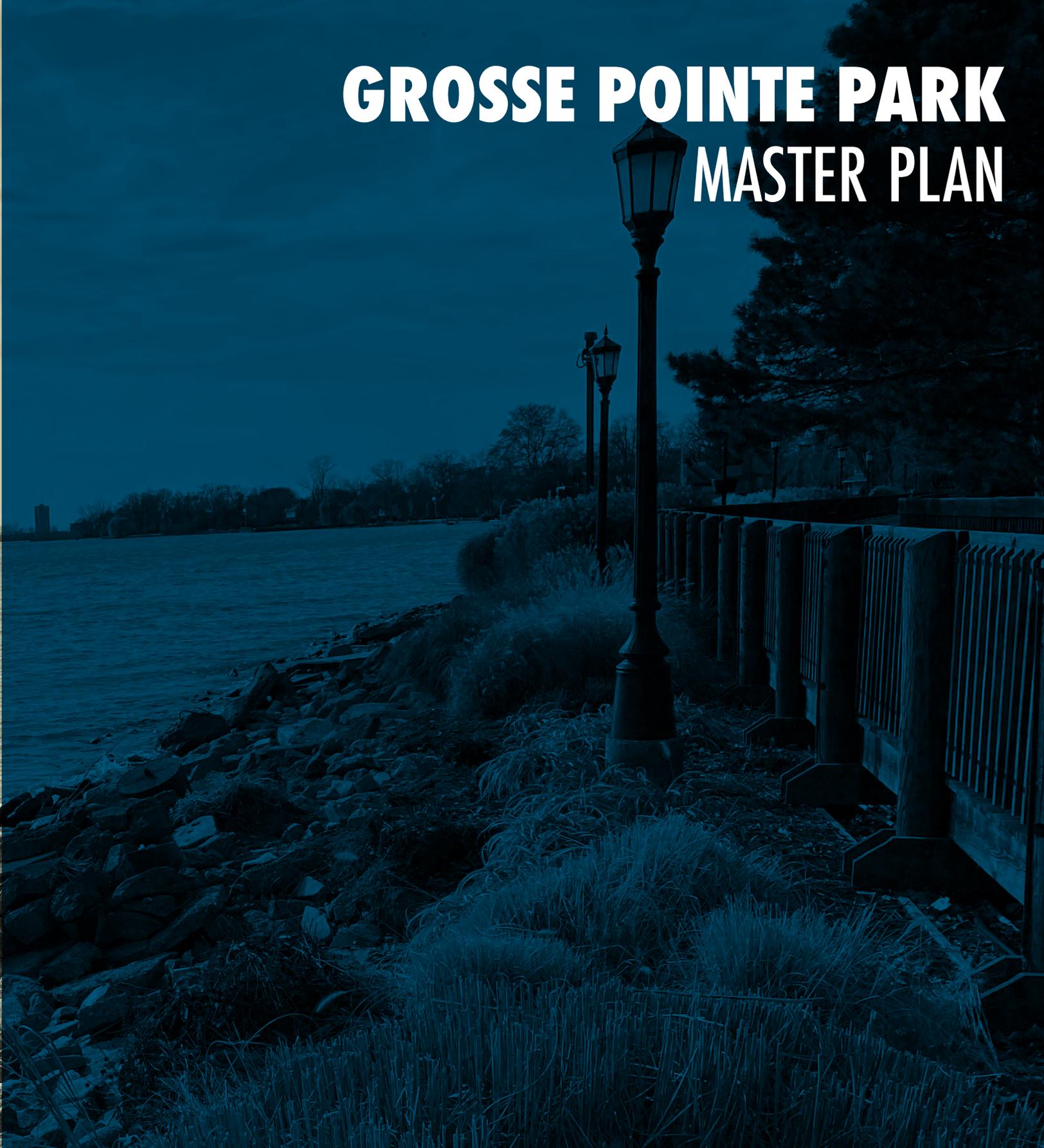


# GROSSE POINTE PARK MASTER PLAN



June 2022

# ACKNOWLEDGMENTS

## **GROSSE POINTE PARK CITY COUNCIL**

Michele Hodges, Mayor  
Thomas Caulfield, Mayor Pro-Tem  
Christine Gallagher  
Max Wiener  
Martin McMillan  
Brian Brenner  
Vikas Relan

## **GROSSE POINTE PARK PLANNING COMMISSION**

Michele Lindsay, Chair  
Amy Schladen Chesterton, Vice Chair  
Patrick Coletta  
Matthew Evans  
Katherine Sanpere  
Michael Vethacke

## **CITY STAFF**

Nick Sizeland, City Manager  
Chad Craig, Supervisor of Parks and Recreation

**A SPECIAL THANK YOU TO RESIDENTS AND  
STAKEHOLDERS WHO PROVIDED INPUT  
THROUGHOUT THE PLANNING PROCESS**

**MASTER PLAN UPDATE  
PREPARED BY:**

**MKSK**

**WITH ASSISTANCE FROM:**

**QUINN  
EVANS**

PREPARATION OF  
DESIGN GUIDELINES

**Gibbs**  
Planning Group

PREPARATION OF  
MARKET STUDY



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**CITY OF GROSSE POINTE PARK  
WAYNE COUNTY, MICHIGAN**

**CITY PLANNING COMMISSION RESOLUTION APPROVING AND ADOPTING CITY  
MASTER PLAN**

**WHEREAS**, the City Council established a Planning Commission to prepare plans for the development of the City of Grosse Pointe Park; and

**WHEREAS**, the Planning Commission has prepared a draft Master Plan; and

**WHEREAS**, that draft has been reviewed at a public hearing to gather public comments of the residents of the City of Grosse Pointe Park and surrounding jurisdictions following notice as required by Michigan Planning Enabling Act PA 33 of 2008; and

**WHEREAS**, the Planning Commission has determined that the plan is appropriate for the future development of the City of Grosse Pointe Park; and.

**WHEREAS**, the City Council, has reserved for itself final approval of the plan as authorized by the Michigan Planning Enabling Act PA 33 of 2008.

**NOW, THEREFORE, BE IT RESOLVED**, the City Planning Commission does hereby adopt the City of Grosse Pointe Park Master Plan including all maps and documents included and submits the plan to the Grosse Pointe Park City Council for final approval.

**RESOLUTION DECLARED ADOPTED**

  
\_\_\_\_\_  
Michele Lindsay, Commission Chair  
City of Grosse Pointe Park, Michigan

**CERTIFICATION**

The foregoing is a true and complete copy of a Resolution adopted by the Planning Commission in the City of Grosse Pointe Park, Wayne County, Michigan at a regular meeting held on the 6<sup>th</sup> day of June 2022. Public Notice of the meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267, Public Acts of 1976, and the Minutes of said meeting were kept and will be or have been made available as required by said Act.

Members Present: *Coletta, Evans, Scarpis, Vethacke, Hodges, Lindsay, Chesterton*

Members Absent:

It was moved by Member and supported by Member to adopt the Resolution.  
Members Voting Yes: Coletta, Evans, Sapore, Hodges, Lindsay, Chesterton  
Members Voting No: Vethacke

The Resolution was declared adopted by the Commission Chair and has been recorded in the Resolution Book.



---

Nick Sizeland, Commission Secretary  
City of Grosse Pointe Park, Michigan

**CITY GROSSE POINTE PARK  
WAYNE COUNTY, MICHIGAN**

**RESOLUTION APPROVING AND ADOPTING CITY MASTER PLAN**

**WHEREAS**, the City Planning Commission has prepared a proposed Master Plan for the future use, development, and preservation of lands within the City, in accordance with the procedures set forth in Act 33 of the Public Acts of 2008, the Michigan Planning Enabling Act ("Act 33"); and

**WHEREAS**, the City Planning Commission, after first notifying neighboring entities and other entities (the "Notice Group") as required by Section 39 of Act 33, thereafter prepared a draft Master Plan, which was thereafter approved by the City Council for distribution at the City Council's November 08, 2021, meeting; and

**WHEREAS**, thereafter the Master Plan was distributed to the Notice Group as required by Act 33, and after expiration of the 63-day comment period, a duly-noticed public hearing was scheduled and conducted before the City Planning Commission on June 01, 2022; and

**WHEREAS**, the Planning Commission upon completion of the public hearing approved the Master Plan and submitted it to the City Council for final approval; and.

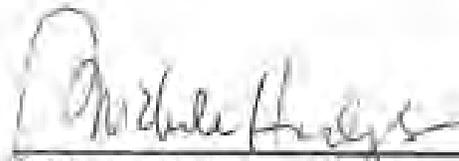
**WHEREAS**, the City Council, having reserved the right to approve or reject the Master Plan, now wishes to approve the proposed Master Plan.

**NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:**

1. The City Council hereby approves and adopts the City Master Plan approved by the City Planning Commission on June 06, 2022, and attached hereto as Exhibit A.
2. Pursuant to Section 43 of Act 33, the City Council hereby directs the following:
  - a. A statement recording the City Council's approval of the Master plan, signed by the Clerk of the City, shall be included on the inside of the front or back cover of the Master Plan. The Future Land Use Map shall be included as part of the Master Plan document and not created as a separate document.
  - b. The secretary of the Planning Commission shall submit copies of the adopted Master Plan to the Notice Group, being those entities or parties who received notice of the intent to amend and update the Master Plan.
3. The Master Plan shall be effective as of the date of this resolution.
4. The City Council thanks the members of the Planning Commission for their work in the preparation of the Master Plan. The City Council expects that the Master Plan will be a valuable tool for addressing future needs regarding land use, development and preservation of the City. The City Council

believes that the Master Plan, with revisions from time to time, will serve the City well for many years to come.

**RESOLUTION DECLARED ADOPTED**



\_\_\_\_\_  
Michele Hodges., Mayor  
City of Grosse Pointe Park, Michigan

**CERTIFICATION**

The foregoing is a true and complete copy of a Resolution adopted by the City Council in the City of Grosse Pointe Park, Wayne County, Michigan at a regular meeting held on the 13<sup>th</sup> day of June 2022. Public Notice of the meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267, Public Acts of 1976, and the Minutes of said meeting were kept and will be or have been made available as required by said Act.

Members Present: Brenner, Gallagher, Caulfield, Wiener, Relan, McMillan, Hodges

Members Absent: None

It was moved by Member Relan and supported by Member Brenner to adopt the Resolution.

Members Voting Yes: Brenner, Gallagher, Caulfield, Wiener, Relan, McMillan, Hodges

Members Voting No: None

The Resolution was declared adopted by the Mayor and has been recorded in the Resolution Book.



\_\_\_\_\_  
Jane Blahut, City Clerk  
City of Grosse Pointe Park, Michigan



BRICKS

15201

BRICKS



# INTRODUCTION



# INTRODUCTION

## ROLE OF A MASTER PLAN

The Master Plan expresses a general overall policy on the use of land within the community, acting as a consistent and comprehensive guide for existing assets and future land uses. Identifying areas of opportunity, such as where redevelopment can occur and then also considering maintaining and enhancing existing assets and resources was the key approach to creating this Master Plan. Best practices were also considered in the creation of this Plan in order to address crucial topics like “Complete Streets” as well as sustainability and green infrastructure.

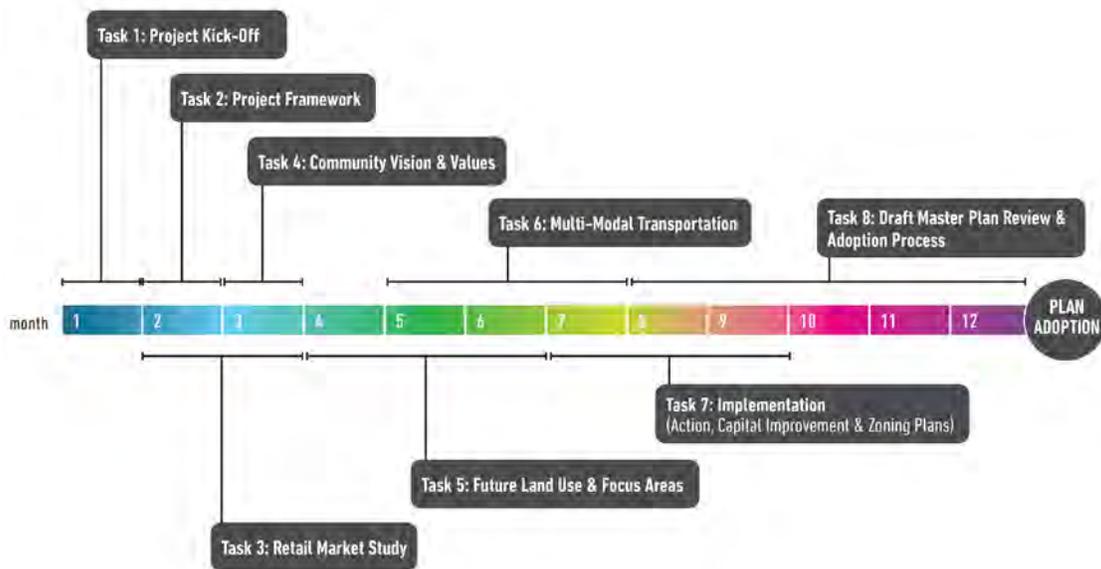
## PLAN OVERVIEW & HOW TO USE THE PLAN

The City of Grosse Pointe Park has updated and revised its Master Plan in order to establish a clear vision and provide realistic and strategic recommendations to achieve that vision. A five year review and update is also required per the Michigan Planning Act of 2008, thus another update of the Master Plan will be required in 2026/2027.

This Master Plan is grounded in engagement that has identified challenges, goals, and priorities from the community and stakeholders. This document will provide support for the Zoning Ordinance and Capital Improvements Plan; these are the tools used to implement the Master Plan.

The plan is organized into the following chapters:

1. **Introduction:** This chapter describes the master planning process and schedule.
2. **Summary of Engagement:** This chapter details how stakeholders and residents were engaged throughout the planning process in order to provide feedback to inform the direction and outcomes of the plan.
3. **Existing Conditions:** Data was gathered and analyzed in this chapter to provide a broad-based understanding of demographic, economic, housing, land use, infrastructure, and other characteristics that describe the City of Grosse Pointe Park.
4. **Recommendations:** Land use, transportation, zoning, and sustainability recommendations were included and were based on a blend of feedback from the community and stakeholders, expert knowledge, and best practices.
5. **Action Plan:** Action-oriented goals and objectives were created to help carry out the vision of Grosse Pointe Park. The Action Plan will be the most frequently used portion of the Master Plan, providing guidance towards achieving the vision and goals. The Action Plan should also be revisited on an annual basis by Planning Commission to review what has been accomplished as well as to revise strategies as challenges or roadblocks may arise.



## PROJECT PROCESS

In 2019, a small committee from the Grosse Pointe Park Planning Commission began updating the Master Plan. It was determined by the City that some outside consultant assistance would be useful in the effort to update the Master Plan. Consultants were hired and in early 2021, Grosse Pointe Park continued the Master Plan Update process. Key components included numerous engagement opportunities to serve as the groundwork for recommendations in the plan.

A Kick-Off Meeting was on held on January 5, 2021 with City Staff as well as representatives from City Boards and Commissions, including Planning Commission, City Council, Parks and Recreation Commission, and Beautification Commission. This meeting helped to confirm the project schedule, logistics, and overall work plan. This was followed by a Virtual Visioning Session in February 2021 with the community and an online survey was also distributed to get additional feedback. COVID-19 and concerns over public safety and health was present during the entirety of the planning process, so engagement opportunities had to be flexible to virtual options. There were also some in person events later on in the process to get community feedback.

A 63-day public review period was a required part of the process, per State law, to allow the community, adjacent cities, and relevant

organizations the opportunity to provide their feedback on the Master Plan.

## GROSSE POINTE PARK AT A GLANCE

Located just northeast of Detroit and along Lake St. Clair, Grosse Pointe Park is one of the five Grosse Pointes. The City of Grosse Pointe Park's population began growing significantly in the late 1920's and 1930's and the character and age of many of the homes in the City is representative of this growth trend.

In addition to its distinguishing residential neighborhoods, the City has four distinct business districts and one business strip that serve not only the immediate community, but also the surrounding cities in the area. Each of the business districts/areas have an array of restaurants, retail, and personal services.

Grosse Pointe Park is also known for its community amenities, including the Ewald Public Library Branch on Jefferson Avenue and Windmill Pointe Park and Patterson Park located along Lake St. Clair. Both parks have a variety of amenities available to Grosse Pointe Park residents, including playgrounds, boat launches, a marina, a theater, and a pool.

This Master Plan Update will provide the strategies necessary to preserve the quality characteristics of the community as well as contribute opportunities for enhancements and investment.



## 2 | SUMMARY OF INPUT SO FAR

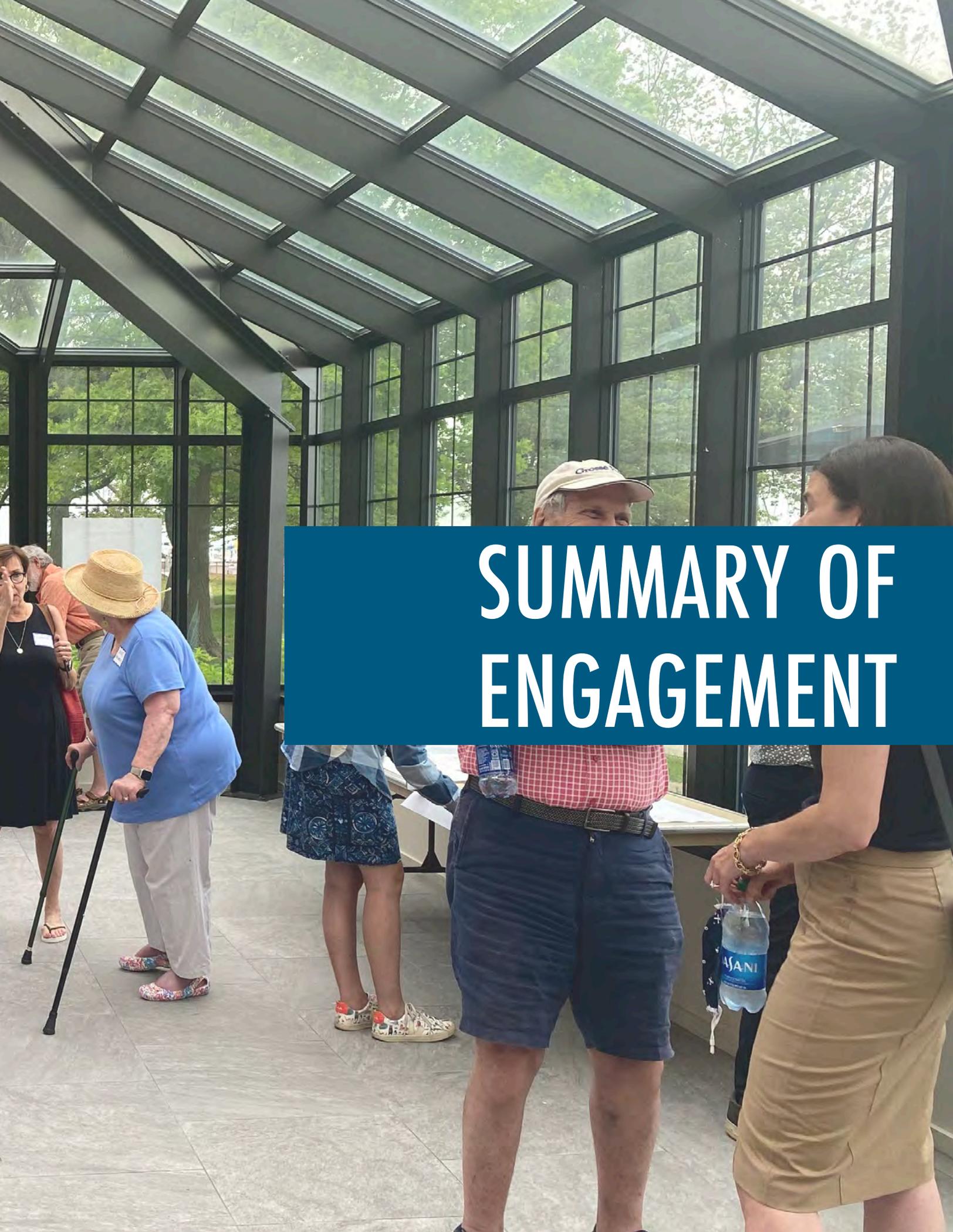
### ONLINE INTERACTIVE MAP SUMMARY

DEVELOPMENT, TRAVEL, SERVICES & RECREATION



### WHAT WE HEARD

Key findings and feedback from the community input process, including comments on development, travel, services, and recreation.



