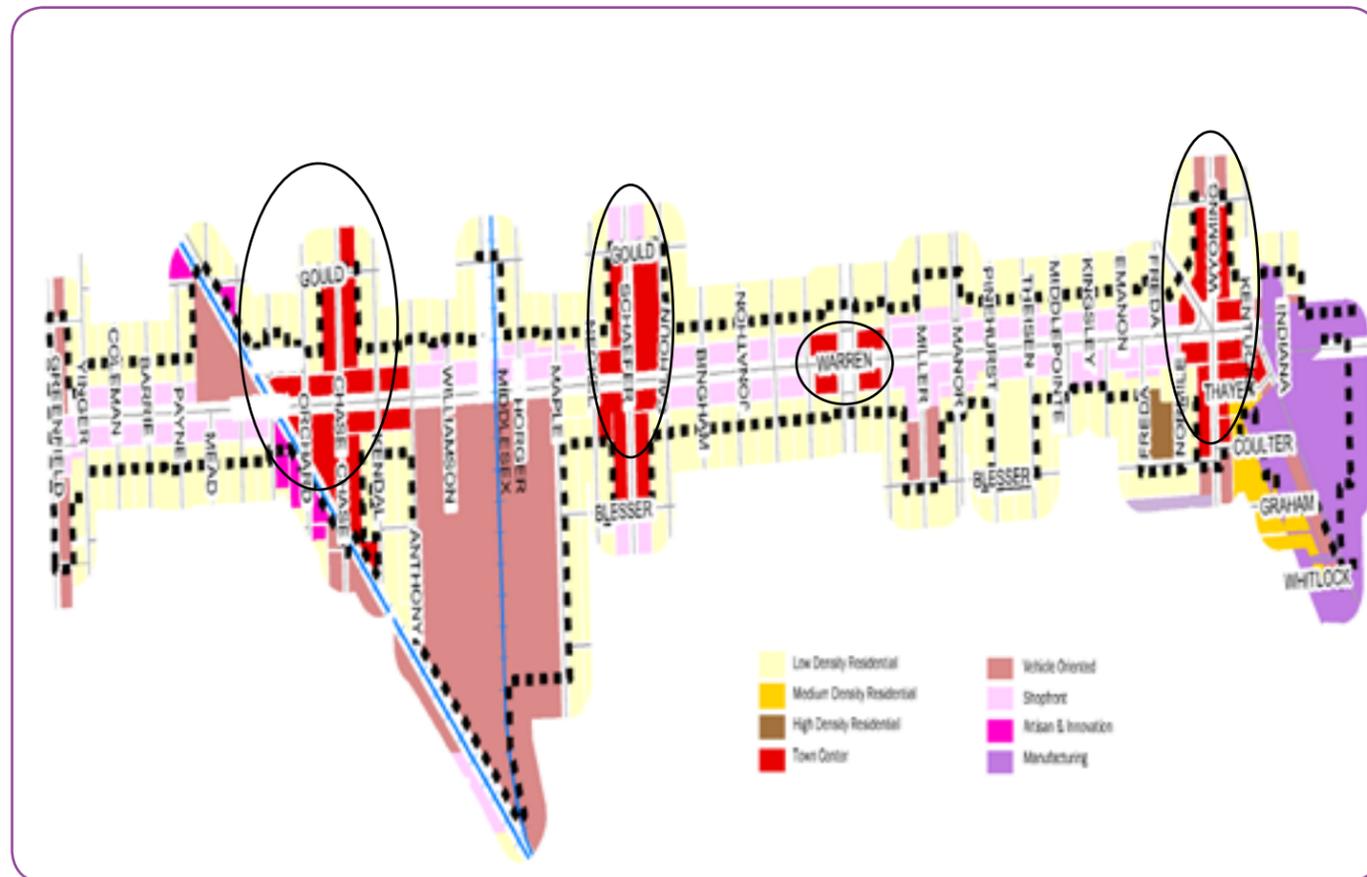
The Warren Avenue Corridor is in a position to capitalize on growth. Currently, the corridor and its surrounding areas are home to a diverse community that is being strongly fueled by immigration. The population is especially notable in that there are large amounts of children and elderly. To that end, much of the overall focus of this report is centered on improving the safety, walkability, and overall quality of the corridor as the city seeks to increase its viability as both a population center and a destination for visitors. In conjunction with this factor of general livability, this report recommends the eventual implementation of Town Center-style developments at the major intersections of Chase, Schaefer, and Wyoming, similar to what has been detailed in the Dearborn Master Plan for 2030.

“Vibrant, dense, mixed use destination areas, with each having its own identity, a human scale, planned pedestrian orientation and minimized automotive uses.”

*-Dearborn 2030 Master Plan on
Town Center zoning classification*

The Dearborn 2030 Master Plan defines its Town Center zoning as: “vibrant, dense, mixed use destination areas,” with each having “its own identity, a human scale, planned pedestrian orientation and minimized automotive uses.” The Town Center that is recommended by this report consists of multi-story mixed use structures of first floor retail that is easily approachable and visible by foot, along with residential apartments on the upper floors. For a quick example, Town Centers along Michigan Avenue in West Dearborn have been implemented with first floor retail and loft-style housing above.

Dearborn has robust housing stock, including in the Corridor’s areas, and the absolute growth of the studied area and constant influx of people suggests that there is a demand for housing. Diversification of housing is something the city should seriously consider given that the Corridor’s nearby residential areas consist almost entirely of single-family housing. While this style of housing is undoubtedly popular and successful—especially for young families—alternatives such as multi-family housing can be desirable for adults of a variety of ages, as well as elderly who do not always have the means to care for an entire house and yard. As the Corridor becomes safer and more walkable, residents will be attracted to multi-family housing so that they can live at the heart of an emerging neighborhood where local amenities and needs are quickly within reach.