# SUMMARY OF ENGAGEMENT



# PUBLIC ENGAGEMENT

## SUMMARY OF ENGAGEMENT

A variety of engagement opportunities served as the groundwork for the Master Plan recommendations, alongside consultant expertise, best practices, and requirements of the Michigan Economic Development Corporation (MEDC) Redevelopment Ready Community (RRC) program.

Feedback from the community and stakeholders is summarized on the following pages. Visit the Appendix of this document to get more information on engagement results.

A virtual Kick Off Meeting with City Staff, Board and Commission members was held in early 2021 to confirm the project schedule, logistics, and overall work plan. COVID-19 and concerns over public safety and health was present during the entirety of the planning process, so engagement opportunities had to remain flexible, with many virtual options for engagement offered. When it was deemed safe, there were also some in person events later on in the process to get community feedback.

### Community Visioning Session

The Community Visioning Session was held virtually via Zoom on February 9, 2021. Approximately 150 participants attended this virtual session to learn about the process and to ask questions. The session was advertised on the project website and a flyer was created and distributed online via the City's social media outlets and the Grosse Pointe News

featured an article about the beginning of the planning process.

The visioning session introduced the Master Plan process and discussed the strengths, challenges, and opportunities of Grosse Pointe Park. Attendees were able to participate in the session by the use of live polling Q&A, commenting on topics such ideas for transportation, business district, and community amenities improvements.

### Community Survey

A survey was created, which was available both online and as a paper survey, to receive input from the community. The survey focused on identifying the strengths and challenges of Grosse Pointe Park, as well as what residents would like to see in the future. Questions addressed priorities for bike and pedestrian improvements, housing, parks and recreation opportunities, the business districts, and City services. The survey was advertised on the project website as well as through the City's social media outlets. The survey was available from February 21, 2021 to March 25, 2021, and it was completed by more than 1,000 participants.

150  
VISIONING  
SESSION  
PARTICIPANTS

1,089  
SURVEY RESPONSES

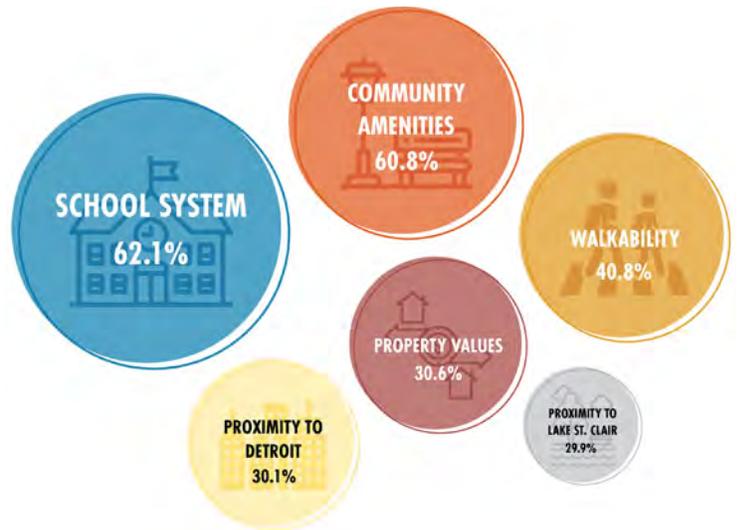
The following pages summarize the results of the survey, indicating the top priorities and values of the community. Key takeaways include:

- The school system, community amenities, and walkability were common reasons for residents making Grosse Pointe Park their home. Survey takers also value the small town and community/ family-oriented feel of Grosse Pointe Park.
- Out of a list of around 15 options, the top priority improvements that participants noted most frequently for Grosse Pointe Park included: parks and recreation opportunities, sidewalk repairs and maintenance, underground infrastructure, stormwater management, and early childhood services/care.
- Additional items that were named that could be improved included: the business districts (Mack and Kercheval Avenues were also named separately), retail and restaurants, better communication and transparency, diversity, and updates to the parks.
- Overall, survey takers noted that Grosse Pointe Park could be more pedestrian and bike-friendly by enhancing existing crosswalks as well as adding new ones, and adding bike lanes in targeted locations.
- Overwhelmingly, top priorities for the business districts/areas included developing vacant properties, improving public parking, and enhancing the streetscapes.

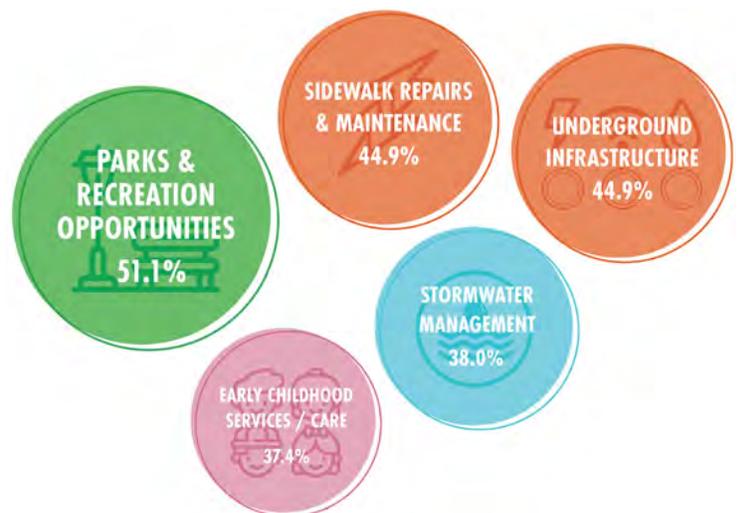
### What do you like best about Grosse Pointe Park?



### What are the top 3 reasons you decided to live and/or work in Grosse Pointe Park?



### What are your top 5 priority improvements for Grosse Pointe Park?

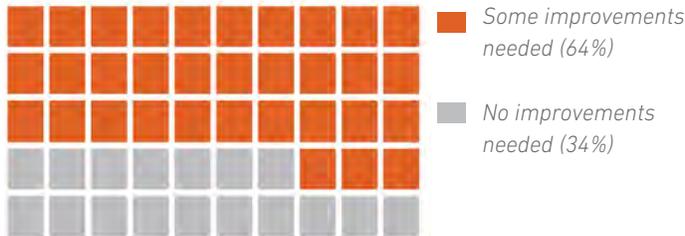


### What would you like to see improved in Grosse Pointe Park?



The following graphics represent feedback that was received during the first Community Visioning Session and through the online survey.

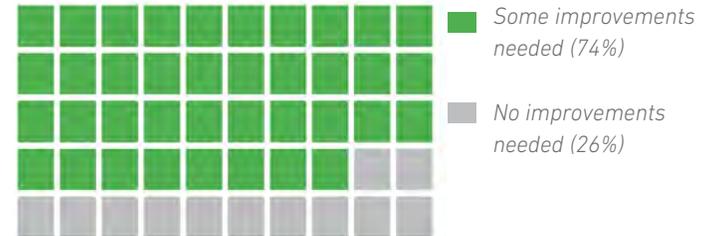
### How do you think Grosse Pointe Park can be more pedestrian-friendly?



Ideas for improvements:

- Maintenance of sidewalks
- Enhance existing crosswalks
- Target crosswalks at key intersections and mid block crossings near main destinations

### How do you think Grosse Pointe Park can be more bike-friendly?



Ideas for improvements:

- Add bike racks at key destinations and the business districts
- Implement bike lanes to targeted routes
- Add bike signage and share the road markings

### What are your top priorities for each business district?

Jefferson Avenue Business District



Kercheval Avenue Business District



Mack Avenue Business District



Charlevoix Street Business District



Mack Avenue/Cadieux Business Strip



### What other types of housing would you like to see more of?\*



\*Respondents could select more than one option which is why the percentages add up to beyond 100%

### What are your top priorities for each park?



Windmill Pointe Park



Patterson Park

## Project Website and Interactive Map

At the onset of the planning process, a project website was developed to provide updates and allow for additional opportunities for feedback. The website included an overview of the planning process, announcements of upcoming events, and had a link to the online survey.

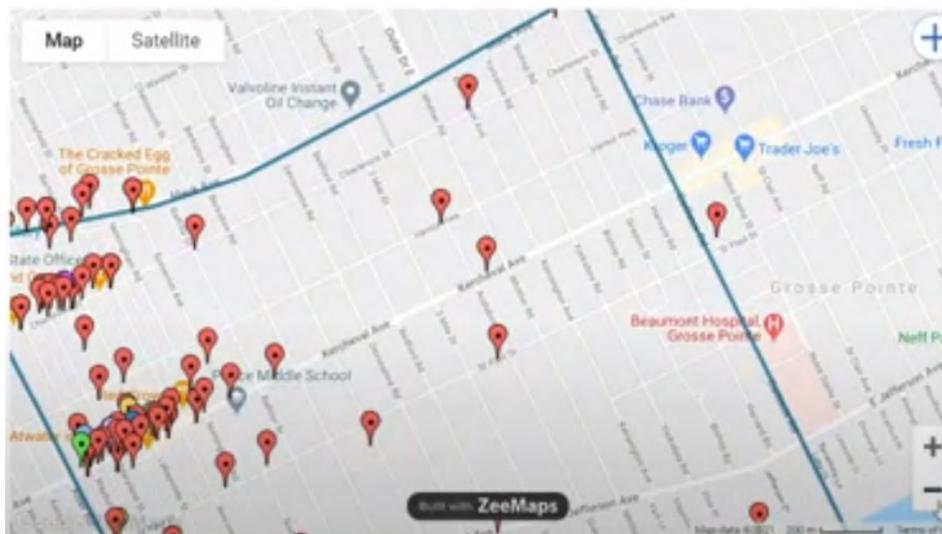
An interactive map was also placed on the project website for about 3-4 months to

gather geo-located comments. This map allowed residents and stakeholders to make suggestions about improvements for specific areas of Grosse Pointe Park.

Overall, the website received over 100 unique visitors during the course of the planning process and there were almost 250 unique map interactions.



The Grosse Pointe Park Master Plan Update project website page.



The online interactive map with geo-located comments. See the Appendix for a summary of those suggestions.



## Community Open House

An in-person Community Open House was held on May 25th, 2021 during the afternoon and evening at Windmill Pointe Park. COVID-19 cases lowered and vaccination rates increased during this time, thus the decision was made to provide this in-person opportunity to allow residents and other stakeholders the chance to give their feedback, especially for those that may not have had a computer or other electronic device readily available to participate in the Visioning Session and/or survey.

The format was an open gallery that presented information to attendees about the Master Plan process, what we heard from public input prior to the Open House and existing conditions analysis. Information and feedback prompts focused on the following topics: community vision, bike and pedestrian improvements, parks and recreation, housing, business districts, and City services. For each topic of discussion, attendees were given the opportunities to give feedback using voting dot stickers, post-it notes, and space for writing responses to open-ended questions. Over 100 community members attended the Open House event.

Key takeaways from the Open House included:

- Attendees noted that bike improvements, such as bike lanes and bike racks, could be added to Kercheval, Mack, and Charlevoix.
- Participants indicated that enhancing or adding new pedestrian crosswalks along Jefferson, Mack, and Charlevoix were priorities.
- Additional types of housing, including mixed use, granny flats, condos, and supportive apartments for seniors, should be targeted within or near the business districts.
- Most participants felt that 2-3 stories is the most appropriate scale of building height for the business districts.



VISION FOR GPP IS...  
"A BEAUTIFUL WALKABLE COMMUNITY"



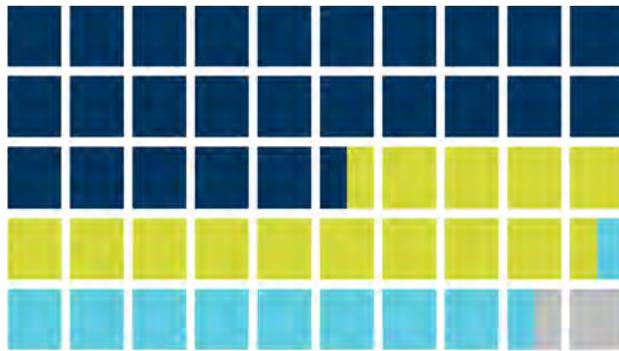
VISION FOR GPP IS...  
"DYNAMIC COMMERCIAL DISTRICTS"



VISION FOR GPP IS...  
"DIVERSE, WALKABLE, SUSTAINABLE, SAFE"

The following graphics represent feedback that was received during the Community Open House held on May 25, 2021.

### How do you think Grosse Pointe Park can be more bike-friendly and pedestrian-friendly?



- Add bike lanes in targeted locations (51%)
- New/improve existing pedestrian crossings (28%)
- Add bike racks (18%)
- Sidewalk improvements (3%)

### What other types of housing would you like to see more of?



### Where would you like to see new or improved bike and pedestrian opportunities?



### Where would you like to see additional types of housing?

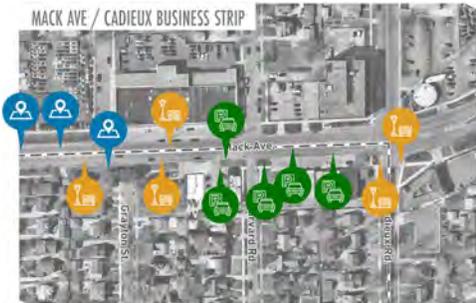


**What are your priorities for each business district and where would you like to see improvements?**



**Mack Avenue:**

1. Target Redevelopment of Vacant Property
2. Facade Renovation/ Building Rehab
3. Improve Public Parking



**Mack Ave/Cadieux Business Strip:**

1. Improve Public Parking
2. Lighting/Streetscape
3. Target Redevelopment of Vacant Property



**Charlevoix Street:**

1. Facade Renovation/ Building Rehab
2. Improve Public Parking
3. Lighting/Streetscape
4. Target Redevelopment of Vacant Property



**Kercheval Avenue:**

1. Improve Public Parking
2. Target Redevelopment of Vacant Property
3. Facade Renovation/ Building Rehab



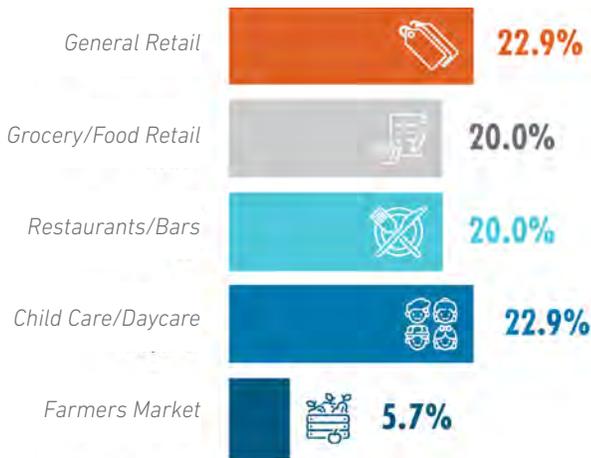
**Jefferson Avenue:**

1. Improve Public Parking
2. Lighting/Streetscape
3. Facade Renovation/ Building Rehab

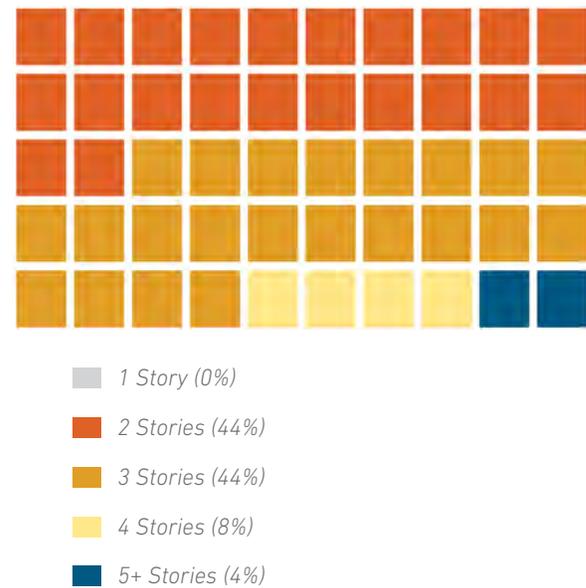
**Legend:**

-  Target Redevelopment of Vacant Property
-  Facade Renovation/Building Rehab
-  Lighting/Streetscape
-  Improve Public Parking

**What kind of businesses would you like to see in Grosse Pointe Park?**



**What do you feel is the maximum height for new buildings in the business districts?**



**What is a top priority improvement for Windmill Pointe Park?**



**What is a top priority improvement for Patterson Park?**



**What other parks and recreational opportunities would you like to have?**



“ROUNDABOUT AT KERCHEVAL SHOULD BE REDESIGNED”

“NEED GREATER TRANSPARENCY FROM CITY”

“ADD SUSTAINABILITY INITIATIVES THAT ADDRESS WATER CONCERNS”

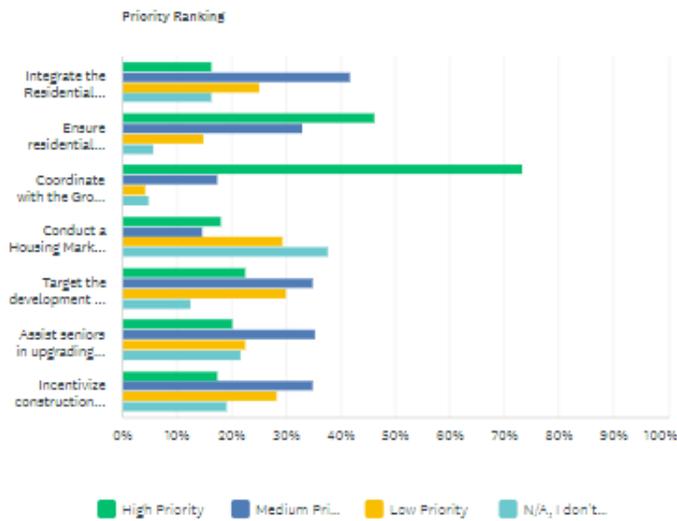
## Prioritization Survey

Another online survey was sent out to the community after the Draft Master Plan was available for viewing. The survey was open between November 2021 and January 2022.

Over 120 participants took the survey to weigh in on prioritizing the Action Plan's strategies. The input received from the survey helped shape and determine priorities for each strategy (low, medium, or high). Please reference the Appendix to see a summary of the results of the survey.

Please rank each one of the following strategies as high, medium, or low priority for strategies related to the residential neighborhoods in Grosse Pointe Park. If you disagree with the strategy, please select "I do not agree with this recommendation".

Answered: 122 Skipped: 1



| Priority Ranking   | HIGH PRIORITY | MEDIUM PRIORITY | LOW PRIORITY | N/A, I DON'T AGREE WITH THIS RECOMMENDATION | TOTAL |
|--|---------------|-----------------|--------------|---|-------|
| Integrate the Residential Buildings Design Guidelines as standards in the Zoning Ordinance.  | 16.52%<br>19  | 41.74%<br>48    | 25.22%<br>29 | 16.52%<br>19                                | 115   |
| Ensure residential neighborhoods are well connected with infrastructure improvements (i.e. pedestrian crossings, bike facilities). | 46.28%<br>56  | 33.06%<br>40    | 14.88%<br>18 | 5.79%<br>7                                  | 121   |
| Coordinate with the Grosse Pointe Public School System on the future use of Trombley Elementary School.                            | 73.33%<br>88  | 17.50%<br>21    | 4.17%<br>5   | 5.00%<br>6                                  | 120   |
| Conduct a Housing Market Study to determine where there is demand for mixed used multi-family opportunities.                       | 18.03%<br>22  | 14.78%<br>18    | 29.51%<br>36 | 37.70%<br>46                                | 122   |
| Target the development of mixed use buildings in and near the business districts.  | 22.50%<br>27  | 35.00%<br>42    | 30.00%<br>36 | 12.50%<br>15                                | 120   |
| Assist seniors in upgrading existing housing to help facilitate aging in place.  | 20.17%<br>24  | 35.29%<br>42    | 22.69%<br>27 | 21.85%<br>26                                | 119   |
| Incentivize construction of housing that prioritizes accessibility for the aging population and people with disabilities.          | 17.50%<br>21  | 35.00%<br>42    | 28.33%<br>34 | 19.17%<br>23                                | 120   |

Excerpt from Prioritization Survey results





NO  
PARKING  
AT ANY  
TIME



# EXISTING CONDITIONS





# EXISTING CONDITIONS

## OVERVIEW

Reviewing and analyzing existing conditions will help provide insight into what types of improvements may be needed in the near and long term.

## Demographics

This section provides a summary of the general population characteristics of the City. In addition, comparisons to the nearby Grosse Pointe communities as well as Wayne County were considered. Comparison tables can be found in the Appendix.

## Economic Development

A retail feasibility analysis was conducted that focused on the business districts and looked at existing and planned retail markets, identified the primary trade area for the business districts, projected growth for retail expenditures, and estimated the potential additional retail that could be supported in the future. A summary of this analysis can be found later in this chapter. A full report can be found in the Appendix.