Dearborn 2030 Master Plan Town Center Zones

This report very much agrees with the master plan that such a zoning use would be a perfect fit for these major intersections because they lie on such large traffic arteries and would put less pressure on the largely single-family housing neighborhoods between. Currently, these intersections are cornered by businesses such as gas stations and restaurants. The intersection at Chase has some of the suggested Town Center principles with the retail businesses on the north side of Warren Avenue, but lacks the residential aspect. By being placed on these intersections, the town centers would be able to truly stand out on their own from multiple vantage points, highlighting general visibility and their own distinctiveness, as a successful implementation would truly stand out from the rest of the neighborhood. To assist in providing room for growth, this report recommends changing the current 45' height restriction to a new maximum of 60' to allow for more opportunities, both retail and residential.

While the Warren Avenue Corridor is well known and beloved for its variety of local “mom and pop” retail options—ranging from food and apparel to distinct needs such as bicycle and music stores—many residents in our survey voiced a desire for nationally-known brands, or chains. The raising of the maximum height to 60' would allow greater flexibility and ease in implementing multiple residential floors above a retail space that could have a height of 15-20', a factor that many large, national stores take under heavy consideration. The inclusion of chains at these Town Centers is something the city should discuss with serious consideration. While the neighborhood is fueled by local businesses, nationally-known stores and restaurants could be a very beneficial addition to the Corridor. Residents from the local neighborhoods around the Corridor undoubtedly travel to competing cities and regions for specific destinations, often national chains. Installing them at the Town Centers would keep residents in the neighborhood as well as lure other customers from elsewhere in Dearborn and other surrounding areas such as Dearborn Heights and Detroit. Regardless if the retail is a national brand or not, the city should ensure that high-quality stores are opened in these locations to promote the general livability and attractiveness of these intersections.

Ample parking will be required for these sites, but, along with other proposed parking changes (below), it should be stressed that large-scale suburban-style parking lots are not recommended for these sites as they detract from dense and walkable character. Instead, this report strongly recommends the inclusion of small gathering places at these locations. A major desire listed in our community surveys was places that people could meet. While there are a few places that provide meeting opportunities for people along Warren Avenue, there are not many and implementation at large, public intersections like these could prove strategically useful, especially if attractive retail is installed as well. These meeting areas consist of small green spaces with benches and tables and are detailed further in section below on public spaces.

Overall, this report recommends that the Corridor push forward with a strategic and defined idea of what a Town Center means for this area of East Dearborn. By encouraging such development, the Corridor can capitalize on its growth and population density by installing profitable mixed-use developments at major intersections. Along with other recommendations in this report that promote walkability and livability, Town Centers

Recommended Standards



<p>Building Site Relationship</p>	<ul style="list-style-type: none"> Place new building footprint on the front lot line with no set back Provide a setback not to exceed a maximum of 10 ft. from the lot line for outdoor seating only. Place footprint of buildings that face main streets parallel to the adjacent public street system
<p>Massing Scale and Form</p>	<ul style="list-style-type: none"> Building lot coverage of at least 75% Minimum: 24 feet and 2 stories Maximum: 42 Feet and 3 stories First story minimum height 14 Feet, floor to floor
<p>Parking Design</p>	<ul style="list-style-type: none"> Locate parking areas to the rear and/or to the side of the building Locate parking area away from the corner
<p>Fencing</p>	<ul style="list-style-type: none"> Chain link, barbed wire and barbed wire fencing materials should not be used Fences should not exceed 8 feet in height Use continuous brick screen wall or raised curb with landscaping buffer along the perimeter of parking areas
<p>Fenestration and Architectural Detail</p>	<ul style="list-style-type: none"> Maximize the number of street level façade openings for windows and doors. Include operable windows on the upper level façade. Glass block-filled wall opening is part of a solid wall and not considered a window.

Parking

Land given to surface parking in this busy commercial corridor can be considered lost opportunity for economic growth. There is high demand for a variety of goods and services along the corridor and the success of Warren Avenue businesses suggests that the market is not yet saturated for many types of commercial activity and that planning is needed to allow this business district to grow with its community.

*“I have trouble parking during Wild Wednesdays’ and parties at Sky Lounge.”
-Dearborn Resident (citizens Survey)*

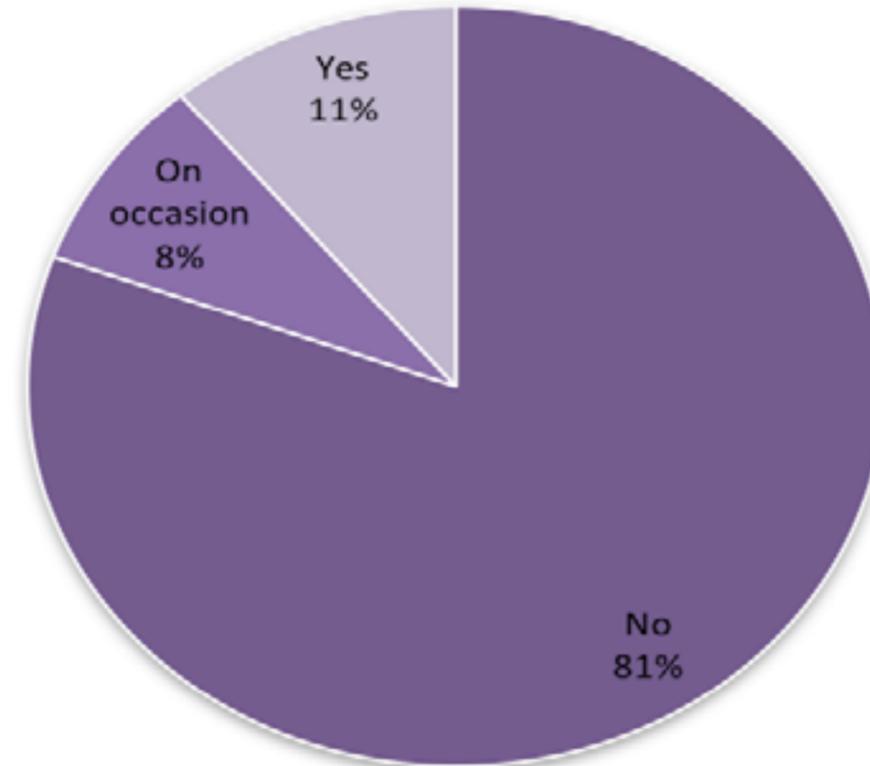
Currently parking is a limiting factor in further economic development of the area. Land that could be developed to bring new businesses into the area is considered necessary to serve as parking for existing businesses. Street parking is underutilized and large surface lots that serve businesses during some portion of the day leave an unfilled vacuum during others.

While most business owners surveyed stated that parking was a big concern for them, our observation was that parking spaces occupied was well below the total capacity during all times of the day. Though individual lots would fill at times, on a block by block basis, we observed ample parking. Barriers to safely utilizing and moving between parking and destinations were also observed.



Empty parking lot at peak commercial hours

Consumers on Warren Avenue responded to the question "Do you ever have trouble finding parking on Warren Avenue?"



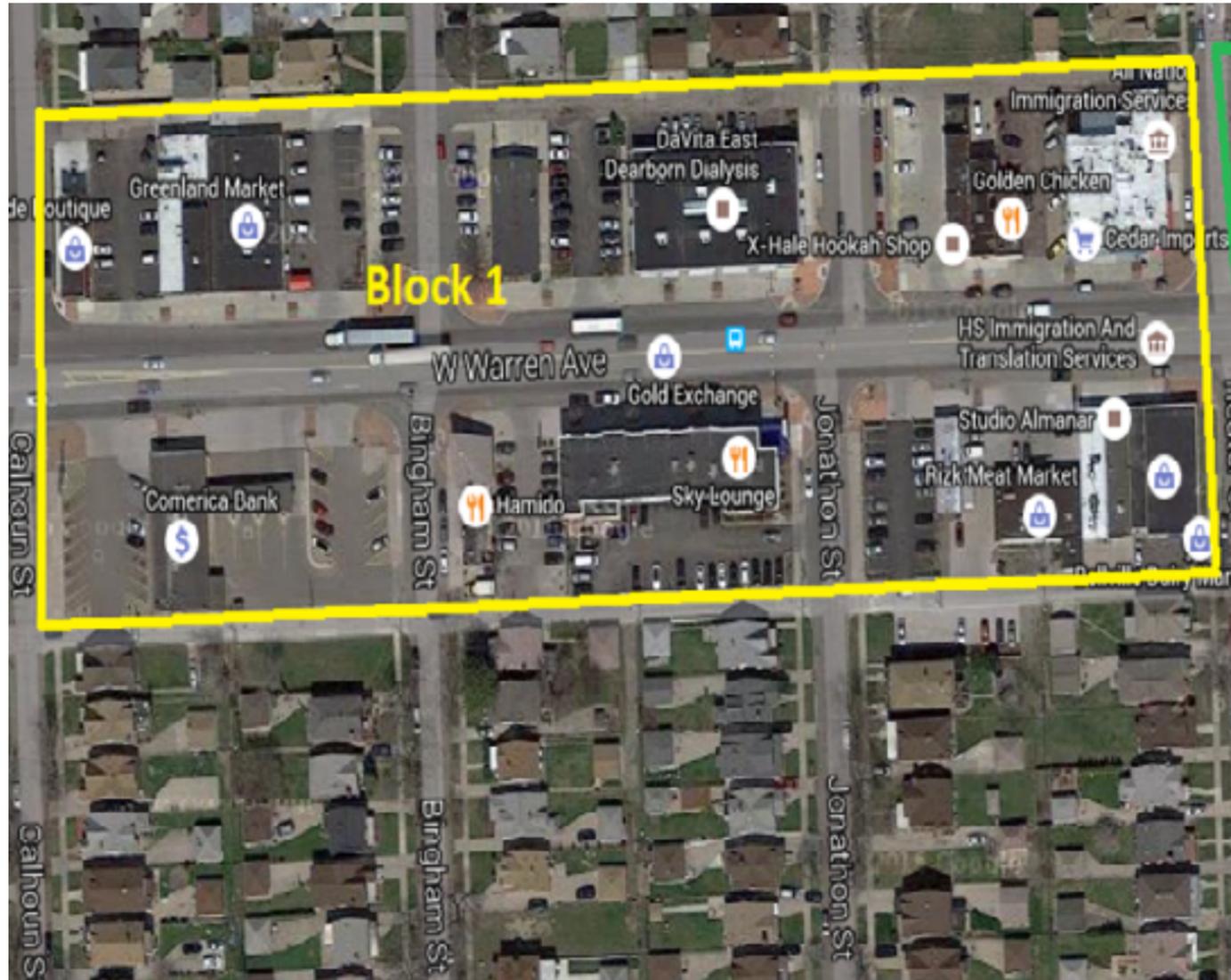
According to citizens surveyed on the topic, parking is not difficult to find near to destinations along Warren Avenue.

Based on our parking analysis, the North side of Warren Avenue between Greenfield and Lonyo has on average 106% of the number of parking spaces per business as required by the city. The South side has on average 116% of the number of parking spaces per business as required by the city zoning code. The area on the whole, has a total of 660 more parking spaces (including on-street parking) than required by the city zoning code.

An increase in required number of spaces per business is not recommended.