## Land Use and Zoning

Current land use patterns and zoning districts were identified to ensure compatibility as well as help inform the Zoning Plan recommendations found later in the Master Plan.

## Residential Neighborhoods

Analysis of the residential neighborhoods included noting typical housing types and architectural character, housing density, home values and affordability, age of housing stock, and housing tenure.

## Business Districts

An inventory of the business districts was developed to understand business and land use types, streetscape character and amenities, pedestrian and bike facilities, and character of commercial buildings.

## Natural Resources

Preserved land and tree cover were inventoried to understand current resources that could be protected or improved.

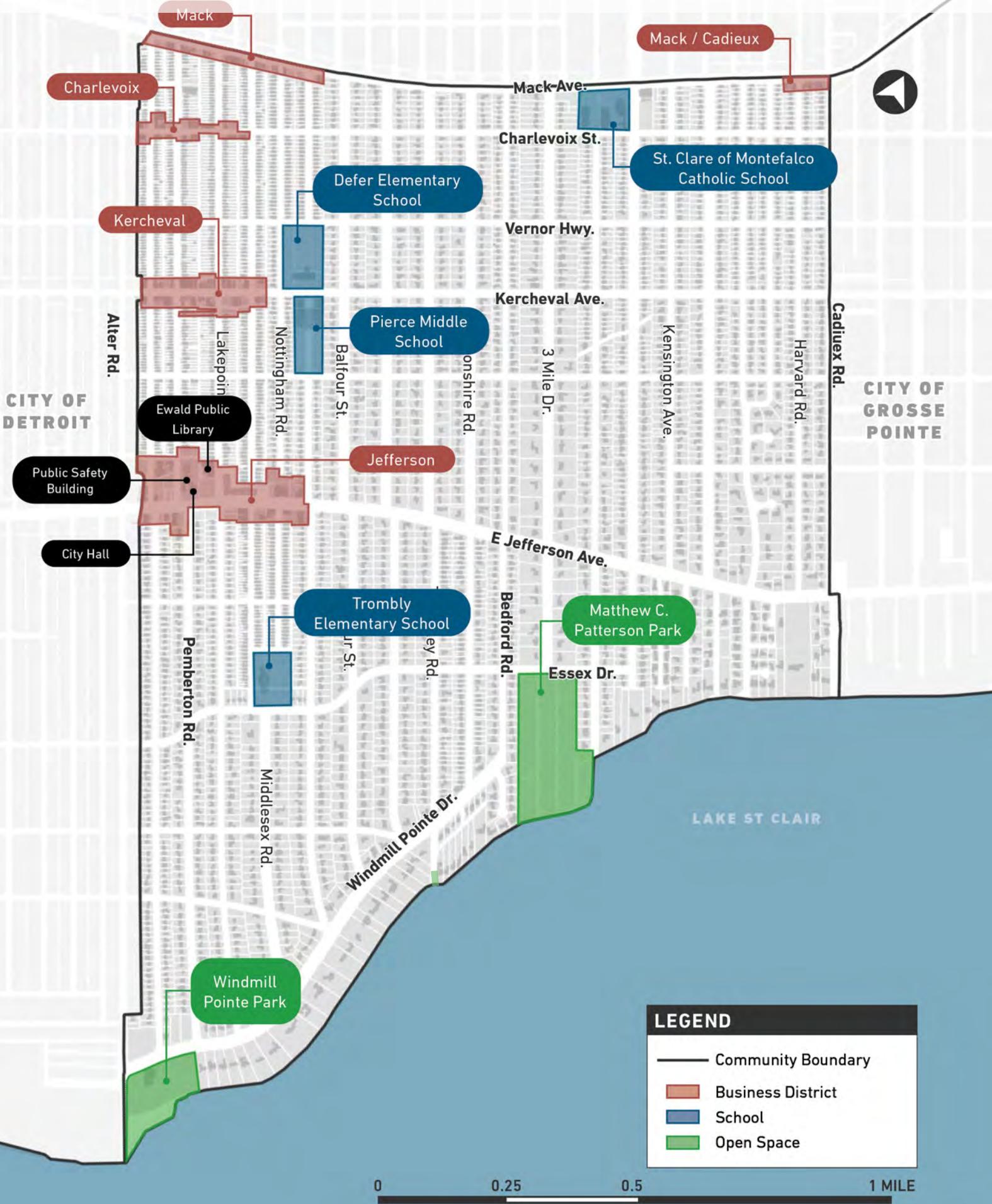
## Transportation

Traffic volumes and multi-modal transportation conditions were compiled to analyze the level of access, connectivity, and safety for all modes of transportation.

## Underground Infrastructure

Existing City infrastructure was reviewed to determine types of improvements necessary to carry out improved sustainable services to City residents and local businesses.

# COMMUNITY DESTINATIONS

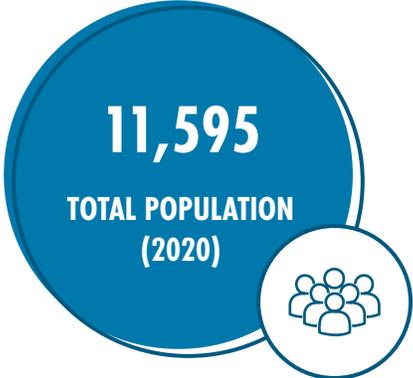


\*Note: Trombly Elementary is closed to students

**POPULATION**

**Total Population & Growth**

In 2010, the total population of Grosse Pointe Park was 11,555. Over the past 20 years, the City’s population has been trending downward. However, 2020 Census data shows a slight increase in the City’s population (11,595) and that trend is expected to continue through 2025.



Source: 2020 DEC Redistricting Data

**Race**

The racial makeup of Grosse Pointe Park is majority White (84.8%). Minority groups - including Black, Asian, and all other races - are represented by 15.2% of the City’s population. This distribution of race is very similar to adjacent Grosse Pointe communities, but Grosse Pointe Park is slightly more diverse.

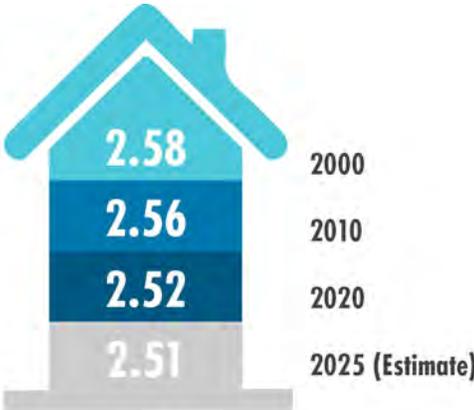
**Age**

The median age of Grosse Pointe Park residents in 2010 was 43 years old. When compared to Wayne County, with a median age of 39.1, the population of Grosse Pointe Park is older. Overall, the largest age cohort of the city’s population is between 18 and 64 years old, representing 60.7% of the city’s population. This trait is also characteristic of the county, with 58.5% of the county’s population in that same age cohort of 18-64 years old. According to 2020 estimates, the population is projected to age, with the 65+ years old cohort growing from 12.8% to approximately 19%.

**Education**

The residents of Grosse Pointe Park are very educated, with a large majority of the city’s population holding at least a Bachelor’s degree (73.4%). 22.1% have completed some college, without a degree. Only 4.5% of the population has not completed higher-level education, and less than 1% of the population does not have a high school diploma or equivalent. This spread of educational attainment is reflected across the populations of nearby Grosse Pointe communities.

**Average Household Size & Trends (2020)**



Source: ESRI, US Census 2010

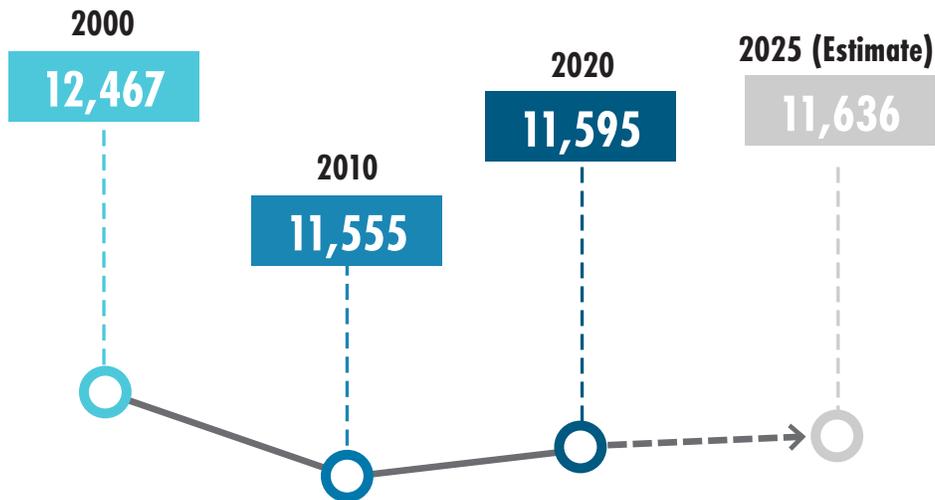
**Income**

The median household income in Grosse Pointe Park in 2020 was estimated at \$122,800, which is more than twice the median household income of Wayne County. The median household incomes in nearby Grosse Pointe communities vary slightly, but all show median household incomes greater than \$100,000.

**Households**

In Grosse Pointe Park, the average household size is approximately 2.56 people, nearly matching that of Wayne County households. The average household sizes of nearby communities are similar, with the size of Grosse Pointe Park households being the largest. This average for Grosse Pointe Park has been slowly declining over the past

### Total Population & Trends (2000-2025)



Source: ESRI, US Census 2010 and 2020 DEC Redistricting Data

### Population Growth (Annual Growth Rates)



Source: ESRI, US Census 2010

20 years and is expected for this trend to continue. The average household size of Wayne County is also expected to decline at a similar rate.

especially important as the City, schools and other organizations discusses early childhood services and improvements for community amenities.

The majority (86.3%) of all households in the City are family households, and 35.8% of all households are families with children. This characteristic of households is reflected similarly in Grosse Pointe as well as Wayne County. In addition, the nearby Grosse Pointe communities also show approximately one-third of households with children. This is

**Employment Rates**

In 2020, the unemployment rate in Grosse Pointe Park was estimated at 2.9%. This figure is very similar across nearby Grosse Pointe communities, with Grosse Pointe Shores having the lowest unemployment (data from 2019 ACS 5-Year Estimate). When compared to Wayne County and the national average, the unemployment rate of Grosse Pointe Park is moderately lower.

**Unemployment Rates (2020)**



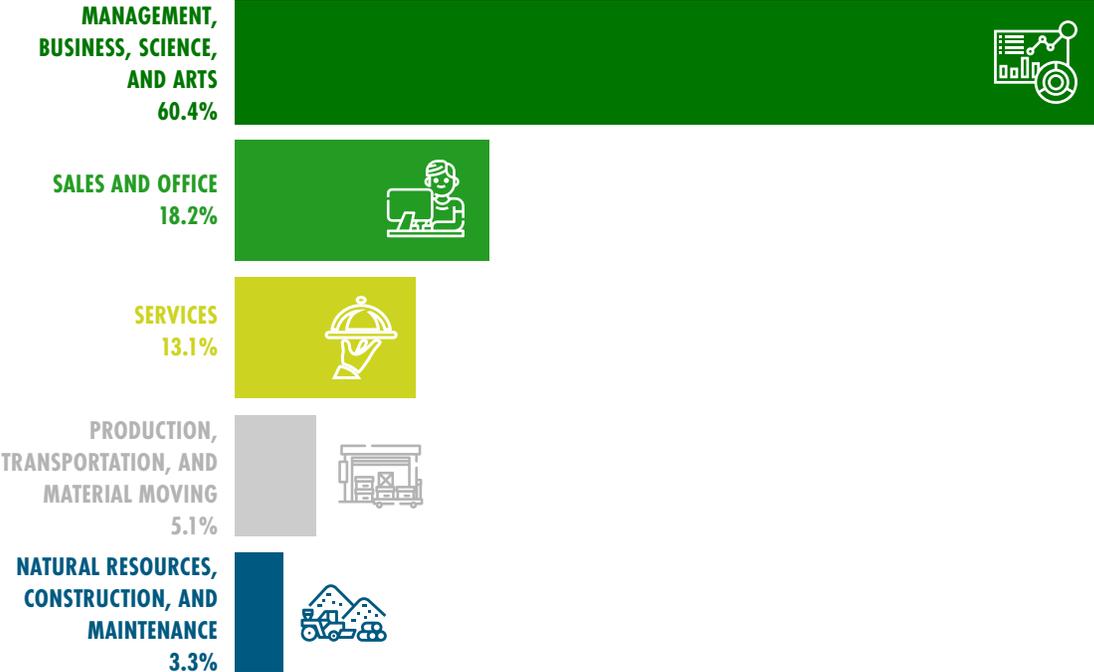
- Grosse Pointe (City): 2.8%
- Grosse Pointe Farms: 5.5%
- Grosse Pointe Woods: 2.9%
- Grosse Pointe Shores: 1.4% (from 2019)

Source: 2020 ACS 5-Year Estimates Data Profile

**Employment By Occupation**

The majority of residents in Grosse Pointe Park work in either Management, Business, Science, or Arts occupations (an estimated 60.4%). Sales or Office and Service occupations are represented by 18.2% and 13.1% of the city’s working population respectively. This distribution of occupation types is followed similarly by other Grosse Pointe communities.

**Employment By Occupation (Grosse Pointe Park, 2020)**



Source: 2020 ACS 5-Year Estimates Subject Tables

## Market Analysis Summary

A retail feasibility analysis was conducted for the Grosse Pointe Park business districts and business area at Mack and Cadieux. This analysis studied the following issues:

- » What is the existing and planned retail market in the study and trade area?
- » What is the primary trade area for the Grosse Pointe Park study areas?
- » What are the population, demographic and lifestyle characteristics in the primary trade area, currently and projected for 2026?
- » What is the current and projected growth for retail expenditures in the primary trade area, now and for the next five years?
- » How much additional retail square footage is supportable in the Grosse Pointe Park study areas and what retail uses should be encouraged? What sales volumes can development achieve in or near the study areas?

### Trade Area

Neighborhood, community and regional shopping centers near Grosse Pointe were identified, visited and studied to assess their retail appeal, strength of tenant mix, general maintenance and accessibility.

For primary trade area residents, the most convenient shopping destination is the Pointe Plaza Shopping Center in Grosse Pointe Woods. Two grocery-anchored centers round out the primary trade area's neighborhood retail competition: Mack-Alter Square and Riverbend Plaza Shopping Center. Significant additional retail and restaurant concentrations can be had within ten miles of the study area, including Eastgate Shopping Center, Hoover Eleven Shopping Center, Gratiot Plaza, Eastland Center, Macomb Mall, and Oakland Mall.



Primary and Total Trade Areas Map  
Source: Gibbs Planning Group, 2021

### Future Capacity for Retail

Based on site evaluation, the existing retail hubs, population clusters, highway access, and the retail gravitation in the market, it was determined that consumers in the primary trade area generate demand to support a variety of retailers. This potential will continue to increase over the next five years, sustained by continued economic recovery and average annual household income growth of 1.24 percent.

## 2021 & 2026 Supportable Retail (City Of Grosse Pointe Park)

| Retail Category                         | Est. Support. SF | 2021 Sales/SF | 2021 Est. Retail Sales | 2026 Sales/SF | 2026 Est. Retail Sales | No. of Stores  |
|---|------------------|---------------|------------------------|---------------|------------------------|----------------|
| <b>Retailers</b>                        |                  |               |                        |               |                        |                |
| Apparel Stores                          | 1,200 sf         | \$325         | \$390,000              | \$340         | \$408,000              | 1              |
| Craft Beer, Spirits & Fine Wine Stores  | 1,700 sf         | \$385         | \$654,500              | \$405         | \$688,500              | 1              |
| Department Store Merchandise            | 1,100 sf         | \$210         | \$231,000              | \$220         | \$242,000              | 1              |
| Florists                                | 1,600 sf         | \$410         | \$656,000              | \$430         | \$688,000              | 1              |
| Jewelry Stores                          | 1,200 sf         | \$335         | \$402,000              | \$350         | \$420,000              | 1              |
| Miscellaneous Store Retailers           | 1,900 sf         | \$275         | \$522,500              | \$290         | \$551,000              | 1              |
| Gift Stores                             | 1,900 sf         | \$225         | \$427,500              | \$235         | \$446,500              | 1              |
| Pharmacy                                | 9,600 sf         | \$350         | \$3,360,000            | \$370         | \$3,552,000            | 1 - 2          |
| Specialty Food: Bakery, Coffee, Ice     | 2,500 sf         | \$225         | \$562,500              | \$235         | \$587,500              | 1 - 2          |
| <b>Retailer Totals</b>                  | <b>22,700 sf</b> | <b>\$304</b>  | <b>\$7,206,000</b>     | <b>\$319</b>  | <b>\$7,583,500</b>     | <b>9 - 11</b>  |
| <b>Restaurants</b>                      |                  |               |                        |               |                        |                |
| Bars, Breweries & Pubs                  | 6,900 sf         | \$420         | \$2,898,000            | \$440         | \$3,036,000            | 2 - 3          |
| Full-Service Restaurants                | 6,900 sf         | \$370         | \$2,553,000            | \$390         | \$2,691,000            | 2 - 3          |
| Limited-Service Eating Places           | 4,300 sf         | \$295         | \$1,268,500            | \$310         | \$1,333,000            | 2              |
| Special Food Services                   | 3,100 sf         | \$265         | \$821,500              | \$280         | \$868,000              | 1 - 2          |
| <b>Restaurant Totals</b>                | <b>21,200 sf</b> | <b>\$338</b>  | <b>\$7,541,000</b>     | <b>\$355</b>  | <b>\$7,928,000</b>     | <b>7 - 10</b>  |
| <b>Retailer &amp; Restaurant Totals</b> | <b>43,900 sf</b> | <b>\$315</b>  | <b>\$14,747,000</b>    | <b>\$330</b>  | <b>\$15,511,500</b>    | <b>16 - 21</b> |

*Table 7: Sales stated in constant 2021 dollars.*

*Source: Gibbs Planning Group, 2021*

The City of Grosse Pointe Park can presently support up to 45,000 square feet of additional retail and restaurant space, which could generate as much as \$15.5 million in annual sales by 2026. Supportable means that a new business could generate enough sales, and in theory, pay market rate rents, labor, and overhead to earn a market rate of return.

The demographics of the trade area represent a pent up market for traditional main street commerce furthering the potential for sustainable retail development. The leading categories of supportable retail growth are pharmacy, full-service restaurants and bars, breweries or pubs.

When broken down by the city's four business districts and the Mack Avenue/Cadieux business strip, this new commercial development could include any combination of the following:

- » Jefferson Avenue: 3,000 sf to 5,000 sf of retailers; 10,000 sf to 15,000 sf of restaurants
- » Charlevoix Street: 5,000 sf to 10,000 sf of retailers; 5,000 sf to 10,000 sf of restaurants
- » Kercheval Avenue: 8,000 sf to 10,000 sf of retailers; 10,000 sf to 15,000 sf of restaurants
- » Mack Avenue: 15,000 sf to 20,000 sf of retailers; 15,000 sf to 20,000 sf of restaurants
- » Mack/Cadieux Strip: 5,000 sf to 6,000 sf of retailers; 3,000 to 4,000 sf of restaurants



**Tax Increment Financing (TIF) District**

The Tax Increment Finance Authority (“TIFA”) carries out the activities under the Tax Increment Finance Authority Act. The TIFA promotes economic growth within the City and plans for the construction, renovation, repair, and rehabilitation of public facilities, existing buildings, or family dwelling units which aids in revitalization and growth of the development area (this includes 3 of the 4 business districts in the City as well as adjacent residential areas).

**District & Development Area (DDA)**

The Downtown Development Authority (“DDA”) acts pursuant to Public Act 57 of 2018 and includes the Jefferson Avenue business district.

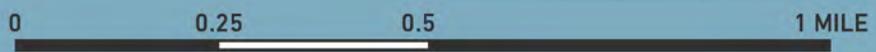
The purpose of the DDA is to promote future development in the downtown district and to provide a mechanism to fund improvements that will support the vitality of the City’s businesses on Jefferson Avenue from the westerly city limits to the easterly right-of-way of Balfour Road, consisting of all public and private property within and adjacent to that area.

# TIF AND DDA DISTRICTS



**LEGEND**

- Community Boundary
- Northwest Tax Increment Financing Authority District
- District & Development Area Boundary



## EXISTING LAND USES

The existing land use map is a parcel-based analysis of how land is being utilized in the City of Grosse Pointe Park. These land use categories include:

- » Residential: Single Family, Attached Condo, Multiple Family
- » Mixed Use (Commercial-Residential)
- » Commercial (Office, Retail, Hospitality)
- » Institutional (Municipal, Medical, Schools, Religious)
- » Parks and Open Space
- » Parking
- » Vacant

### Residential

The large majority of land in the City of Grosse Pointe Park is dedicated to residential uses, which is predominantly single-family housing. Denser residential uses (for example, attached condo and multiple family housing) exist more in the western portion of the city, closer to the City of Detroit.