Parking Analysis

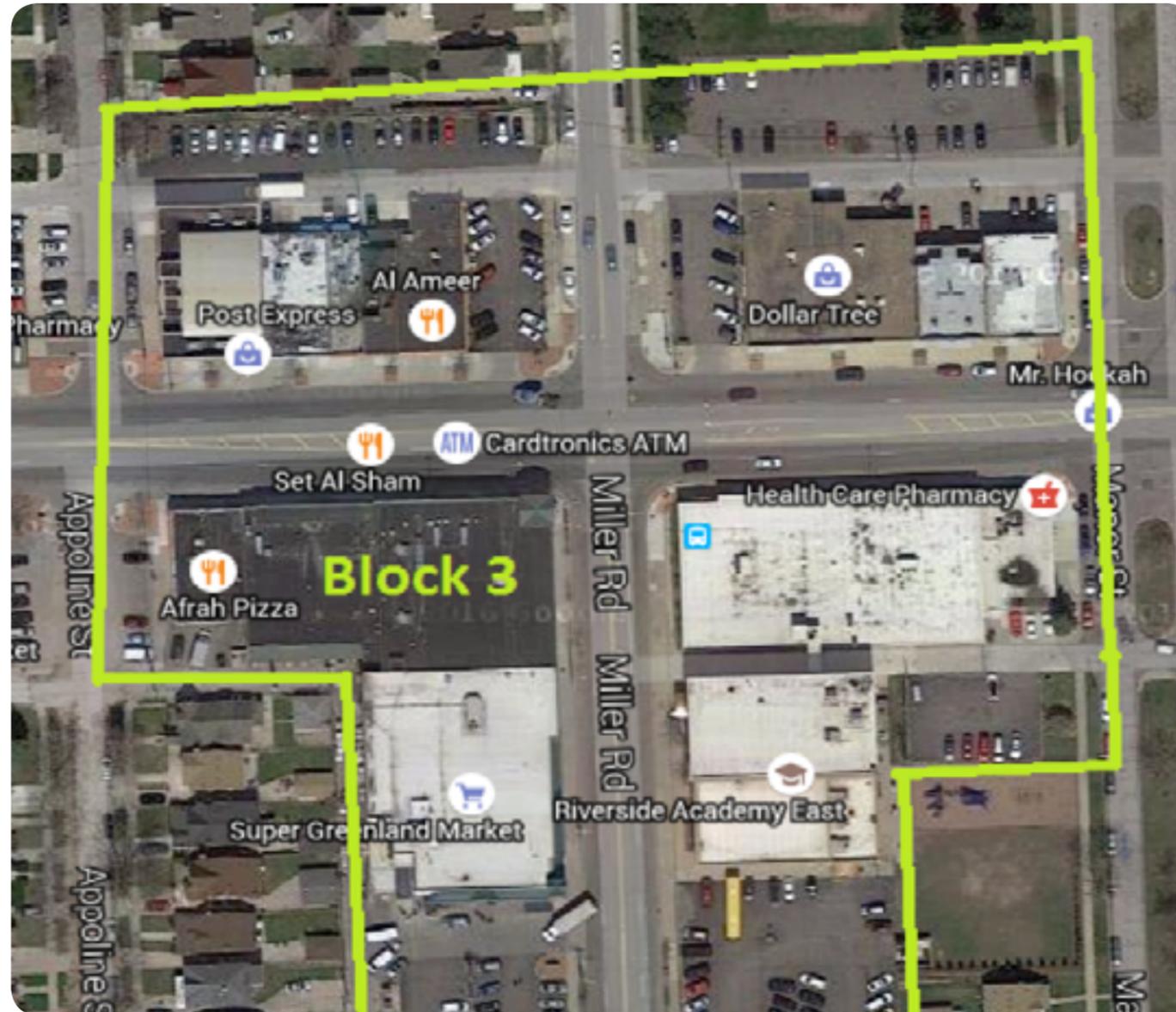
We conducted a preliminary parking analysis of three high density storefront areas along Warren Avenue between Calhoun Street and Manor Street. To test our hypothesis: that there was more than enough parking available on a block level, we surveyed the parking lots and street parking in three sections of Warren Avenue. The results were as follows:



Date	Day	Time	Total Parking Spaces	Total Spaces Occupied	Percentage of Spaces Occupied
7/7/2016	Thursday	11:30 AM	231	85	37%
7/7/2016	Thursday	6:00 PM	231	103	45%
7/9/2016	Saturday	11:30 AM	231	78	34%



Date	Day	Time	Total Parking Spaces	Total Spaces Occupied	Percentage of Spaces Occupied
7/7/2016	Thursday	6:00 PM	187	65	35%
7/7/2016	Thursday	9:00 PM	187	54	29%
7/9/2016	Saturday	3:00 PM	187	65	35%
7/9/2016	Saturday	6:00 PM	187	89	48%
7/9/2016	Saturday	9:00 PM	187	102	55%