### Non-Residential

Non-residential uses, such as commercial and institutional, are mainly clustered around business districts and along major corridors, such as East Jefferson Avenue, Kercheval Avenue and Mack Avenue.

### Parks and Open Space

Parks and open spaces generally exist along the Lake St. Clair waterfront or adjacent to institutional uses.

### Vacant

There is minimal vacancy throughout the City. Some residential properties are vacant, but are not concentrated in a particular neighborhood or part of the city. In the business districts, Mack Avenue, Jefferson Avenue, and Charlevoix include a few vacant properties that have potential for redevelopment.

# EXISTING LAND USE

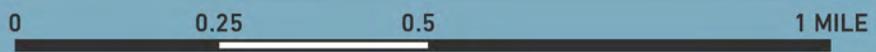


**LEGEND**

- Community Boundary

**Land Use**

- Single Family Housing
- Attached Condo Housing
- Multiple Family Housing
- Mixed Use (Commercial-Residential)
- Commercial (Office, Retail, Hospitality)
- Institutional (Municipal, Medical, Schools, Religious Institutions)
- Parks and Open Space
- Parking
- Vacant



## RESIDENTIAL NEIGHBORHOODS

### Existing Character

Grosse Pointe Park’s residential areas are rich with diverse architectural character. With over half of all current Grosse Pointe Park single family homes built before 1939, the history and endurance in the architectural styles should be celebrated and sustained. Grosse Pointe Park contains a mixture of housing styles, from Greek Revival and Craftsman to Tudor and Queen Anne, and many more. As new infill is considered and planned, maintaining a building style that matches the long-standing durability and design elements of residential zones is highly encouraged.

### Housing Type Diversity

Of the estimated 4,958 housing units in the City of Grosse Pointe Park, housing types are predominantly single family homes (detached and attached), representing 76.7% of the current housing stock. Duplexes consist of 12.8% of the housing stock, and multiple family residences (comprised of 3 or more dwelling units) consist of 10.2% of the housing stock. Denser multiple family residential types generally exist adjacent to or near the city’s business districts.

In comparison, the diversity of housing types the City of Grosse Pointe Park and the City of Grosse Pointe provide a greater variety of housing options than other nearby Grosse Pointe communities; these other communities are mostly comprised of single family homes (each exceeding 94% of housing units as single family homes). Off all the Grosse Pointe communities, Grosse Pointe Park provides the most diverse mix of housing types. The distribution of housing types in Grosse Pointe Park reflects a similar pattern seen in all of Wayne County, with single family homes being the largest category.

### Housing Tenure

Approximately 65.9% of occupied housing units in the City are owner-occupied. 24.5% of occupied housing units are for-rent

properties. Less than 10% of housing units in the city are vacant. In comparison, homeownership is less common among Grosse Pointe Park residents than those of nearby Grosse Pointe communities. In contrast, homeownership is more common among Grosse Pointe Park residents than the whole of Wayne County.

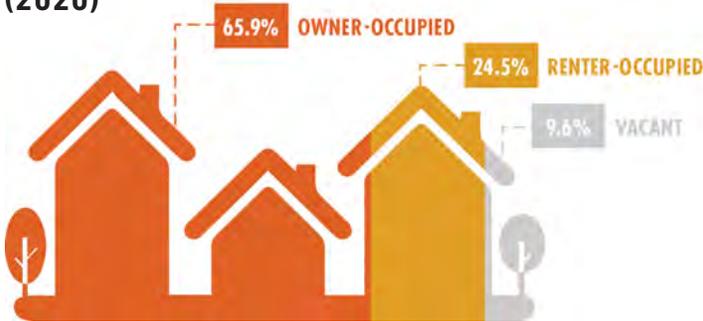
### Age of Housing Stock

The age of Grosse Pointe Park’s housing stock reflects a City with historic neighborhood character, where the majority (62%) of housing structures built in 1939 or earlier. With less than 1% of housing structures built in or after 2000, there is little growth in new housing units within the City. This characteristic of housing units is reflected similarly in Grosse Pointe. Other nearby Grosse Pointe communities experienced more housing construction during 1940-1950, especially Grosse Pointe Shores and Grosse Pointe Woods.



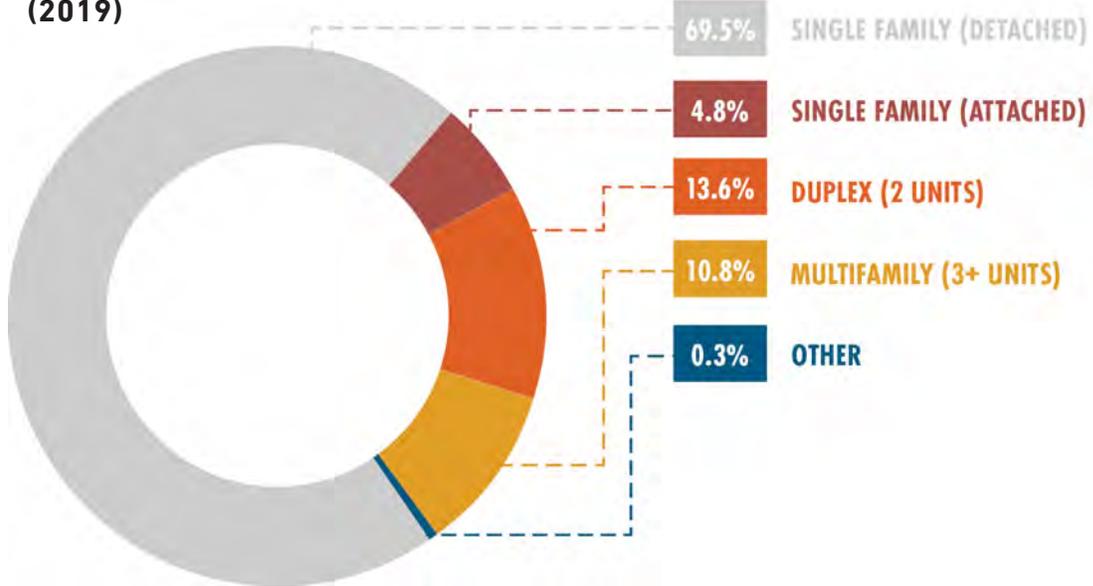
Source: 2020 DEC Redistricting Data

### Housing By Tenure (2020)



Source: ACS 5-Year Estimates Subject Tables

## Housing Type Diversity (2019)



Source: ACS Community Survey (2015-2019),  
5-Year Estimates



**Rent Costs**

In Grosse Pointe Park, the median monthly gross rent was estimated to be \$1,110. The median gross rent in neighboring Grosse Pointes were similar, and other Grosse Pointe communities indicated much greater median gross rents. This rent figure is slightly greater than the median gross rent of Wayne County, at \$885 per month.

**Housing Costs as a Percentage of Income**

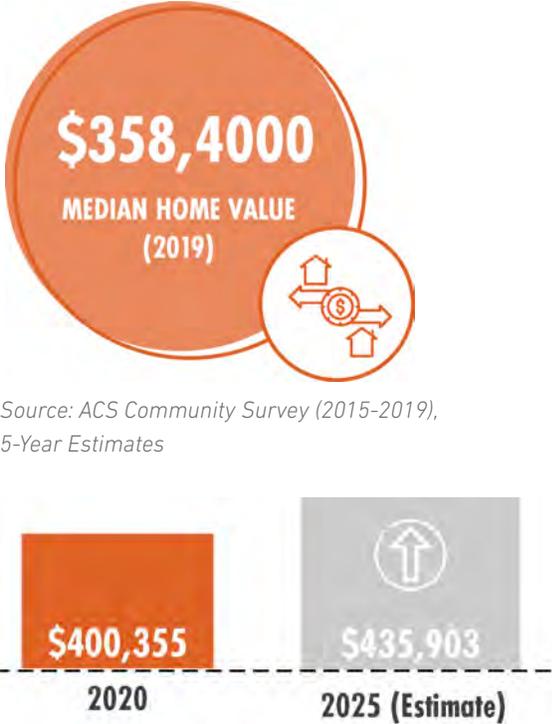
Of the owner-occupied housing units in the City, only a total of 32.2% of households are contributing 35% or more of their income toward housing costs and are considered to be cost-burdened. There is little difference in the percentage of cost-burdened owner-occupied households between homeowners with a mortgage or without. This distribution of cost-burdened owner-occupied households is reflected similarly in the distribution of households in Grosse Pointe and all of Wayne County.

Overall, more renters are less cost-burdened than homeowners. A total of 19.9% of renter-occupied households in Grosse Pointe Park are considered to be spending more than 35% of their income on housing costs. In other Grosse Pointe communities, a similar proportion of housing costs to income is observed. In relation to household incomes in the City, residents of Grosse Pointe Park are not likely to be cost-burdened.

**Home Values**

In 2019, the median home value in Grosse Pointe Park was estimated to be greater than \$358,000. This figure is almost three times the median home value of Wayne County housing units. When compared to the nearby communities of Grosse Pointe, median home values are near the center of the distribution, with Grosse Pointe Shores home values being significantly higher. Home values in Grosse Pointe Park are expected to continue rising and are estimated to exceed \$435,000 by 2025.

**Home Values & Projections (2000-2025)**

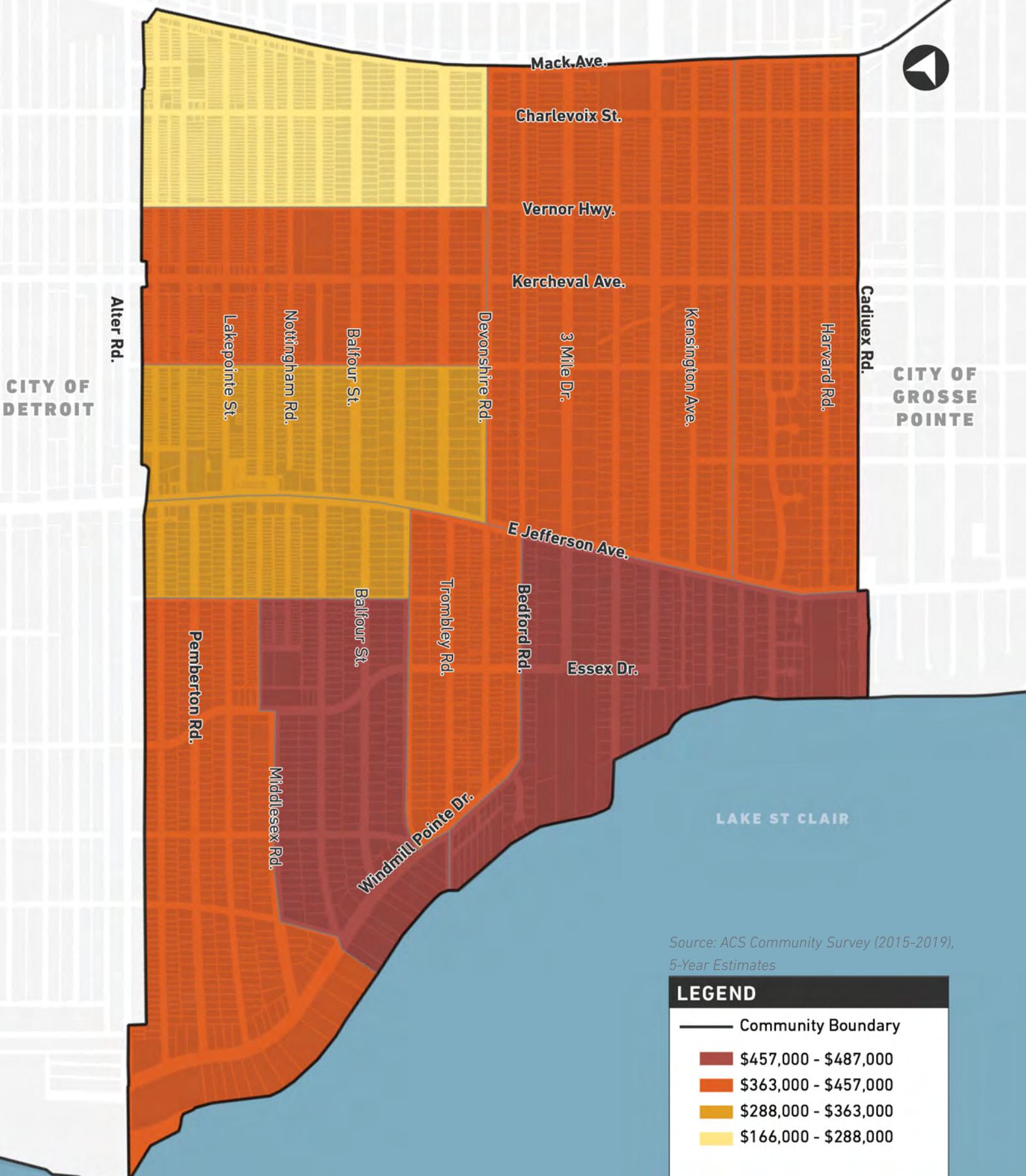


Source: ACS Community Survey (2015-2019), 5-Year Estimates

Source: ESRI, US Census 2010

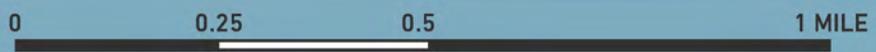


# HOME VALUES BY CENSUS BLOCK



Source: ACS Community Survey (2015-2019),  
5-Year Estimates

| LEGEND |                       |
|--------|-----------------------|
|        | Community Boundary    |
|        | \$457,000 - \$487,000 |
|        | \$363,000 - \$457,000 |
|        | \$288,000 - \$363,000 |
|        | \$166,000 - \$288,000 |



## BUSINESS DISTRICTS/AREAS

There are four main business districts and one smaller business strip located in Grosse Pointe Park, as noted on the map on the adjacent page. The business districts are all located along the western border of the City, abutting the City of Detroit (the business strip on Mack is located on the eastern edge of the City). Each district/area has its own unique and distinct character which are described in more detail on the following pages.

### Diversity Of Businesses

The business districts of Grosse Pointe Park show a variety of business types and land uses within the district boundaries. Approximately 100 businesses have been documented in total in Grosse Pointe Park. The largest category consists of offices, including medical, City departments, law offices, and other businesses. Bars and restaurants is the second largest category, with most of those located in the Kercheval Avenue business district.

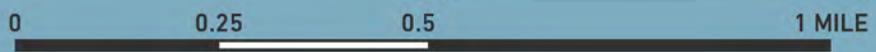


# BUSINESS DISTRICTS/AREAS



**LEGEND**

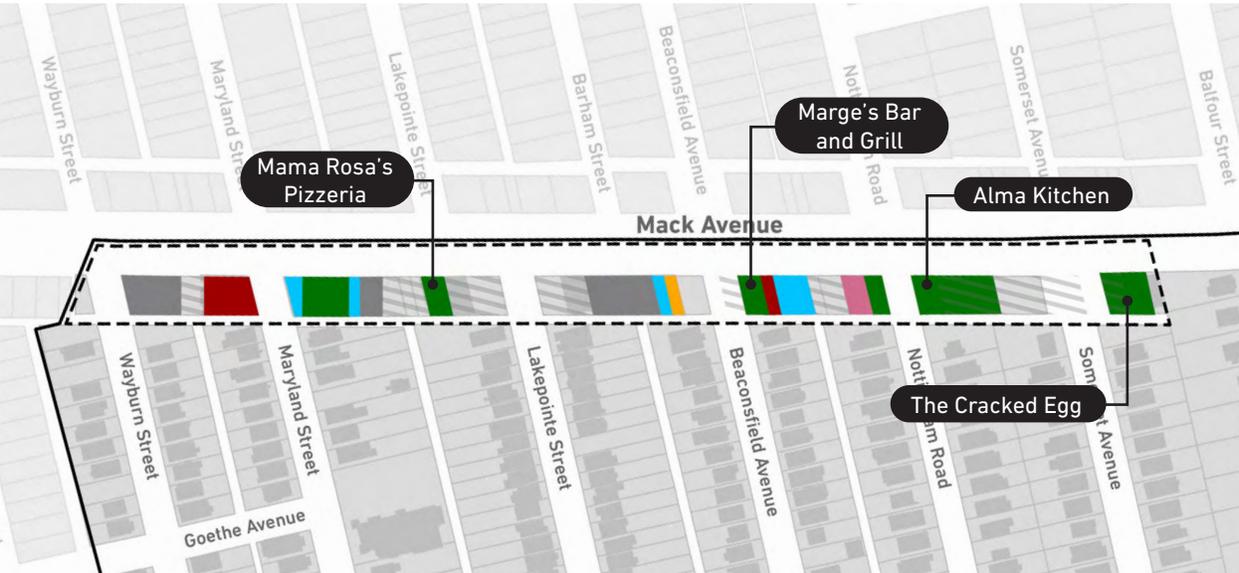
- Community Boundary
- Service-oriented Retail
- Bar/Restaurant
- Food/Beverage Retail
- General or Mixed Retail
- Office
- Institution
- Residential
- Vacant



### Mack Avenue Business District

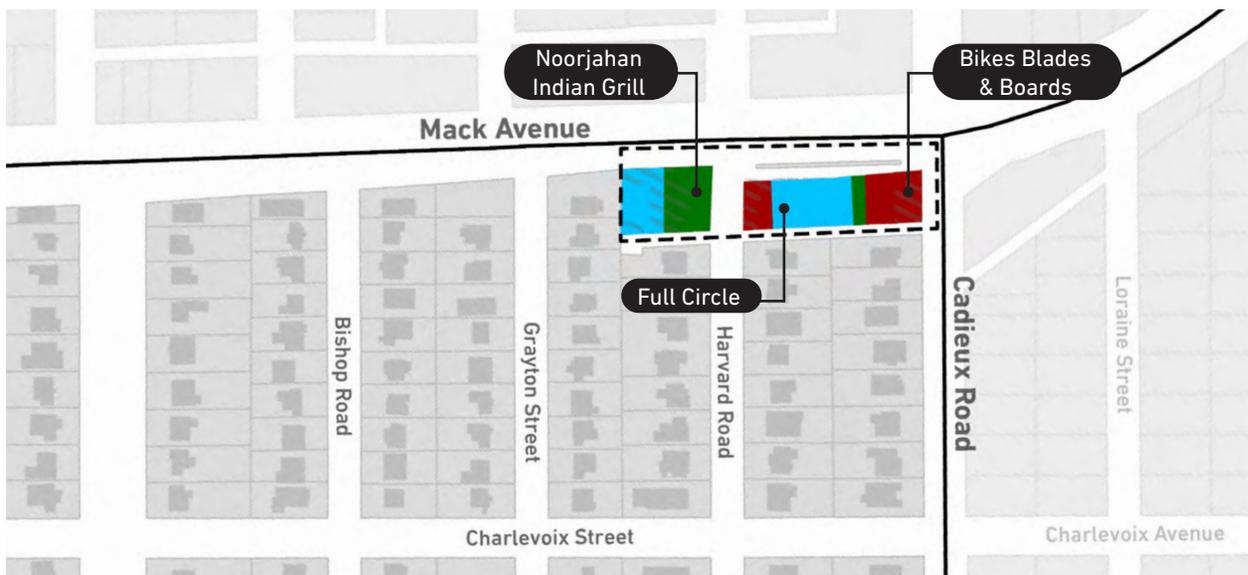
Mack Avenue is part of a larger commercial corridor that runs through Detroit and the Grosse Pointes. This business district contains some popular restaurants, but still has strong future market potential and investment opportunities. Improvements in this area should target the western portion of Mack Avenue in Grosse Pointe Park where there are more significant signs of disinvestment, including vacant shopfronts and multiple storefronts that are outdated and could benefit from facade enhancements.

While the district experienced recent streetscape upgrades, Mack Avenue is a wide street with five lanes and room for on-street parking on both sides of the street. Due to the wide nature of the road, Mack Avenue is more auto-centric, leaving pedestrians and bicyclists as secondary considerations. Bike facilities and mid block pedestrian crossings would help slow down traffic and provide a safer and more comfortable environment for walkers and bikers.



## Mack Avenue/ Cadieux Road Business Area

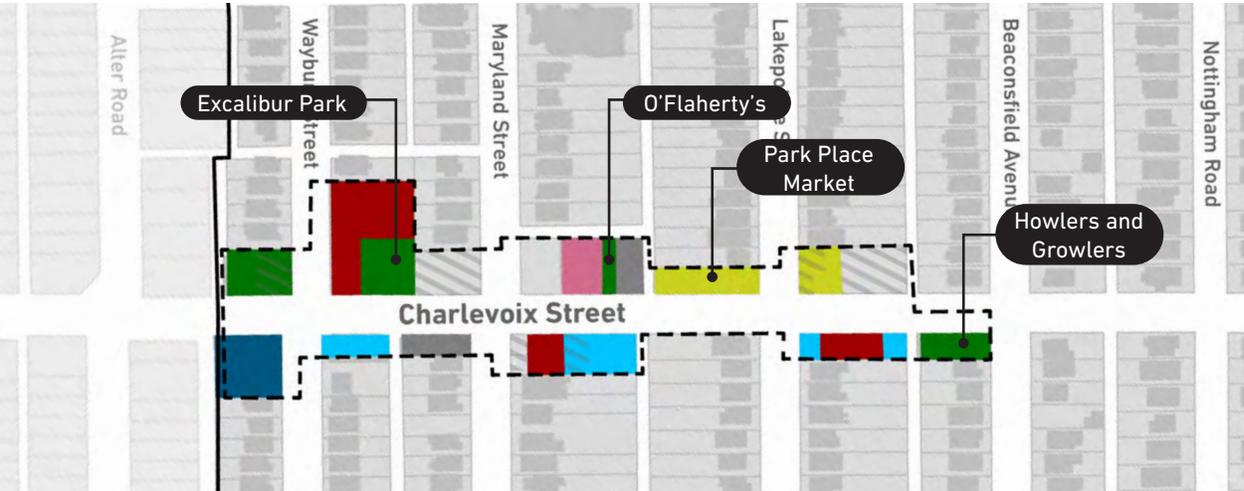
Further east along Mack, there is a small business cluster of restaurants, offices, and retail. This business area is not covered by the City's TIFA or DDA, therefore funding resources for improvements are limited, but future upgrades to this area should still be considered, such as simple streetscape upgrades.



### Charlevoix Street Business District

This smaller business district of about three blocks contains a variety of businesses and office uses. A brewery, grocery store, restaurants, and bars are all part of this business district, however there are also a number of vacancies as well.

Due to its less traversed location, Charlevoix Street is somewhat of a hidden gem and has significant potential for attracting reinvestment to the district, including enhancing storefront facades that are unattractive and outdated, widening the sidewalk or removing a few parking spaces to allow for an expanded outdoor seating areas, and adding other streetscape elements like trees to enhance the district's public realm.

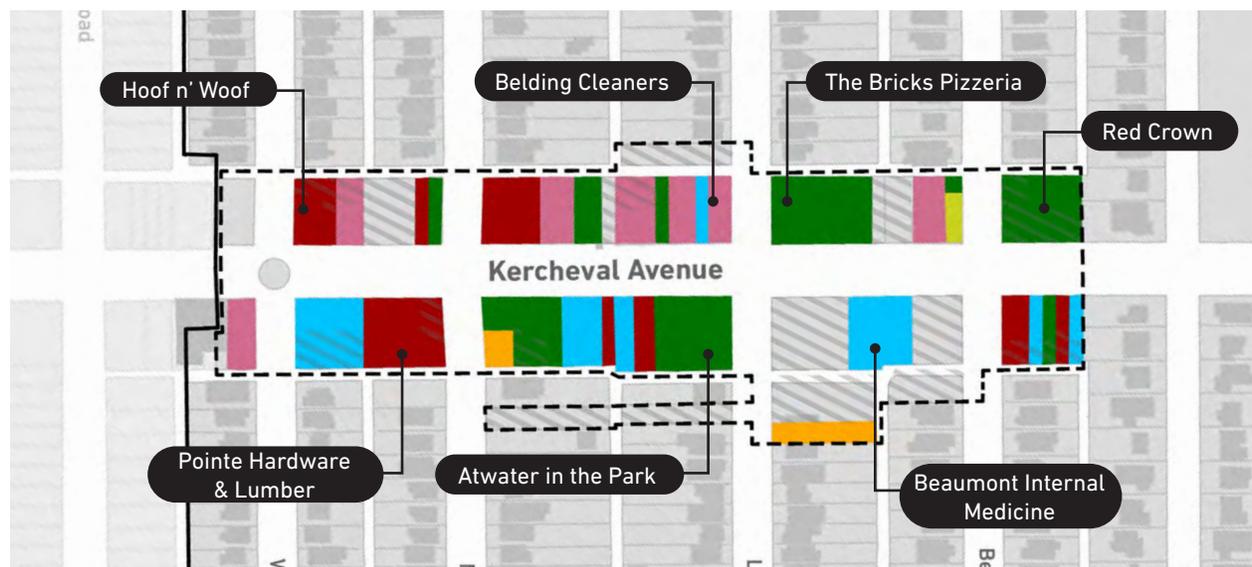


## Kercheval Avenue Business District

Coveted as the main business district in Grosse Pointe Park, Kercheval Avenue offers an array of shopping, eating spots, and numerous professional services. Kercheval Avenue is an example of a thriving and vibrant business district, with an enhanced streetscape that slows down traffic and serves as an active walkable environment.

However, there are some upgrades that could be made that could even further enhance Kercheval Avenue. Upgrading some targeted storefront facades would be beneficial and streetscape improvements at the western portion of the district would help provide some consistency with the rest of the district.

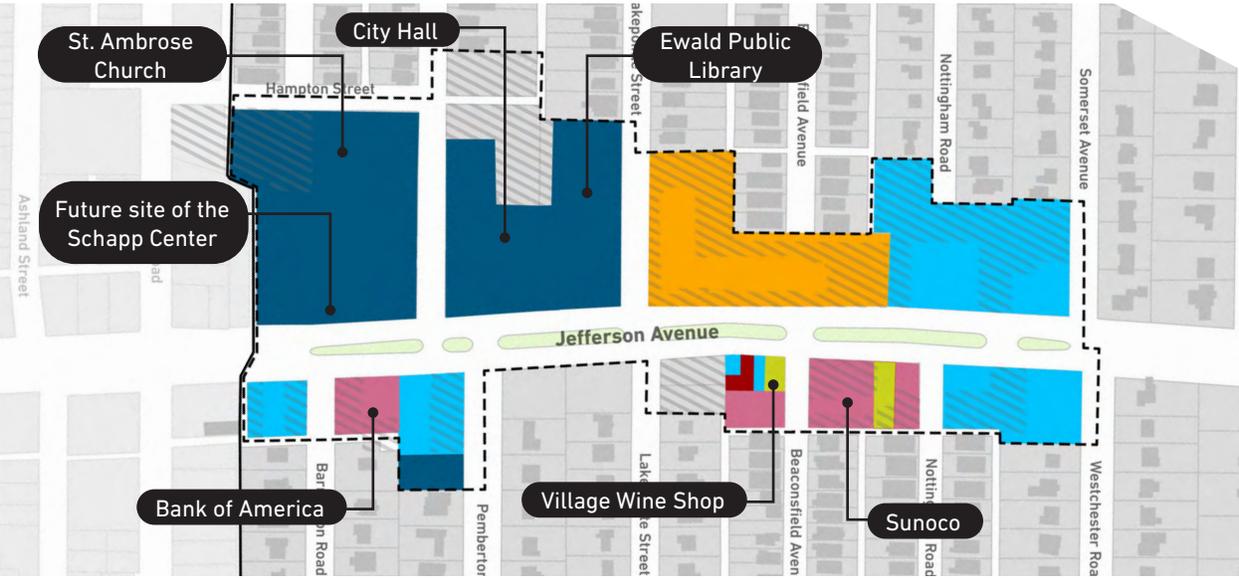
With any successful business district, parking can be hard to come by and has been a challenge for this area. A Parking Study for all of the business districts/areas is being completed to determine the main issues and provide recommendations for solutions, which may include upgrading the meters and rates to encourage turnover of prime parking spots as well as looking for opportunities for more parking on the street and off-street, among others.



**Jefferson Avenue Business District**

Jefferson Avenue serves as the major entrance to Grosse Pointe Park. Over the last 35 years, the district has transformed into the civic and cultural anchor of the City. The north side of the business district contains civic and cultural amenities and services, as well as residential and medical offices. The future Schaap Performing Arts Center will be a local and regional draw and is expected to help promote additional economic development to this area, supporting opportunities for new restaurants and retail in Grosse Pointe Park and Detroit. On the south side of Jefferson, there are offices, neighborhood services, a couple of restaurants, and a gas station.

This is a major route between Detroit and the Grosse Pointe communities, so pedestrian considerations are critical to ensure safe crossing opportunities and walking routes along the business district. Enhancements to the streetscape, especially along the south side, will help provide a more suitable walkable environment. Additionally, capitalizing on existing and potential future parking with proper markings and signage can ease parking challenges in this area (particularly once the Schaap Center opens).



The graphs below illustrate the distribution of business types across all business districts/ areas in Grosse Pointe Park.

### MACK AVENUE DISTRICT



### MACK AVENUE/CADIEUX ROAD



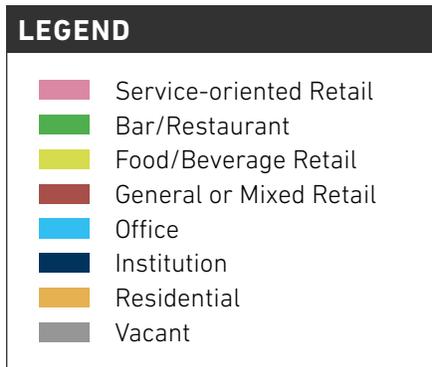
### CHARLEVOIX STREET DISTRICT



### KERCHEVAL AVENUE DISTRICT

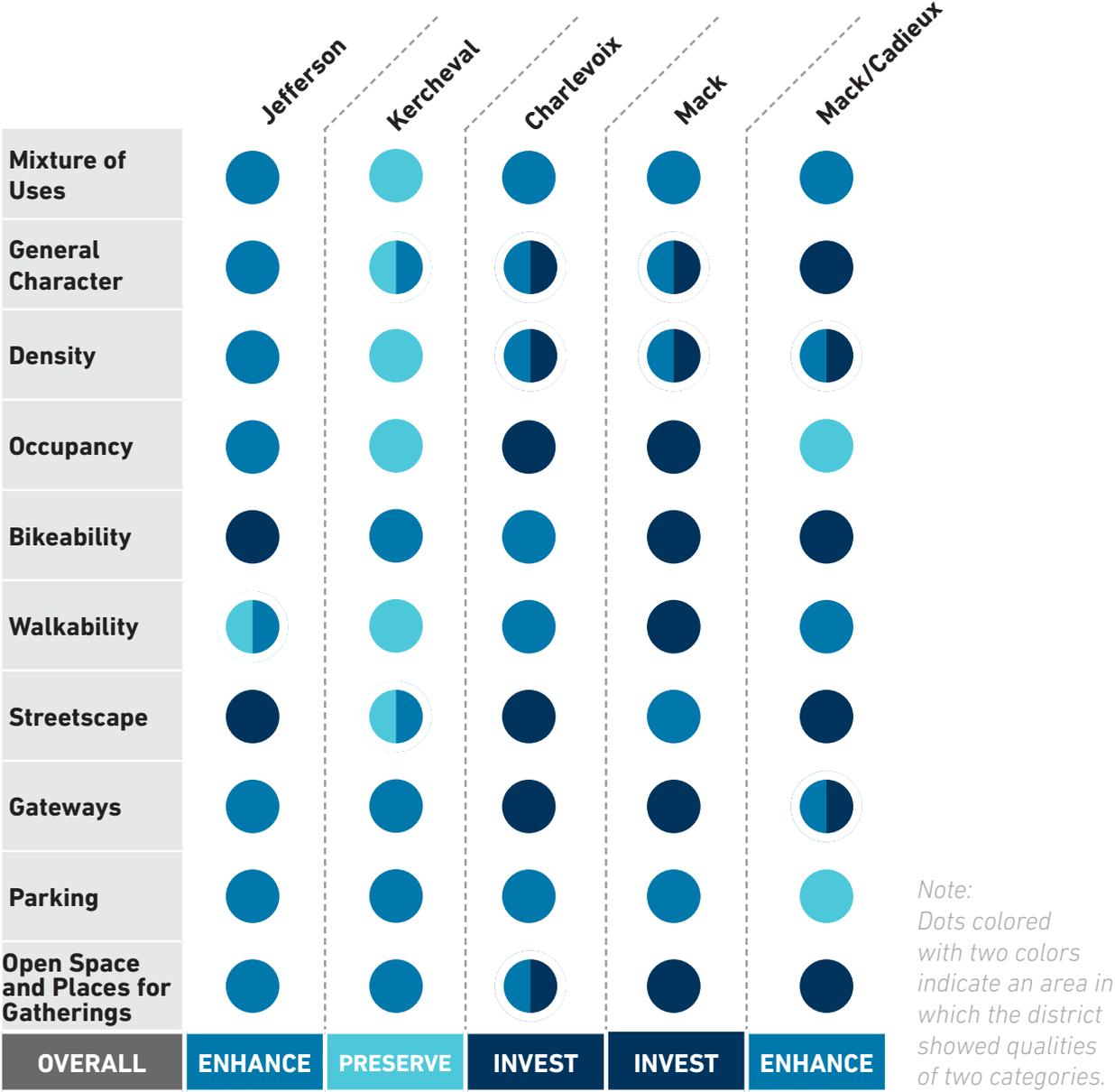


### JEFFERSON AVENUE DISTRICT



**Preserve, Enhance, or Invest in Business Districts/Areas**

All of the business districts and areas were analyzed through observation and also used public input to determine their overall future needs. This page details that analysis and describes the differences between recommending to Preserve, Enhance, or Invest in a particular business district or area.



**● Preserve:** Well established and thriving areas that are expected to remain relatively the same with little to no change in land use.

**● Enhance:** Areas that may need some enhancement (i.e. rehabilitation of a building, upgrades to a park, or low-cost changes to a street).

**● Invest:** Targeted redevelopment sites or areas with corresponding strategies to reuse or rehabilitate underutilized properties. This could include guidelines for infill development.

|   | INVEST   | ENHANCE  | PRESERVE   |
|---|--|--|--|
| <b>Mix of Uses</b>                          | Uses tend to serve similar purposes (i.e. mostly restaurant or mostly banks), few to zero residential uses present (i.e. apartments, condos)   | Some mixture of uses (neighborhood services, retail, restaurants), few to zero residential uses present (i.e. apartments, condos)  | Good mixture of uses (neighborhood services, retail, restaurants), some residential uses present (i.e. apartments, condos)   |
| <b>General Character</b>                    | Inconsistent character throughout district, many facades in need of investment, few defining architectural qualities   | Some consistent character throughout district, some facades in need of investment  | Consistent character throughout, few or minimal facades needing upgrades   |
| <b>Density</b>                              | Large spacings between buildings with vacant properties or parking lots  | Some clustering of buildings, some larger spacing between buildings (i.e. parking lots)  | Minimal spacing between buildings, urban form is consistent throughout the district  |
| <b>Occupancy</b>                            | Multiple vacant storefronts/ properties found throughout the district  | Few vacant storefronts or properties   | Zero to few vacancies throughout district  |
| <b>Walkability</b>                          | Sidewalks in okay condition, sidewalks are narrow and crosswalks are minimal and/or not ADA compliant, little to no wayfinding signage present   | Sidewalks in good condition and are an acceptable width (ADA compliant in most spots), crosswalks present at stop signs or lights, some wayfinding signage present (district signs, etc.)  | Sidewalks in excellent condition, wide to accommodate pedestrians and outdoor seating, cross walks present at intersections and mid block crossings with signage, wayfinding signage found throughout the district (i.e. district signs, maps, store and amenity locators, etc.)                           |
| <b>Bikeability</b>                          | No bike facilities present (i.e. bike lanes, bike racks, sharrows, signage) and road speeds faster discouraging safe bike travel   | Few to no bike facilities present, road speeds more comfortable for bike travel  | Bike facilities present (bike lanes, bike racks, sharrows, bike signage)   |
| <b>Streetscape</b>                          | Few street trees present, no uniform street lighting, minimal benches/seating present  | Smaller street trees throughout, uniform street lighting, benches throughout   | Mature street trees consistently planted throughout district, planters present and maintained, benches and seating throughout district   |
| <b>Gateways</b>                             | No district identifiers present  | Small district signs present on one or two sides of the district, some unique identifiers present (i.e. artwork)   | Visible and consistent district signage present at multiple parts of the district, unique identifiers (i.e. artwork, enhanced landscaping) accompany signage   |
| <b>Parking</b>                              | On-street parking is unstriped and unmetered (i.e. discourages frequent turnover of spaces), no signage for off-street public parking, few to no off-street public parking lots, availability of parking spaces is low | On-street parking is metered, but unstriped, some parking signage present (but small and hard to notice), some off-street public parking present in district, availability of parking spaces is low at times (during peak hours) | On-street parking is metered, has time limits, and striped (to encourage maximum parking spaces and turnover), clear parking signage and wayfinding present to direct users to public parking lots, shared parking lots throughout district, availability of parking spaces is good even during peak hours |
| <b>Open Spaces and Places for Gathering</b> | No open spaces or places for gathering present within district   | One or two small open spaces or gathering spaces present or adjacent to district. Some or all may be underutilized   | Multiple open spaces/gathering spaces throughout the district. All are actively used and programmed.   |

## EXISTING ZONING

Current zoning districts include four residential districts, an office district, a business district, and a district dedicated to parking.

### Residential

The majority of Grosse Pointe Park is zoned as residential districts. Residential districts are differentiated between single or two family types, then further categorized by square footage. For the higher density zoning districts, multi-family and terrace dwellings are permitted with conditions, including limiting them to only be located along County-owned roads (Jefferson and Mack).

### Office-Service

The Office-Service district is applied to portions of the Jefferson Avenue Business District, including City Hall, and portions of the Charlevoix Business District. Notably, this district allows for off-street parking lots as a permitted use on their own. Many of the uses listed as permitted in this district are outdated as well and likely do not exist as principal uses anymore (i.e. stenographic and drafting).

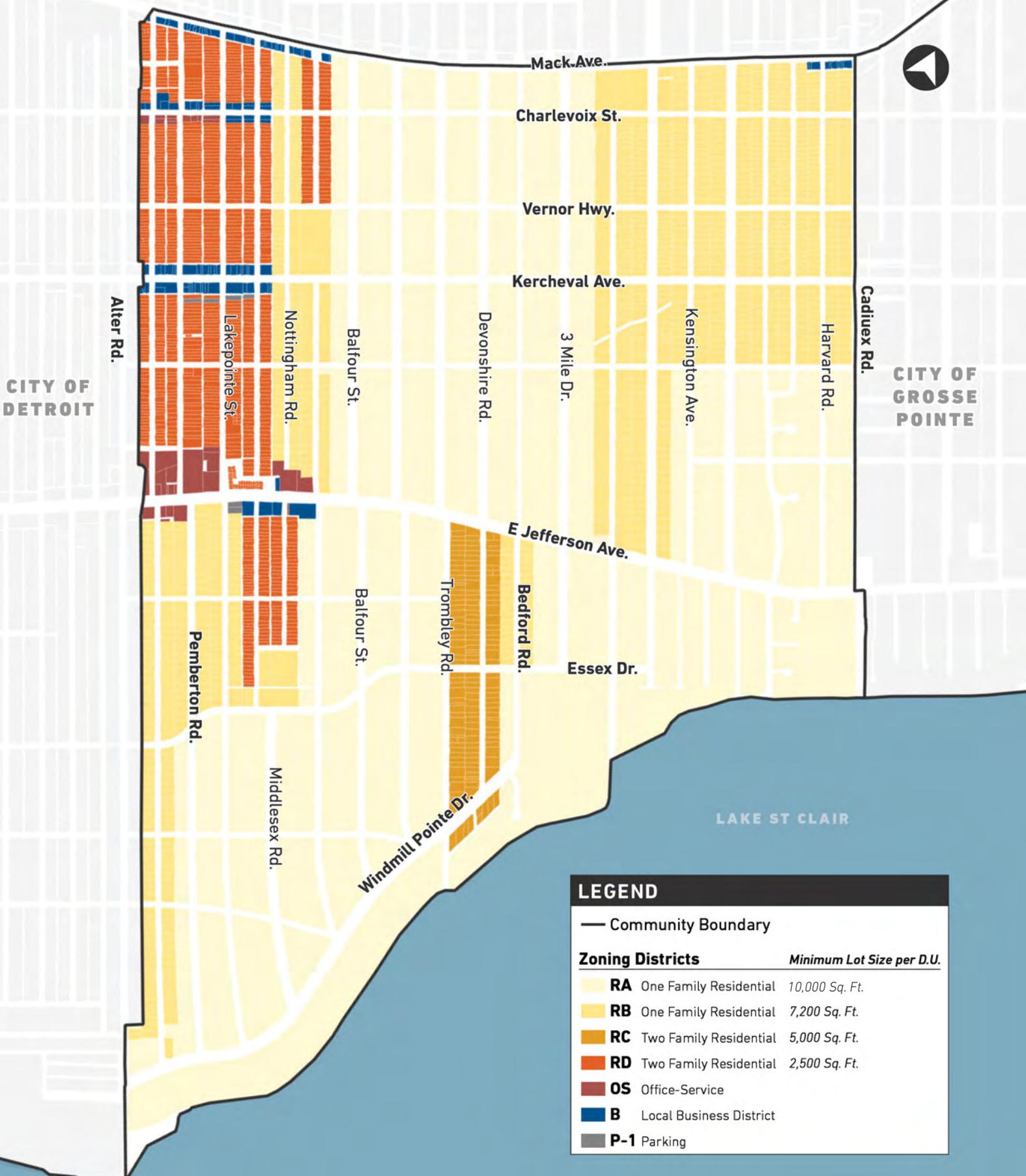
### Local Business

The Local Business district applies to the current business districts along Mack Avenue, and Kercheval. It also includes some of the Jefferson and Charlevoix business districts. While there is some residential permitted in this district, it is limited in nature (only terrace dwellings are permitted on lots of 15,000 square feet or greater and on County Primary Roads - Mack and Jefferson).