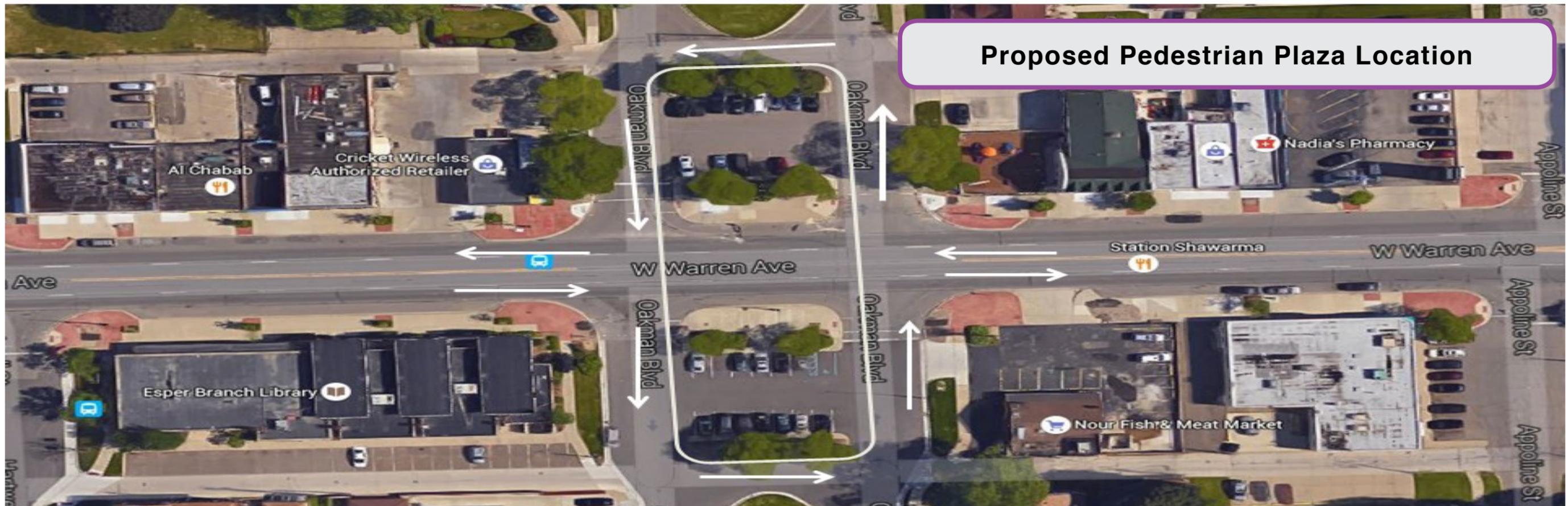
Date	Day	Time	Total Parking Spaces	Total Spaces Occupied	Percentage of Spaces Occupied
7/9/2016	Saturday	11:30 PM	398	151	38%
7/9/2016	Saturday	3:00 PM	398	160	40%
7/9/2016	Saturday	6:00 PM	398	119	30%
7/9/2016	Saturday	9:00 PM	398	111	28%
7/13/2016	Wednesday	11:30 AM	398	124	31%
7/13/2016	Wednesday	6:00 PM	398	153	38%
7/13/2016	Wednesday	9:00 PM	398	110	28%

Public Space

Citizen surveys were conducted to capture the wants and needs of residents of the Warren Ave. Corridor. A common response to our citizen survey was the request to develop a more common gathering space; this was especially prudent among the elderly. Elderly respondents stated they wanted to spend more time with their families in an outdoor setting. Respondents suggested having festivals or carnivals as well. After a compilation of the survey results we chose to identify two possible options for a public space within the neighborhood. The Esper Library and the Arthur Bass Park were identified as the best possible options.

Recommendations

This short term proposals is based on the highest and best use to enjoy this temporary space until more permanent structures are built. The public space design should focus on making the space available for both summer and winter uses. Possible uses include a Sunday farmer's market, an outdoor plaza as well as carnivals and festivals to be utilized by vendors. This could be a place to showcase the authentic food and supplies available in the area and attract more people to the area. Future uses include having an ice rink, winter fest and summer water features.



Proposed Pedestrian Plaza Layout



The Why

“Economic development creates the conditions for economic growth and improved quality of life by expanding the capacity of individuals, firms, and communities to maximize the use of their talents and skills to support innovation, lower transaction costs, and responsibly produce and trade valuable goods and services.”

-US Economic Development Agency

Objectives

- A** Promote a unified, aesthetically appealing street design that enhances the retail experience.

- B** Create a lively and inviting atmosphere for businesses, visitors and residents via cultural Programming.

- C** To identify sustainable and equitable sources of public and private funding that will support current and future development of the Warren Avenue Corridor.



Signage Regulations for a More Attractive Retail Environment

The quality of the shopping experience and the quantity and quality of retail traffic on Warren Avenue could be enhanced greatly if the businesses and institutions along this strip had a cohesive and high quality look to them.

Current

If you look at the street now you'll notice a mishmash of low quality signs affixed to any and all portions of the facade of other-wise aesthetically pleasing storefronts, this gives the entire corridor a low quality liquor-store-esque look to it. Often signs are also covering shop fronts which discourages walking along the corridor for window-shopping, an activity known to increase retail sales.

Solution

A simple tool that planners use to unify the look of shopping districts are sign ordinances. These ordinances regulate the style, size and placement of signs to create an attractive and cohesive look for the business corridor. They also are often used to prevent windows from being blocked by advertisements. These ordinances often have a built in grace period to allow existing business owners time to comply with the new regulations and prevent future garish signage from being legally installed in the first place. These ordinances also often have stipulations that require the repair of worn or broken signs. This would allow business owners who invest in making their storefronts nice to prevent themselves from being negatively impacted by the dilapidated frontages of their neighbors, and give them legal recourse if the offending owners do not handle the problems in a timely manner.

Models

- Downtown Birmingham with its booming shopping district has a large list of sign requirements that regulate everything from materials and size, to color and illumination and requires a review period by the local planning department to ensure that each sign conforms with and indeed enhances the street design.
- Novi has regulations on window coverage of signs in addition to size, illumination and placement requirements.



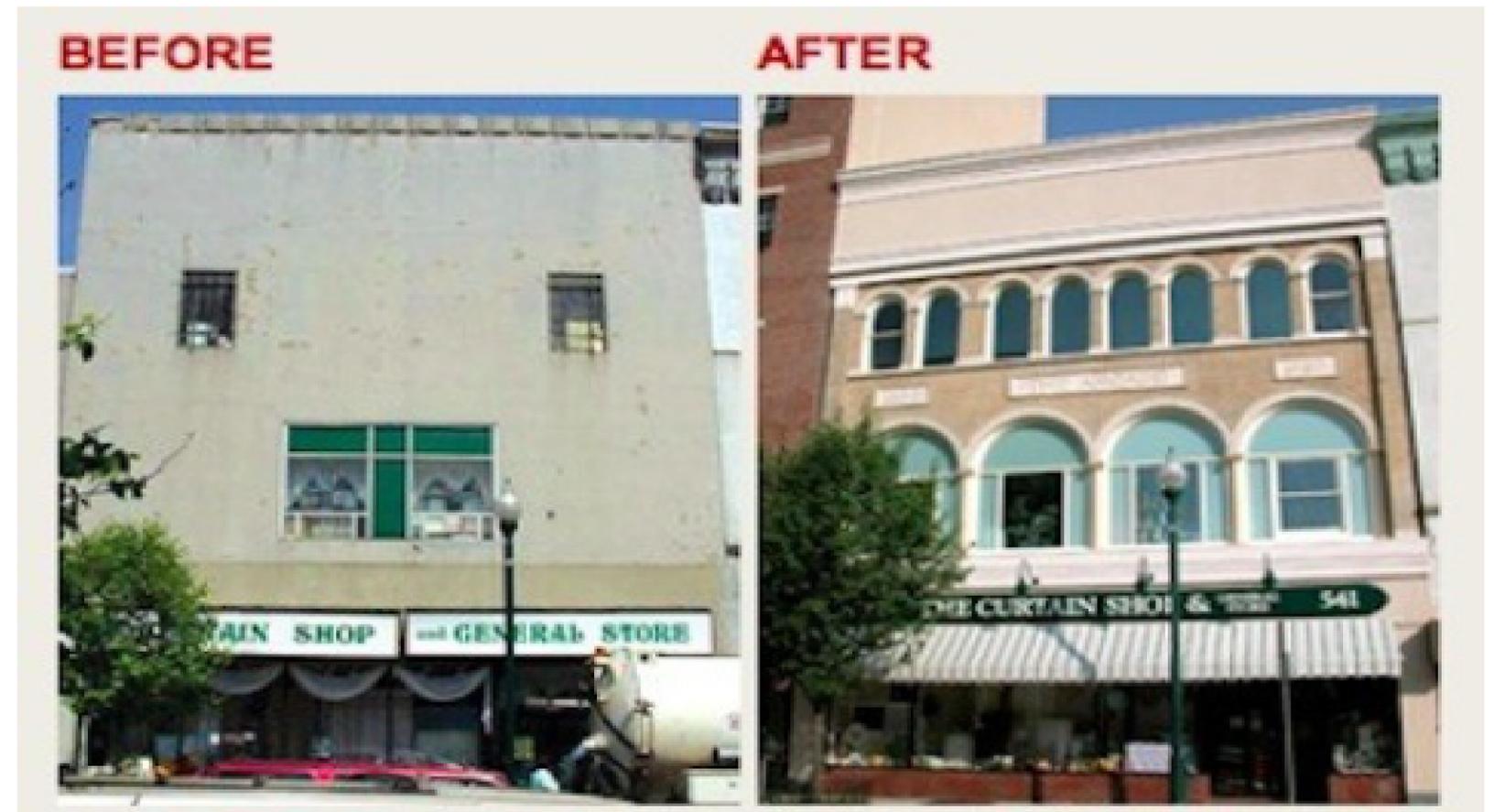
These changes make people feel more welcome and safe and is proven to enhance retail traffic.

Facade Improvement Program

A facade improvement program could enhance the street design of Warren Ave to make it more inviting for shoppers and higher end businesses. Currently, many of the storefront facades do not comply with the best practices for high quality retail districts. A storefront facade program provides either a guaranteed loan or matching funds for business owners within the TIF zone to make approved improvements to their facades. This may include things like repainting, replacing windows or doors, signage, awnings, landscaping, lighting, and more. This is done in a variety of ways including:

- **matching grants**
- **loans**
- **A rebate program**
- **Additional funding sources are:**
- **CDBG Grants**
- **Economic Development Incentive (EDI) funds from HUD**
- **General Funds**

This facade improvement program could be targeted to businesses that we want promote along the corridor such as those with an ethnic vibe to them in order to enhance the cultural theme that we are trying to create along the corridor to make it a tourist destination.



Facade improvement also increases property value so that businesses that take advantage of the program will have their property taxes increase thus increasing the funds that go into the TIF. This could help to sustain the program long term.

Financing

According to the Warren Business District Improvement Authority's Development (WBDIA) and the tax increment financing (TIF) plans for City of Dearborn's City Council, it is within best interest of the public to redevelop the Warren Avenue Commercial Corridor and promote its economic growth.

It is the intent of the City and the District to finance the proposed projects from incremental tax revenues generated within the District itself. In addition, funding for proposed projects will be generated through grants, local cooperation and funding eligible under Section 14 of PA 280 (City of Dearborn / Warren Ave. TIF Plan, 2015).

The following recommendations in this plan are eligible activities financed by Tax Increment Financing:

- District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs**
- Public Facility Improvements**
- Private Sector Improvement Incentives**
- District Signage**
- Property Purchase; Conveyance; Demolition**

The implementation of projects within the District shall be financed through one or more of the following sources of funding:

- Tax Increment Financing (TIF)**
- Private cooperation throughout the Business District.**
- Funding received through grant programs.**
- Municipal participation (Staff and Administrative Support/Start Up Costs)**
- Bonding for improvements**
- Special assessments as approved by the City Council**
- Interest on investments**

Certain state, federal, and local grants, loans guarantees and other funding sources may also be pursued for economic development projects within the District.

It is our recommendation that the City of Dearborn also consider the implementation an economic development project such as the Berkey and Gay building in Grand Rapids, Michigan. (See Case Study below)

WBDIA TIF Plan Project Description			
Project Description	Estimated Annual Cost	Estimated Total Cost	Implementation Period
A. Planning, Administration and Staffing	\$50,000	\$1,500,000	Year 1-30 Ongoing
B. District-Wide Maintenance	200,000	6,000,000	Year 1-30 Ongoing
C. District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs	100,000	3,000,000	Year 1-30 Ongoing
D. Private Sector Improvement Incentives (includes façade improvement program)	147,000	2,500,000	Year 3-20
E. Public Facility Improvements	400,000	10,000,000	Year 5-30
Total Cost of Improvements		23,000,000	
Contingencies (10%)		2,300,000	
TOTAL		\$25,300,000¹	