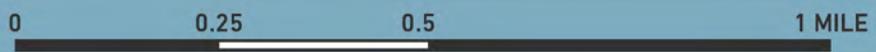
### Parking

The Parking zoning district is applied to few areas within the business districts. These areas are properties that are solely used for parking purposes, such as City-owned public parking lots.

# EXISTING ZONING



| LEGEND           |                         |                           |
|------------------|-------------------------|---------------------------|
| —                | Community Boundary      |                           |
| Zoning Districts |                         | Minimum Lot Size per D.U. |
| RA               | One Family Residential  | 10,000 Sq. Ft.            |
| RB               | One Family Residential  | 7,200 Sq. Ft.             |
| RC               | Two Family Residential  | 5,000 Sq. Ft.             |
| RD               | Two Family Residential  | 2,500 Sq. Ft.             |
| OS               | Office-Service          |                           |
| B                | Local Business District |                           |
| P-1              | Parking                 |                           |



## OPEN SPACE AND TREE COVERAGE

### Tree Inventory

Trees are an important part of the neighborhood landscape, providing significant value to homes and keeping heating and cooling costs down. The USDA Forest Service indicates that mature trees can add an average of 10 percent value to a property.

In 1999, the most recent City-owned tree inventory was completed by the City Forester. As part of the inventory, over 7,000 street trees were identified, measured, located and assigned a condition (usually street trees are located between the street and sidewalk). A previous tree inventory was done in 1980 and an update to the 1999 inventory is planned to occur in 2022.

The City Forester is also developing a Forestry Master Plan which will help identify potential tree planting sites and habitat corridors (tracts of land that support native species). In addition, a multi-year tree pruning schedule will be developed that is designed to protect the street trees.

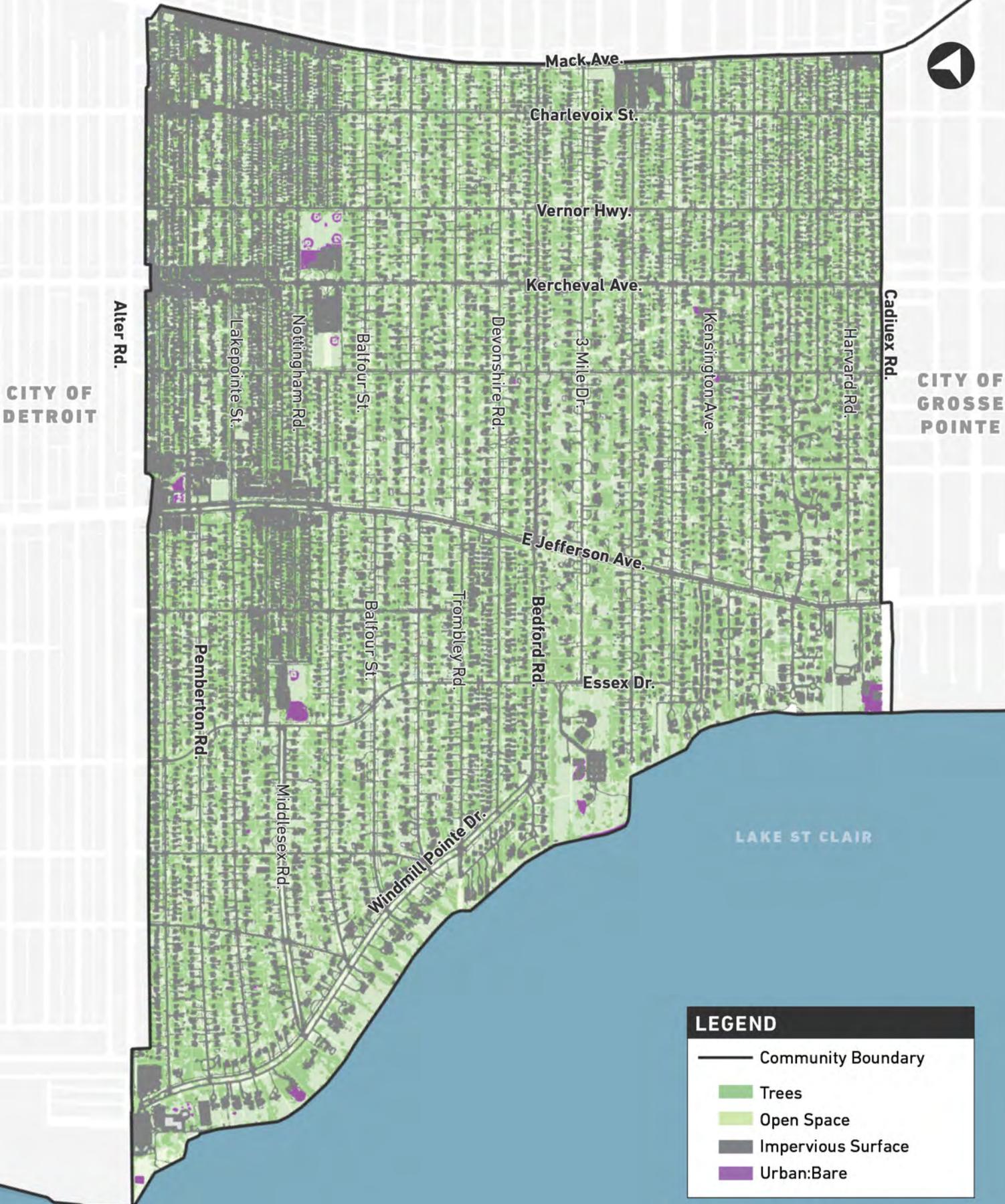
### Open Spaces

There are two large waterfront parks located in Grosse Pointe Park. Windmill Pointe Park has approximately six acres of land and includes numerous amenities, such as an Olympic size swimming pool, a wading pool, picnic areas, playscapes, a community center, an activity center with a movie theater and fitness facilities, volleyball and tennis courts, and a 270 slip marina. Matthew C. Patterson Park has approximately 22 acres of park land. In addition to having large open spaces, the amenities of Patterson Park include a boardwalk, pickle ball courts, a kayak launch, splash pad, picnic areas, ice rink/summer reflecting pool, playscape, and putting and chipping golf greens.

In addition to providing recreational amenities to the community, Windmill Pointe Park and Patterson Park provide natural green spaces with large mature trees for residents to enjoy. The waterfronts should be maintained and protected in the future for both natural ecology and recreational access.

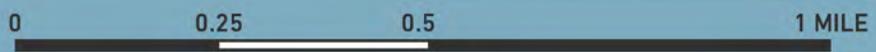


# TREE COVER



**LEGEND**

-  Community Boundary
-  Trees
-  Open Space
-  Impervious Surface
-  Urban:Bare



## TRANSPORTATION

### The Street System

Adequate vehicular circulation systems are designed for two primary types of traffic, local and through. The overall system must be carefully interconnected. The transportation system serves traffic demand for movement through the City and as the primary means of access to and from residences and businesses in the City.

### Street Classifications

The following street classifications utilized the National Functional Class (NFC), which groups public roads based on mobility and land access. The roadway network of Grosse Pointe Park is characterized by major thoroughfares, collectors, minor collectors, and local streets.

### Major Thoroughfares

East Jefferson Avenue and Mack Avenue are classified as Major Thoroughfares and are under the jurisdiction of Wayne County. These streets provide major circulation routes through Grosse Pointe Park between the City of Grosse Pointe and the City of Detroit. These major thoroughfares are also where non-residential uses typically cluster.

East Jefferson Avenue connects many destinations within Grosse Pointe Park, such as Beaumont Hospital, Neff Park, and the Parlmer T. Heenan Municipal Center. The corridor along Mack Avenue consists of a mix of commercial and residential uses, with a concentration of commercial buildings between Balfour Street and Alter Road.

### Collectors and Minor Collectors

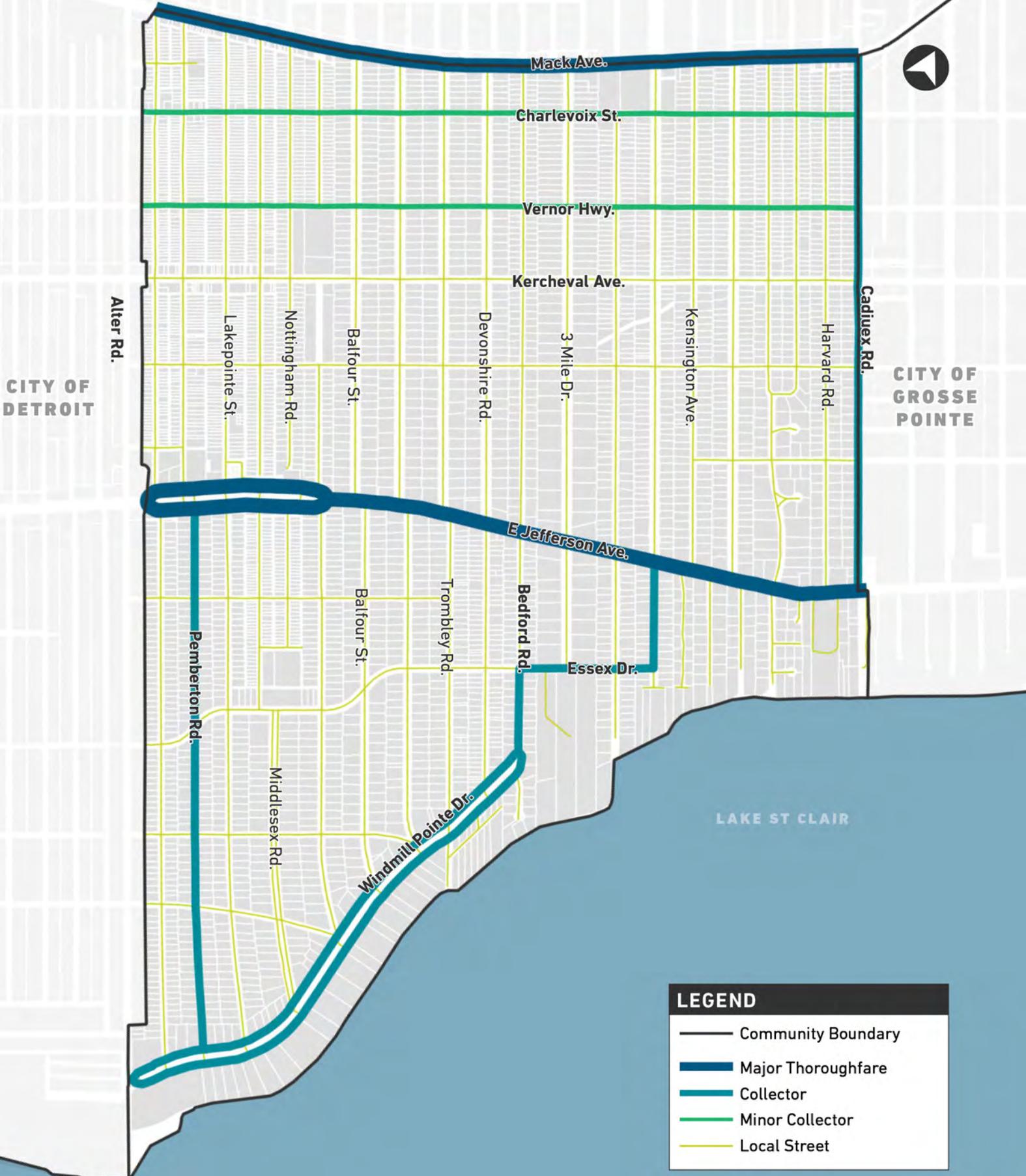
Collectors within the City include Essex Drive, Windmill Pointe Drive, and Pemberton Road, and Cadieux Road. These collectors are typically designed as two-way streets, with one lane in each direction.

Minor Collectors within the City include Charlevoix Street and Vernor Highway, which run parallel to each other between the City of Grosse Pointe and the City of Detroit. These two streets are mostly residential in use, connecting residential neighborhood blocks. These minor collectors are typically designed as two-way streets, one lane in each direction.

### Local Streets

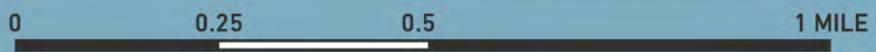
Local Streets within Grosse Pointe Park are typically residential in use and designed for one travel lane in each direction with room for on-street parking.

# STREET CLASSIFICATIONS



**LEGEND**

-  Community Boundary
-  Major Thoroughfare
-  Collector
-  Minor Collector
-  Local Street



## Traffic Volumes

Traffic volumes are calculated to investigate the amount of traffic a roadway experiences each day. These calculations help to determine if a roadway is designed to properly accommodate the capacity that it is currently carrying or if enhancements need to be considered to improve the roadway's function.

Within Grosse Pointe Park, the major thoroughfares of East Jefferson Avenue and Mack Avenue have the greatest traffic volumes in at 15,100 AADT (Annual Average Daily Traffic) and 10,300 AADT, respectively. Additionally, Cadieux Road carries a medium amount of traffic (9,000 AADT). The three parallel corridors of Charlevoix Street, Vernor Highway, and Kercheval Avenue experience between 1,000 and 3,000 AADT.

## Public Transportation

Grosse Pointe Park is serviced by two regional bus systems, SMART Bus (serving Southeast Michigan) and **the City of Detroit Department of Transportation Bus System** (DDOT Bus). SMART Bus routes run along Charlevoix Street, Kercheval Avenue and East Jefferson Avenue. DDOT Bus routes run along Mack Avenue, and East Jefferson Avenue, which terminates within Grosse Pointe Park near Alter Road.

## Non-Motorized Facilities

Non-motorized facilities that were documented within Grosse Pointe Park include sidewalks, marked and unmarked pedestrian crossings, bicycle-friendly roads (according to Google Maps which don't have a designated bike lane but are recommended to be used by cyclists. Note that these streets are designated as such to show safe and quiet residential routes as well as some busier streets but that may only be the convenient route for bicyclists), and potential future on-street bicycle facilities (identified in the previous Master Plan).

## Pedestrian Facilities

Nearly all neighborhood street and business districts are connected by sidewalks. However, most intersections within the City do not provide marked pedestrian crossings at intersections. Marked crossings currently existing at few intersections: along East Jefferson Avenue, Mack Avenue, and Kercheval Avenue. Safe and properly marked crossings are very important to completing a pedestrian network.

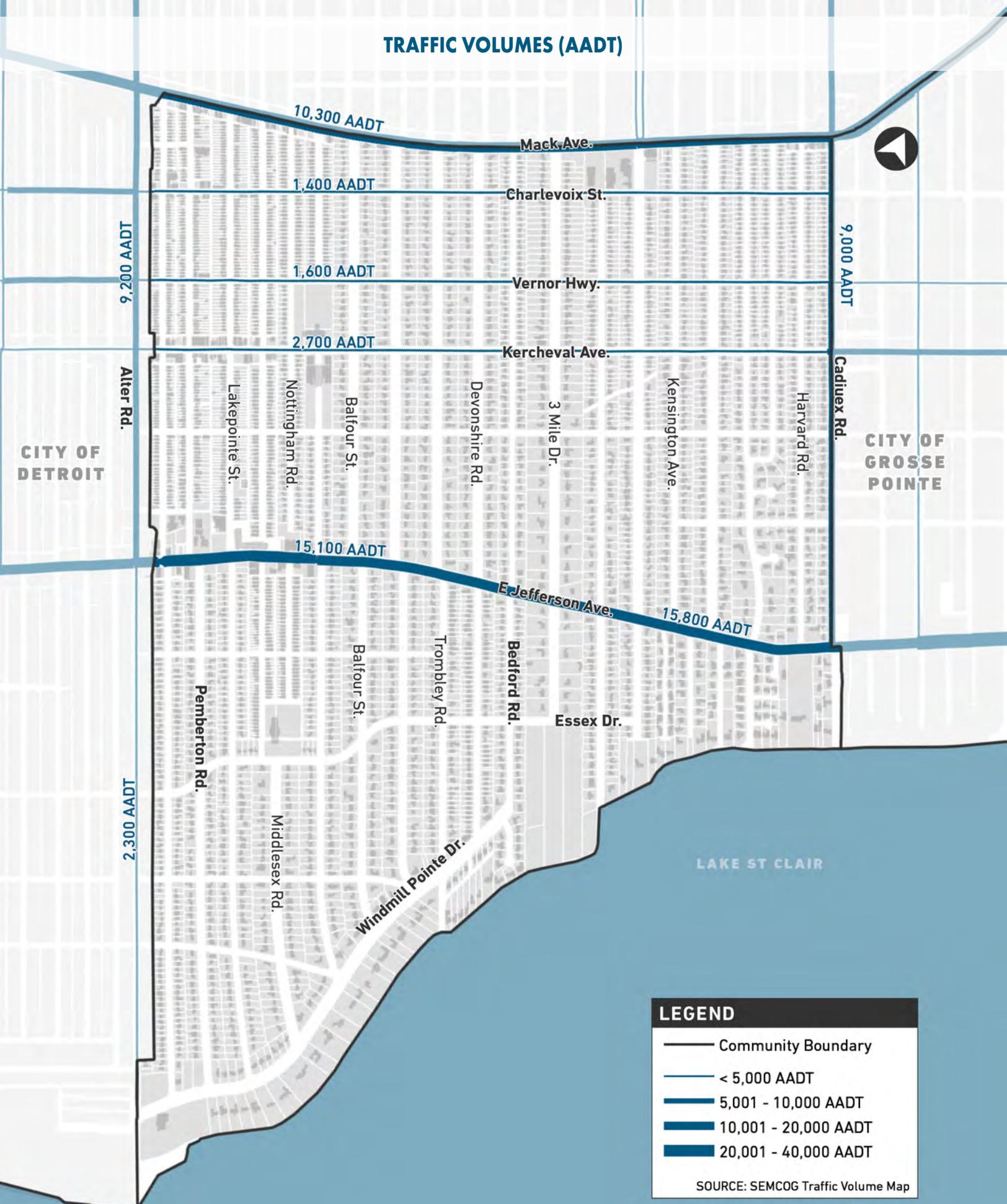
## Bicycle Facilities

No formal bicycle facilities, either on-street or separated, currently exist in Grosse Pointe Park. Kercheval Avenue was identified in the City's previous Master Plan for potential on-street bicycle facilities.

## Ongoing and Planned Street Projects

The City, by a special millage passed by voters in 2014 for 1.75 mills and expired in 2018, worked throughout the community to resurface and repair only local streets. As of 2019, since that millage passed, 80% of the local streets have been resurfaced. In November of 2018, residents passed a continuation street millage for 1.0 mill until 2028. This millage allows the City to not only finish its local streets but also address major streets and crumbling curbs, parking lots and alleys within the City. Additionally, routine sidewalk replacement is part of ongoing work by the Department of Public Works. The City is also targeting the Charlevoix and Kercheval business districts for streetscape upgrades in the next three to five years.