¹Subject to inflationary cost increases

Fiscal Year	Estimated Base Taxable Value	Estimated Change in Taxable Value Increase over Prior Year	Estimated Captured Value	Year	Estimated Growth Percentage	City Tax Capture Rate @ 100% **	Wayne County Capture Rate @ 50% **	Non-City Capture Tax Rates **	City Tax Capture Dollars @ 100%	Wayne County Tax Capture Dollars @ 50%	Non-City Capture Dollars @ 100%	Total Estimated Annual Tax Capture
2017	\$48,327,947	\$0	\$0	1	0.00%	22.2000	3.9110	5.2146	\$0.00	\$0.00	\$0.00	\$0.00
2018	\$48,589,026	\$481,079	\$481,079	2	1.00%	22.2000	3.9110	5.2146	\$10,679.96	\$1,881.50	\$2,508.64	\$15,070.10
2019	\$49,317,862	\$728,835	\$1,209,915	3	1.50%	22.2000	3.9110	5.2146	\$26,860.11	\$4,733.90	\$6,309.22	\$37,903.23
2020	\$50,057,630	\$739,768	\$1,949,683	4	1.50%	22.2000	3.9110	5.2146	\$43,282.96	\$7,625.21	\$10,166.82	\$61,075.00
2021	\$50,808,494	\$750,864	\$2,700,547	5	1.50%	22.2000	3.9110	5.2146	\$59,957.15	\$10,593.40	\$14,082.27	\$84,632.82
2022	\$51,570,622	\$762,127	\$3,462,675	6	1.50%	22.2000	3.9110	5.2146	\$76,871.38	\$13,542.52	\$18,056.46	\$108,470.36
2023	\$52,344,181	\$773,559	\$4,236,234	7	1.50%	22.2000	3.9110	5.2146	\$94,044.35	\$16,517.91	\$22,070.27	\$132,632.53
2024	\$53,129,144	\$785,163	\$5,021,397	8	1.50%	22.2000	3.9110	5.2146	\$111,475.01	\$19,488.68	\$26,184.58	\$157,148.27
2025	\$53,925,284	\$796,940	\$5,818,337	9	1.50%	22.2000	3.9110	5.2146	\$129,167.08	\$22,355.52	\$29,340.30	\$182,262.90
2026	\$54,733,179	\$808,894	\$6,627,231	10	1.50%	22.2000	3.9110	5.2146	\$147,134.53	\$25,169.10	\$32,558.36	\$205,262.00
2027	\$55,552,882	\$1,094,704	\$7,721,935	11	2.00%	22.2000	3.9110	5.2146	\$171,426.95	\$30,239.05	\$40,266.80	\$241,932.80
2028	\$56,384,479	\$1,116,598	\$8,838,532	12	2.00%	22.2000	3.9110	5.2146	\$196,215.42	\$34,567.50	\$46,089.41	\$276,872.33
2029	\$58,085,400	\$1,138,930	\$9,977,462	13	2.00%	22.2000	3.9110	5.2146	\$221,499.65	\$39,023.80	\$52,028.47	\$312,549.92
2030	\$59,247,117	\$1,161,708	\$11,139,170	14	2.00%	22.2000	3.9110	5.2146	\$247,289.58	\$43,565.29	\$58,036.32	\$348,941.19
2031	\$60,432,050	\$1,184,947	\$12,324,117	15	2.00%	22.2000	3.9110	5.2146	\$273,585.30	\$48,199.60	\$64,246.32	\$386,041.22
2032	\$61,640,701	\$1,208,641	\$13,532,754	16	2.00%	22.2000	3.9110	5.2146	\$300,277.13	\$52,926.40	\$70,242.08	\$423,445.61
2033	\$62,873,515	\$1,232,814	\$14,765,568	17	2.00%	22.2000	3.9110	5.2146	\$327,356.60	\$57,748.13	\$76,996.53	\$462,101.26
2034	\$64,130,985	\$1,257,470	\$16,023,038	18	2.00%	22.2000	3.9110	5.2146	\$355,711.44	\$62,666.10	\$83,533.73	\$501,911.27
2035	\$65,413,605	\$1,282,620	\$17,305,658	19	2.00%	22.2000	3.9110	5.2146	\$384,385.60	\$67,682.40	\$90,242.08	\$542,250.16
2036	\$66,721,877	\$1,308,272	\$18,613,930	20	2.00%	22.2000	3.9110	5.2146	\$413,379.24	\$72,799.08	\$97,042.25	\$583,220.57
2037	\$68,055,924	\$1,334,467	\$19,948,397	21	2.50%	22.2000	3.9110	5.2146	\$450,259.88	\$79,322.92	\$105,762.40	\$635,345.20
2038	\$70,099,672	\$1,709,748	\$21,991,725	22	2.50%	22.2000	3.9110	5.2146	\$488,216.20	\$86,009.64	\$114,678.05	\$688,903.90
2039	\$71,852,163	\$1,752,492	\$23,744,216	23	2.50%	22.2000	3.9110	5.2146	\$527,121.42	\$92,863.63	\$123,836.59	\$743,821.64
2040	\$73,648,668	\$1,796,904	\$25,540,521	24	2.50%	22.2000	3.9110	5.2146	\$566,999.54	\$99,888.98	\$133,183.60	\$800,072.13
2041	\$75,489,679	\$1,841,212	\$27,381,732	25	2.50%	22.2000	3.9110	5.2146	\$607,874.46	\$107,089.95	\$142,784.78	\$857,749.19
2042	\$77,376,921	\$1,887,242	\$29,268,974	26	2.50%	22.2000	3.9110	5.2146	\$649,771.21	\$114,470.96	\$152,625.93	\$916,868.10
2043	\$79,313,144	\$1,934,423	\$31,203,397	27	2.50%	22.2000	3.9110	5.2146	\$692,715.42	\$122,036.49	\$162,713.24	\$977,465.14
2044	\$81,294,128	\$1,982,784	\$33,184,181	28	2.50%	22.2000	3.9110	5.2146	\$736,733.22	\$129,791.25	\$173,012.66	\$1,039,537.13
2045	\$83,326,481	\$2,032,351	\$35,218,534	29	2.50%	22.2000	3.9110	5.2146	\$781,851.46	\$137,739.09	\$183,650.57	\$1,103,241.12
2046	\$85,409,643	\$2,083,162	\$37,301,696	30	2.50%	22.2000	3.9110	5.2146	\$828,097.60	\$145,886.93	\$194,513.42	\$1,168,498.95

Case Study: Berkey and Gay Building, Grand Rapids, Michigan



History of the Area

The Berkey and Gay Furniture Company was the largest domestic furniture factory in Grand Rapids until the 1960s. During this time, it was shut down and remained empty for approximately 30 years. Located in a district full of industrial warehouses and underutilized buildings, squatters eventually moved in. This contributed to the negative perception of the area that challenged developers.

Process

The project used the conventional public process prescribed by city ordinances, consisting largely of public hearings. The owners of the neighboring properties (all of which were non-residential) were not directly involved with the project planning, but they were supportive of the proposed plan.

Project description:

Today, the Berkey and Gay building is a successful, mixed-use residential and commercial development that has played a large role in the revitalization of downtown Grand Rapids. It contains 242 residential units, a restaurant, a coffee shop, classrooms for a local medical research consortium, three law firms, a beauty salon, and a number of other offices. The residential units house a wide variety of people from empty nesters from the suburbs to students. Tenants are allowed to have pets which contributes to increased pedestrian traffic walking and/or playing with their dogs, etc. More pedestrian activity adds to the area's sense of safety. In addition

to the parking available, the project is also located on a bus line creating an alternate mode of transit.

This building established a successful market for housing in the downtown area and inspired the revitalization of the North Monroe neighborhood. Its successful redevelopment proved to the investment sector that the downtown area was a good place to invest. At least an additional hundred housing units, offices, restaurants, and entertainment venues have been built or planned in the wake of its successful redevelopment.

Challenges

The major challenge to this project was that the need for housing in downtown Grand Rapids had yet to be proven. The developer was convinced that the finished project would attract tenants, but investors had to be persuaded. Ultimately the developer's assumption was correct, and this was evident when the entire building reached capacity quickly.

Tools to encourage projects like the Berkey and Gay Building redevelopment

- Financial incentives specifically targeted toward the reuse of existing buildings
- Making more rehabilitation credits (e.g. historical) available

Size	Jobs		Construction cost	Major sources of funding			Uses		Housing prices
Total: 375,000 sq.ft. + 450 space Park- ing Garage	Number of permanent jobs created	Number of con- struction jobs created	35 million dollars	Public	Private	Other	Residential	Retail & Commercial	\$650-\$1,500/month All are market rate, but most are considered affordable for the area
Retail/Commercial: 100,000 sq. ft.	Approximately 90	Approximately 150		Federal and state historical tax credits, Tax Increment Fi- nancing Authority credits from the City of Grand Rapids	Individual equity contributions Fifth Third and National City banks	Class- rooms for the Grand Rapids Medical	242 units total: 22 studios 72 1-bedrooms 148 2-bedrooms	restaurant, coffee shop, three law firms, salon, offices	
Residential: 275,000 sq. ft.	(Restaurant employees and leasing person- nel)								

Implementation Matrix

	Immediate (0-5 years)	Near Future (6-10 years)	Long Term (10+ years)	
Mobility	Road Layout	Implement road diet exercise; Add crosswalks to large traffic light gaps.	Reduce Speed limit (30mph); Improve crosswalks using improved markings and signage; Implement better biking infrastructure	Add pedestrian crosswalk signals to frequently used crossings; Permanently implement road diet
	Public Transit	Request bus signage from DDOT; Promote public transit usage among residents and visitors	Add bus benches and shelters to frequently used stops; Conduct a shuttle bus feasibility study	Commence shuttle service between Dingell Transit Center to Corridor
	On-Street Parking	Promote non-parking alternatives; study traffic meters; residential only permits	Add parking meters	Add additional street parking via road diet and parking redesign
Land -Use	Off-Street Parking	Establish Parking Management Board; Implement park share program; Broker joint-parking agreements between adjacent businesses with different peak hours.	Manage parking sharing program; Exchange decreased parking ratios for participation in parking sharing for new developments.	After completion of road diet, implement redesign of diagonal parking spaces.
	Zoning	Explore adopting changes to height restrictions on Warren at future town center locations from '45 to '60; Work with MSHDA on exploring a form-based code.	Finalize adoption of form-based code. Study and explore the implementation of a Traditional Main Street Overlay District for Warren Avenue; Implement zoning changes for mixed-use.	Implement Traditional Main Street Overlay District on Warren;
	Public Space/Community Engagement	Start a Farmer's Market at city-owned parking lots next to Esper Library during the weekends; Work in partnership with Arab-American National Museum on activating viaducts with murals and art installations; Look at partnerships to enhance parking lots with landscape improvements and public seating	Development of pocket park across from Hollingsworth Logistics Management; Bring back local heritage festival.	Remove the entire public parking lot on Oakman Avenue and convert to a public plaza.
Economic Development	Façade Improvement	Send letters to businesses explaining the value of facade improvements along with resources for small business owners to facilitate this process; Begin addressing current code violations with police force within one year; Create a comprehensive building code that aligns with the goals of the district.	Create a grant program that helps small business owners to do larger facade improvements; Reach out to key business owners around town center areas to focus these investments on highly visible corners.	
	Fundraising	Re-activate annual local heritage festival to engage community residents and raise funds. Create a Business Alliance that functions as a Business Improvement District.		
	Capital Improvements & Financing	Utilize eligible funding captured by the TIF by implementing simple streetscape improvements, district marketing through banner implementation, and promotion of the district and culture.	Utilize additional TIF captured funding by implementing larger scale improvements as documented above.	Plan and implement a mixed-use community economic development project which includes a retail / commercial and residential development. The implementation of the project should be financed through one or more the following sources: TIF, public and private cooperation throughout the district, Low-Income Housing Tax Credits and traditional bank financing.

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