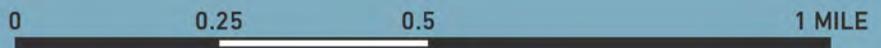
# TRAFFIC VOLUMES (AADT)



**LEGEND**

- Community Boundary
- < 5,000 AADT
- 5,001 - 10,000 AADT
- 10,001 - 20,000 AADT
- 20,001 - 40,000 AADT

SOURCE: SEMCOG Traffic Volume Map

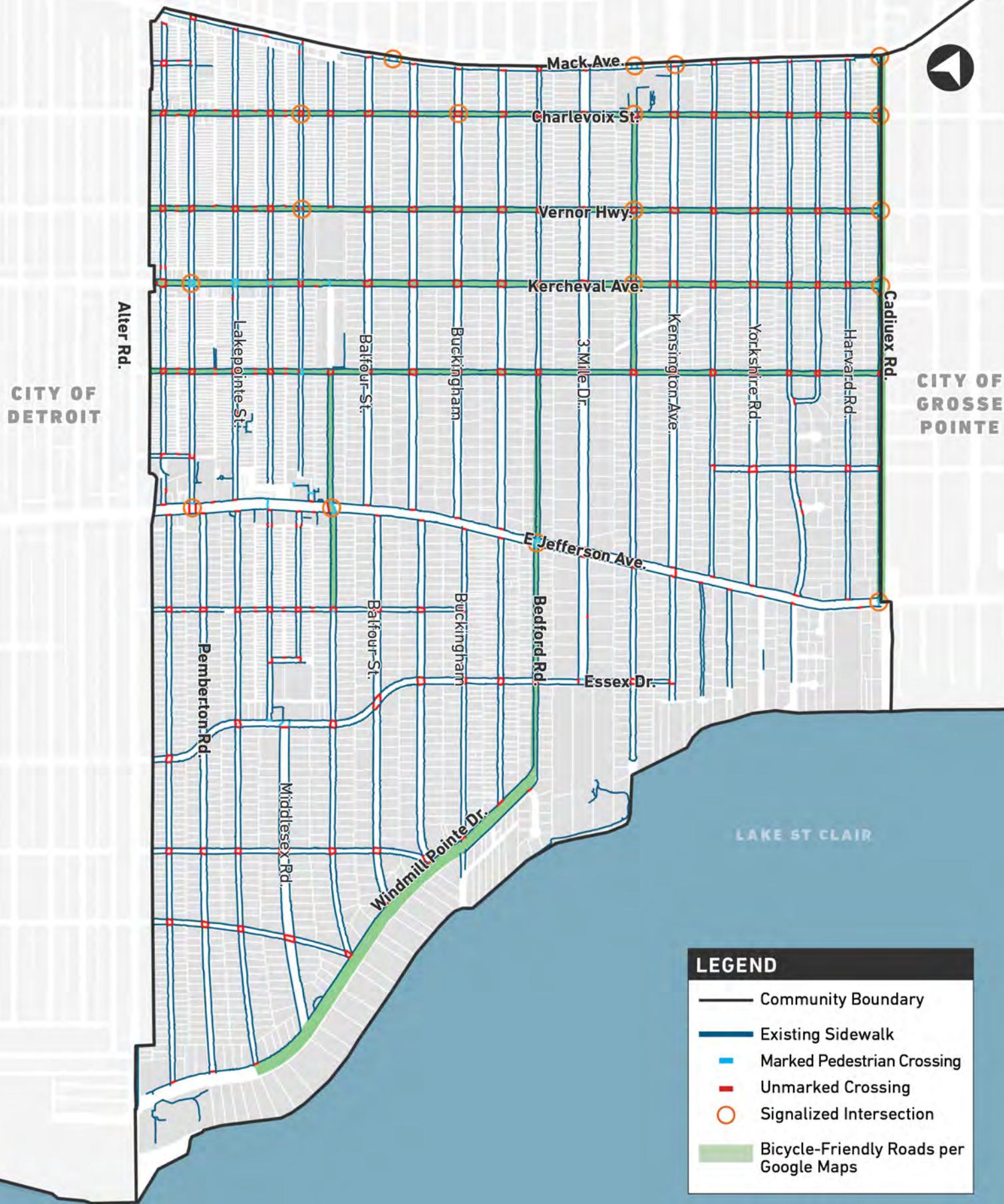


Data collected between 2010-2019 (varies between streets)

# PUBLIC TRANSPORTATION



# NON-MOTORIZED FACILITIES



**LEGEND**

- Community Boundary
- Existing Sidewalk
- Marked Pedestrian Crossing
- Unmarked Crossing
- Signaled Intersection
- Bicycle-Friendly Roads per Google Maps

0 0.25 0.5 1 MILE

## CITY INFRASTRUCTURE

### Planned City Infrastructure Projects

A five year Capital Improvements Plan should be developed to create an inventory of City assets, water and sewer lines, and pumping equipment for flood control, service life of City infrastructure, replacement costs and dates of project replacement.

The following details planned infrastructure projects over the next three to five years:

- Water Main Replacement
- Lead Service Line Replacement
- Sanitary Sewer Outfall
- Downspout Disconnection
- Separate Parking Lots and Alleys from Sanitary to Storm
- Sewer Lining
- Upgrade Pump Capacity at Patterson Park

### Storm and Sanitary System

The City began construction of a combined sewer system in the 1920s. As the City grew, a main pumping station was built in the late 1930s at the intersection of Maryland Street and East Jefferson Avenue. This pump station is the discharge point for two large diameter trunk sewers.

The main pumping station at Maryland Street included a direct discharge into the Detroit River Interceptor (DRI) which conveyed sanitary sewerage under typical, dry weather conditions. During wet weather events, the pump station included a secondary outlet which discharged overflows to the nearby Fox Creek which is an open channel starting near the intersection of Ashland and East Jefferson Avenue in the City of Detroit. Since that time, there have been several major changes:

1. In 1960, the combined sewer system was modified at the outlet.
2. Beginning in 1996, the City embarked on a significant sewer separation project which was completed in 1999. This work included the construction of a new separate storm

sewer system which captured stormwater runoff from the City streets and property runoff. While the project was expansive, stormwater connections to the sanitary sewer system (formerly the combined system) remain in some areas. These connections include parking lot catch basins, downspout connections and footing drains.

3. The newly created storm sewer system included a single discharge to Lake St. Clair which was accomplished through use of a dedicated stormwater pump station at Patterson Park.

4. In 2005, a case between the City of Detroit and the City of Grosse Pointe Park was settled which permanently eliminated discharges to the Fox Creek from the main sanitary sewer pumping station.

The City sought to identify solutions which would provide relief in case of extreme storm events such as those that occurred in September of 2016 and August of 2017. This included developing solutions to help guard property against damage from future extreme sewer events. These included a combination of long-term corrective actions such as downspout disconnections and storm to sanitary cross connection eliminations as well as short-term resiliency infrastructure such as a system relief points.

In 2017, the City hired Stantec Inc. to design what was termed an Extreme Emergency Relief Valve (EERV). The EERV system was to be located near the intersection of Essex Drive and Three Mile Drive and was designed to provide hydraulic relief to the sanitary sewer system through a controlled connection to the storm sewer system immediately upstream of the storm pumping station at Patterson Park. However, prior to constructing the improvement, the City requested that additional engineering analysis be performed to confirm that the design was properly vetted. The City, working with OHM Advisors, performed an engineering study to review its effectiveness as well as the review of a

secondary option to provide a direct gravity connection bypass between the City's main sanitary sewer trunkline and the Great Lakes Water Authority (GLWA) owned Detroit River Interceptor. The Sewer Resiliency Study technical memorandum evaluates the hydraulic effectiveness of these options and provides recommendations for future steps necessary to allow for implementation. This study is available for public review upon request.

On June 25 and 26, 2021 and again on July 16, 2021, the City of Grosse Pointe Park and surrounding communities experienced significant rainfall events that led to extreme flooding and subsequent damages to homes and businesses. It was discovered shortly after the June 2021 flooding event that the Great Lakes Water Authority (GLWA) and the Detroit Water and Sewage Department experienced several failures with their systems that exacerbated the flooding and subsequent damages.

As a result of these events, the City committed to collaborating with other organizations to determine how to best address the infrastructure challenges that led to the flooding events. This included:

- Compiling data and resources to provide action plans on storm modeling as well as short and long term fixes.
- Public Works met with homeowners to give advice on how to address necessary improvements and reviewed manholes and clean catch basins.
- The City will use broadcast notifications in extreme events to any phone within Grosse Pointe Park.
- The City is working with Public Utilities, such as GLWA, that handle the sanitary flow to audit their systems including instrumentation, inspection of lines and improving communication.
- Development of comprehensive educational materials including considerations of backflow prevention devices, sump pump systems and

disconnection of downspouts to the Sanitary system.

- Reviewing additional requirements for new-build homes to manage stormwater such as installation of backflow preventer and sump pump.
- Continue investigations to identify and disconnect illicit connections and downspout discharge to sanitary sewer; specifically alleys and parking lot areas.
- Coordinate with EGLE to provide relief points in the case of large storm events such as the proposed Extreme Emergency Relief Valve at Patterson Park Storm Pump Station allowing sanitary flow to discharge out to the Lake.
- Review best practice updates to local ordinances.
- Work with local and federal leaders to discuss the need for infrastructure funding and relief assistance.
- Review funding opportunities to continue improving City infrastructure and look at options of Green Infrastructure improvements.
- Continue sharing data with adjacent communities and work collaboratively to provide regional solutions.



Source: C&G Newspaper, June 2021 Flood in Grosse Pointe Park



# RECOMMENDATIONS





# RECOMMENDATIONS

## FUTURE LAND USE

One of the most important tools from this Master Plan is the Future Land Use Map. This map provides guidance on future land use, planning, zoning, and development decision-making in Grosse Pointe Park. Future development and infrastructure decisions should respond to this guidance.

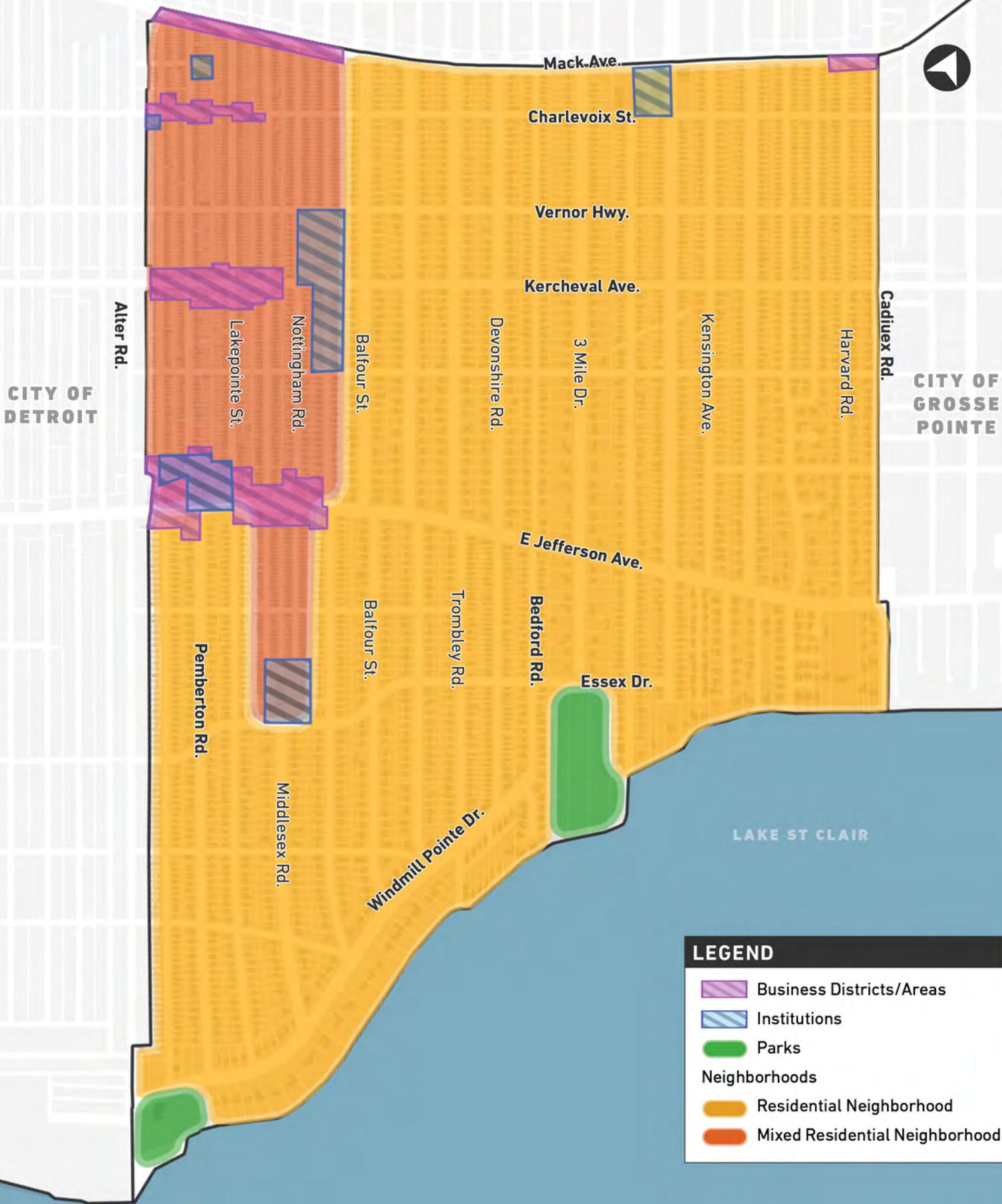
Future land use is guided by Character Areas that have unique development characteristics that include guidelines for typical primary and secondary uses, density, transportation, parking, and open space. They are designed to be responsive to the goals of this plan and provide flexibility so that development can more appropriately respond to surrounding context.

These Character Areas promote infill development that responds to the existing character and design of the surrounding area and that meets the needs of residents and businesses.

Future Land Use is divided into four general categories: **Neighborhoods, Business Districts, Parks, and Institutions.**

- » **Neighborhoods:** Residential areas that are characterized by lot size, residential density, and housing types.
- » **Business Districts:** Commercial and mixed-use areas that generate higher levels of foot traffic, vehicular traffic, parking demands, and economic activity. Priority locations for a compact mix of uses, public spaces, amenities, and programming. Kercheval Avenue is considered “Downtown” and the core business district of Grosse Pointe Park.
- » **Parks:** Areas for recreational opportunities. Existing parks are defined by existing conditions.
- » **Institutions:** These are public places and buildings. This character area may be considered an overlay to Neighborhoods and Business Districts where they intersect. Existing municipal and educational institutions are defined by existing conditions.

# FUTURE LAND USE MAP



**LEGEND**

-  Business Districts/Areas
-  Institutions
-  Parks
- Neighborhoods**
-  Residential Neighborhood
-  Mixed Residential Neighborhood

0 0.25 0.5 1 MILE

## Character Areas

The following descriptions and illustrative photos represent the envisioned character areas of Grosse Pointe Park and are intended to be reviewed and updated accordingly to respond to new development, changing conditions, and evolving goals of the community.

This section provides an overview on development characteristics of each Community Character Area type.



### RESIDENTIAL NEIGHBORHOOD

#### Development Characteristics

This category make up the majority of the area of Grosse Pointe Park. Key features include an interconnected street grid and a mix of housing on lots that are typically over 7,200 square feet. Building types include single-family detached residential homes.. Single-lot infill development should be of a compatible scale and character with surrounding homes.

|                       |  |
|-----------------------|--|
| <b>Primary Uses</b>   | Single-family detached residential   |
| <b>Transportation</b> | Automobile access with sidewalk or pathway system and interconnected streets   |
| <b>Parking</b>        | Private driveway with primarily detached garages in the rear or attached garages on lots larger than 18,000 square feet, on-street parking |
| <b>Open Space</b>     | Neighborhood parks and streetscape   |



### MIXED RESIDENTIAL NEIGHBORHOOD

#### Development Characteristics

This category is located adjacent to the Business Districts and generally are made up of residential lots that are 7,100 square feet or less. Key features include an interconnected street grid and a mix of housing types. This area offers opportunity to infill around the existing mixture of residential, commercial, and institutional uses. Building types mostly includes single-family homes, detached residential and two-family residential. Apartments and condo buildings can be found near the edges or part of the business districts. Single-lot infill development should be of a compatible scale and character with surrounding homes.

|                       |  |
|-----------------------|--|
| <b>Primary Uses</b>   | Single-family attached and detached residential and Two-family residential                         |
| <b>Secondary Uses</b> | Apartment/condominium buildings near edge of neighborhood adjacent to or within business districts |
| <b>Transportation</b> | Automobile, bus, pedestrian, on-street bicycle facilities, interconnected street grid              |
| <b>Parking</b>        | On-street, driveways, garages off alleys, private driveway with primarily detached garages,        |
| <b>Open Space</b>     | Neighborhood parks and streetscape   |



## INSTITUTIONS

### Development Characteristics

Institutional areas of the City include municipal, civic, and educational uses. Typically these are located near or are part of a business district.

|                       |   |
|-----------------------|---|
| <b>Primary Uses</b>   | Schools, churches, libraries, government offices                                      |
| <b>Transportation</b> | Automobile, bus, pedestrian, on-street bicycle facilities, interconnected street grid |
| <b>Parking</b>        | Surface parking lots, on-street parking, bike racks                                   |
| <b>Open Space</b>     | Community parks and greenspace and streetscape  |



## PARKS

### Development Characteristics

There are two primary parks that serve the City of Grosse Pointe Park that are located along Lake St. Clair and immediately adjacent to residential areas. Desired improvements at the parks should reflect community priorities and align with the goals of the Recreation Master Plan.

|                       |   |
|-----------------------|---|
| <b>Primary Uses</b>   | Parks with recreational and community amenities |
| <b>Transportation</b> | Accessible via automobiles, sidewalks or paths  |
| <b>Parking</b>        | Surface parking lots, bike racks                |



## BUSINESS DISTRICTS/AREAS

### Development Characteristics

Business districts are small commercial corridors that serve community-wide shopping and service needs. Opportunities for redevelopment in these areas should emphasize design quality, connectivity, walkability, amenities, and efficient use of infrastructure.

|                       |  |
|-----------------------|--|
| <b>Primary Uses</b>   | Retail, entertainment, and office commercial; upper story multi-family residential                     |
| <b>Secondary Uses</b> | Small-scale apartment buildings, institutional facilities  |
| <b>Transportation</b> | Pedestrian-oriented street network, sidewalks on both sides, bike-friendly, interconnected street grid |
| <b>Parking</b>        | On-street, limited off-street, and public parking lots, bike racks                                     |
| <b>Open Space</b>     | Neighborhood parks and streetscape   |

## DESIGN GUIDELINES FOR RESIDENTIAL BUILDINGS

### Existing Character of Neighborhoods

Grosse Pointe Park's residential areas are rich with diverse architectural character, with many homes being built between the 1920's and 1940's. Neighborhoods include a mixing pot of housing styles, from Greek Revival and Craftsman to Tudor and Queen Anne, and many more. As new infill is considered and planned, maintaining building form that matches the long-standing durability and design elements of residential zones is highly encouraged.

It is important to notice the shifts in housing styles and design elements throughout the City in order to maintain each neighborhood's character. These shifts include differences in materiality, setbacks, housing footprint, window styles, and landscaping. The corresponding map indicates these zones by characterizing lots into three categories: 1) lots smaller than 7,000 square feet, 2) lots between 7,000 square feet and 18,000 square feet, and 3) lots larger than 18,000 square feet.

#### <7,000 SF Lots

Homes in this category are quaint, historical, and charming. Consisting of architectural housing styles of the classic Detroit bungalow, Craftsman, and Prairie styles, houses on these lots typically are only 2 stories. The only irregularities — three story homes — occur on the largest lots in this category, and tend to be two-unit homes. Homes here are mainly clad in brick or vinyl siding, or both, and have covered front porches.



Example homes on < 7,000 SF lots

Architectural features worth noting in this category include the peaking top-story dormer and windows, the metal railing surrounding the front porches and upper story balconies, and the rectangular massing of the homes. Nearly every home in this category has a detached garage accessed by alley to the rear of the lot. The landscaping on these lots are normally limited to shrubs and flowers, given the minimal setback from the street as well as the presence of City-planted trees within the right-of-way. Given the narrow geometry of these lots, these repeated architectural elements create balanced and welcoming neighborhoods.

#### 7,000 SF - 18,000 SF Lots

In contrast to lots under 7,000 square feet, homes in this category incorporate a wider span of historical styles, sometimes even displaying multiple housing styles in a single home. Dutch Colonial, French Colonial, Tudor, Classical Georgian, and the occasional Italian Renaissance style make the neighborhoods in this category rich with distinct architectural elements. Homes range between two and three stories, and typical cladding material includes brick, stone, wood, and vinyl siding, with some homes incorporating up to three cladding materials.



Example homes on 7,000-18,000 SF lots

These homes have a larger setback from the street, wider building footprints, dynamic roof shapes and taller trees and shrubs. Detached garages in these neighborhoods are slightly different from the previous category in that they are located directly behind homes. With the wide range of housing styles in these neighborhoods, identifying the similarities between adjacent lots is key for maintaining the character in future development.

# RESIDENTIAL LOT SIZES



CITY OF DETROIT

GROSSE  
POINTE  
PARK

CITY OF  
GROSSE  
POINTE

LAKE ST CLAIR

## LEGEND

— Community Boundary

### Lot Size

- Less Than 7,000 Square Feet
- Between 7,000 and 18,000 Square Feet
- Greater Than 18,000 Square Feet
- Vacant Residential Lot
- Non-residential Use

### >18,000 SF Lots

Homes located on lots greater than 18,000 square feet are dynamic and historical. Primarily located on 3 Mile Road and along Windmill Pointe Drive, homes in this category incorporate both the historical Neoclassical, French Beaux Arts, and Colonial Revival styles and the Modern Farmhouse and Contemporary housing styles. Due to the fact these lots are greater than 18,000 square feet, homes in this category have the greatest setback from the street, providing ample space for a front yard. Lastly, all homes on these lots occupy similar footprints in terms of building width.



**Example homes on >18,000 SF lots**

Some key characteristics of homes in this category include prominent front yards and backyards. Front yards in this category often include curving driveways. There is a mix of attached garages and rear detached garages in this category. Lastly, it is important to note how homes feature more than one cladding material, primarily brick, textured and smooth stone, and wood.

### Guidelines for Infill on Lots < 7,000 SF

Because Grosse Pointe Park has a history of diverse residential styles and typologies, new infill is encouraged to follow more traditional housing forms. Infill should be designed in a way that acknowledges and engages the character and history of the surrounding area, so that the existing fabric is respected and strengthened. Taken as a whole, the majority of vacant residential lots are less than 7,000 square feet. Given the unique characteristics of homes in this category, the following design guidelines for infill respond specifically to the existing architectural elements.

#### 1. Massing and Footprint

##### *Design Guideline 1a*

Overall, the scale and massing of infill should be consistent with homes on the block, mirroring the height and width of adjacent homes. Architectural elements should be incorporated into the massing in order to add depth and character. Flat, minimalistic facades are highly discouraged.

##### *Design Guideline 1b*

It is suggested that the building footprint is carefully considered in regard to the lot size, as to maintain a balance in scale between the yard and the home.

#### 2. Materiality and Facade

##### *Design Guideline 2a*

A mix of exterior architectural materials should be used in new construction, with a preference of brick, wood, and stone.

##### *Design Guideline 2b*

The use of materiality should complement various visual breaks in the building (e.g. separating between the first story and subsequent stories, etc.).

### 3. Front Yards

#### *Design Guideline 3a*

The space between the sidewalk and the front of the home is to be designated as the front yard, with adequate landscaping.

#### *Design Guideline 3b*

A perpendicular private sidewalk connecting the public sidewalk and the new development's 'front door' should be incorporated into the front yard. If private sidewalks on the block extend beyond the public sidewalk and connect to the street, the private sidewalk for the new infill should do the same.



wood stucco brick glass

**Guideline 2a and 2b**

#### 4. Porches and Balconies

##### *Design Guideline 4a*

Street-facing entry porches accessible by steps or ramp should be provided. First stories of residential dwellings should be elevated from grade to allow for these porches and windowed basements.

##### *Design Guideline 4b*

Entry porches should be covered overhead either with a balcony directly above, an extension of the roof, or by other means depending on the entry porch designs on adjacent blocks.

##### *Design Guideline 4c*

If an upper floor balcony is included in the design, the balcony may not exceed the footprint of the porch directly underneath it.

##### *Design Guideline 4d*

The material of the hand railings around porches and balconies should be either metal or wood and should be made up of thin spindles, in order to maintain visibility of the facade.



#### 5. Windows and Doors

##### *Design Guideline 5a*

Windows should generally be vertically oriented on the street-facing façade. For new infill with a more traditional approach, windows should be divided by an upper and lower sash (i.e. double-hung style window) or a casement sash (i.e. side-hinge opening windows).

##### *Design Guideline 5b*

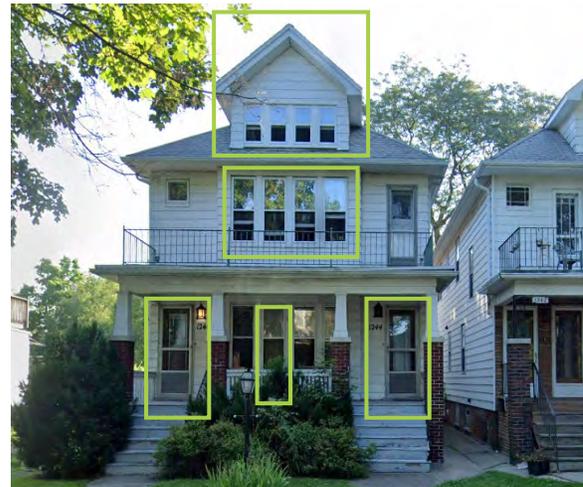
Longer, horizontal windows should be filled with multiple identical windows or sashes.

##### *Design Guideline 5c*

A series of closely-arranged, smaller rectangular windows should be included on the street-facing facade of the top story. It is encouraged that these be dormer windows and incorporated with the roof.

##### *Design Guideline 5d*

New doors should be high-quality and reflect the existing character of other doors in the area. For any infill with multiple units, individual doors as official entrances are encouraged, versus one singular entrance.



**Guidelines 5a - 5e**

##### *Design Guideline 5e*

Doors are encouraged to have some transparency, in which glazing is acceptable. In contrast, glass-block or glazed windows are highly discouraged and should not be used in any new infill.

## 6. Parking

### *Design Guideline 6a*

All garages should be detached and located on the rear of the lot. The exterior of the detached garage should be of the same cladding material as the home.

### *Design Guideline 6b*

On blocks with existing alleyways to access garages, new infill should not have a driveway connecting to the street on the front-facing



**Guidelines 6a - 6b**

street facade, and instead connect the driveway to the existing alleyways. On blocks where alleyways are impossible to add and where front-facing street driveways already exist, mimicking the existing design and sizing of driveways on the block is highly encouraged.

### *Design Guideline 6c*

Driveways should be made of concrete or stone pavers to encourage pervious pavement to a property and help manage stormwater runoff.

## 7. Multi-Family Homes

### *Design Guideline 7a*

The building footprint should not be larger than the size of three homes on adjacent lots added together. Breaking up a large building footprint that has multiple users with green space and walkways is highly encouraged and will diminish the sometimes imposing nature of multi-family homes.

### *Design Guideline 7b*

For new infill larger than 1-2 lots, it is highly discouraged to have one flat façade. Having a façade that has separate front entrances and responds to the various residential openings is highly encouraged.



**Guideline 7a preferred**



**Guideline 7b preferred**

## Guidelines for Infill on Lots >7,000 SF

In the event of new development or large renovation of a lot greater than 7,000 square feet, it is encouraged to follow the general guidelines below.

### 1. Massing, Materiality, and Lot Elements

#### *Design Guideline 1a*

The overall scale, massing, roof forms, materiality, and architectural elements of new buildings should be consistent with the surrounding context on the block and provide a variety of forms, depth, and texture through elements such as porches, balconies, wall placement, dormers, and so on. Singular, flat façades are highly discouraged and should not be used.

#### *Design Guideline 1b*

The positioning, access, and design of driveways should match the conditions of driveways on the block.

#### *Design Guideline 1c*

New infill should be cautious in introducing a new cladding material not used in homes on the surrounding block. Using cladding materials like brick, smooth or textured stone, and stucco is encouraged, with wood and metal only used as accenting design elements.

### 2. Setback and Landscaping

#### *Design Guideline 2a*

Landscaping should be planted flush against the street-facing facade. Landscaping throughout the front yard is encouraged but should be placed strategically in order to not decrease visibility from the street.

### 3. Windows and Doors

#### *Design Guideline 3a*

Street-facing windows should be elevated aesthetically by additional architectural elements such as shutters, a pediment, a hood or label mold, or a prominent lintel and sill. Surrounding windows with a different cladding material such as stone is also acceptable.

#### *Design Guideline 3b*

Longer, horizontal windows should be filled with multiple identical windows or sashes.

#### *Design Guideline 3c*

An accentuated front entrance and door should be designed into the street-facing facade. Front doors should be clearly distinguishable and should include a private sidewalk leading up to it.

#### *Design Guideline 3d*

Doors are encouraged to have some transparency, in which glazing is acceptable. In contrast, glass-block or glazed windows are highly discouraged and should not be used in any new infill.



**Guideline 2a**

#### 4. Other Design Elements

##### *Design Guideline 4a*

Incorporating a chimney into the floor plan and as a design element is highly encouraged. If brick is used as a cladding material for the home, the same brick should be used for the chimney.

#### 5. Parking

##### *Design Guideline 5a*

All garages should be detached and located on the rear of the lot. If garages are attached, they should still be located and accessed in the rear of the home. The exterior of the garage should be of the same cladding material as the home.

##### *Design Guideline 5b*

Driveways should be made of concrete or stone pavers to encourage pervious pavement to a property and help manage stormwater runoff.



Guideline 3c

Guideline 3a



Guideline 4a

## BUSINESS DISTRICTS/AREAS

Identifying key areas to preserve, enhance, or invest allows for each business district to be optimized for success. The following considerations have been identified to strengthen each business district.

### Jefferson Avenue

#### *Areas to Preserve*

Public and civic structures, like City Hall and the Ewald Public Library, should be preserved and celebrated. The Pointe Park Place condos, medical facilities, as well as a few buildings (like the Village Wine Shop) on the south side of Jefferson should remain as is.

#### *Areas to Enhance*

Enhanced crosswalks to be ADA compliant to increase pedestrian visibility and awareness. Some of these existing crosswalks may warrant a pedestrian controlled signal as well. Adding landscaping and screening and closing one of the driveways at the gas station would create a more pedestrian-friendly corner in the district. Targeted properties in this category should also upgrade their signage and facades.

#### *Areas to Invest in*

The future Schaap Center for Performing Arts will be located at the corner of Maryland and Jefferson and will help activate this business district as an entertainment and activity hub.

### Kercheval Avenue

#### *Areas to Preserve*

Preserve well-kept and designed storefronts, such as those that have cohesive facades, materiality, and signage and that encourage pedestrian activity.

#### *Areas to Enhance*

Upgrade signage and facades, including prohibiting LED lighting and using high quality materials, which will increase visual cohesion and consistency in the business district. Private and public parking lots in this district should be upgraded with screening and sustainable landscaping elements. The intersection of Wayburn and Kercheval should

be reconfigured to be safer and more efficient for all travel modes.

#### *Areas to Invest in*

Activate previously boarded up storefronts to strengthen consistency and commercial connection throughout the district. Redevelop targeted vacant properties with mixed use buildings of 2-3 stories that match the character of the rest of the district.

### Charlevoix Street

#### *Areas to Preserve*

Targeted businesses with upgraded facades and outdoor seating and pedestrian accommodations should be preserved.

#### *Areas to Enhance*

Upgrading storefronts to include eye-level windows and pedestrian-friendly awnings will encourage Charlevoix Street's characteristic as the pedestrian-focused, hidden gem of Grosse Pointe Park. Streetscapes and parking lots should add landscaping and amenities.

#### *Areas to Invest in*

There are numerous investment opportunities in this district. Activate empty lots and blighted buildings with mixed use developments of 1-2 stories.

### Mack Avenue

#### *Areas to Preserve*

Preserve well-designed and historic storefronts and add pedestrian seating and outdoor gathering spaces where possible.

#### *Areas to Enhance*

Clearing away window coverings and adding a variety of awnings with different depths will help increase street appeal. Parking lot curb cuts can be narrowed in some locations to be more pedestrian-friendly and lots can be further enhanced with landscaped screening.

#### *Areas to Invest in*

Multiple properties are targeted for investment (see diagram on facing page). There are some larger parking lots that break up the consistency of the street wall within this business district. Redeveloping some of these areas will create a more walkable and lively district.

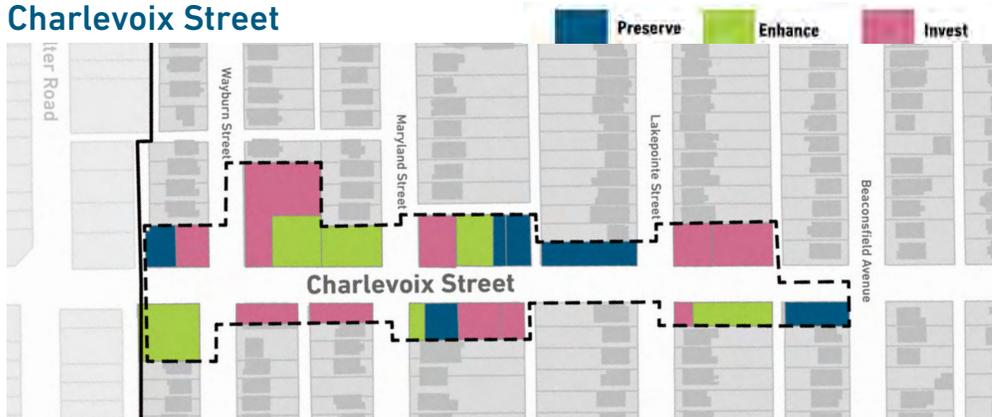
## Jefferson Avenue



## Kercheval Avenue



## Charlevoix Street



## Mack Avenue



## Mack Avenue at Cadieux Road



## DESIGN GUIDELINES FOR COMMERCIAL BUILDINGS

### 1. Storefront Entry

The visual information conveyed in the design of storefronts is critical in establishing pedestrians' perception of an area. For this reason, all business district storefront entries need to be visually welcoming and inviting.

#### *Design Guideline 1a*

Entry doors should be clearly marked with signage and should not be visually cluttered with shades or blinds.

#### *Design Guideline 1b*

In the case of new development or an upgrade of an existing storefront, a recessed entry is highly encouraged. A recessed entry indicates the business entrance clearly to pedestrians, adds depth to the street facade, and maintains coveted store square footage.



**Guideline 1b**

### 2. Storefront Signage

Storefront signage adds visibility and aesthetic features to a district. Maintaining consistent storefront signage ensures pedestrians can easily locate businesses.

#### *Design Guideline 2a*

Business signs and logos should be placed on the facade above the door.

#### *Design Guideline 2b*

If a building has multiple business and storefronts, all adjacent signs should be placed at the same height.



**Guideline 2a**

#### *Design Guideline 2c*

Back lit awnings and LED roping is discouraged.

### 3. Facade Awnings

Awnings should provide shade and visual design elements to strengthen the pedestrian-oriented environment.

#### *Design Guideline 3a*

Shade devices and awnings should protrude at least three feet over pedestrian sidewalk and are encouraged to be different shapes. Flat awnings are not encouraged, as they eliminate visual depth and provide no opportunity for shade for spontaneous pedestrian activity.



**Guideline 3a**

#### 4. Pedestrian Seating

Placing pedestrian seating in a way that enhances places to gather in the business district is essential to a vibrant commercial area.

##### *Design Guideline 4a*

Reorient pedestrian seating so that it is parallel and flush with a storefront. This placement encourages a social setting and gathering place, while also maintaining visual balance with existing street elements.



**Guideline 4b**

**Guideline 4a**

##### *Design Guideline 4b*

In areas where perpendicular seating is unable to be moved, adding another seating element three to four feet across from it will create a micro-environment for socialization and community interaction.

#### 5. Windows and Wall Openings

Windows and wall openings increase visibility and liveliness of a storefront. Both elements should be pedestrian-focused and complement the storefront.

##### *Design Guideline 5a*

All frosted and glazed block windows must be replaced with translucent glass for optimal visibility.

##### *Design Guideline 5b*

Windows must be at pedestrian eye-level, with the sill placement at a maximum of four feet from street level. Transparency should take up at least 60% of the front facade.

##### *Design Guideline 5c*

Windows should be large and rectangular, occupying the majority of facade on the first level. Large windows not only create a welcoming entrance to potential customers, but also offer opportunity to display goods and business information. Windows should be free of clutter and paper signs.



**Guideline 5b**

**Guideline 5c**

## 6. Materiality

Maintaining consistent facade materiality ensures cohesiveness and balance along the entirety of each business district.

### *Design Guideline 6a*

The cladding material for the facade of any new development is encouraged to be either brick or stone veneer.



**Guideline 6a**

## 7. Building Footprint

Each of the business districts is filled with numerous small businesses that give each district its character. Remaining consistent with the sizing of each building ensures each districts' physical character is maintained.

### *Design Guideline 7a*

To match the building footprint of existing buildings, infill should match the average storefront width of adjacent buildings.

### *Design Guideline 7b*

In the event of infill with a large building footprint, it is highly encouraged to have multiple storefronts with different businesses. Large buildings that represent a singular business is not encouraged.

## 8. Building Massing

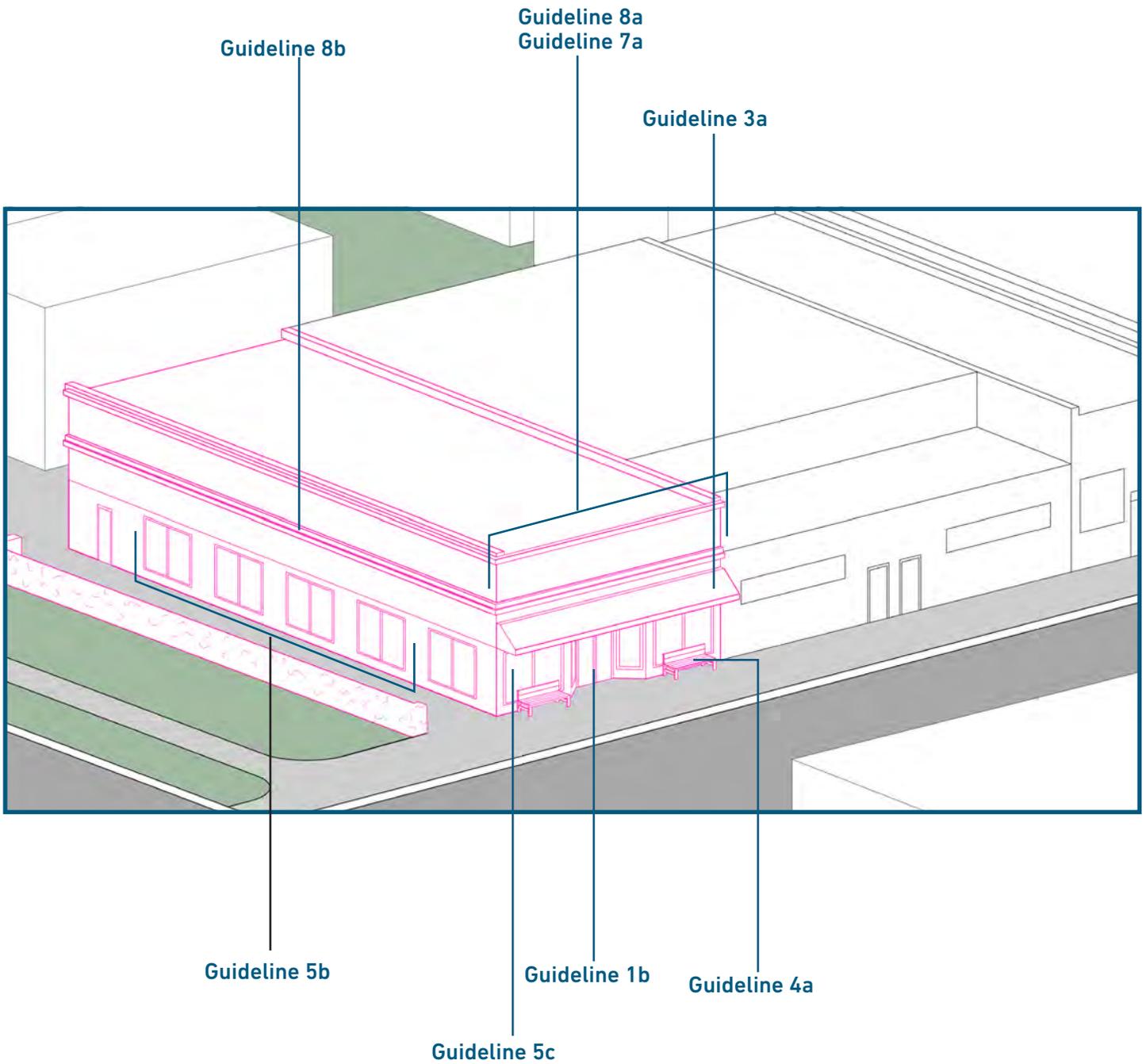
### *Design Guideline 8a*

For new infill larger than 1-2 lots, it is highly discouraged to have one flat façade. Having a façade with added depth for windows and/or a recessed entry is highly encouraged.

### *Design Guideline 8b*

Building massing and roof style is to mimic adjacent buildings, and building height should be a maximum of three stories, with any decorative elements limited to protruding three feet above adjacent buildings.

# DESIGN GUIDELINES APPLICATION FOR COMMERCIAL BUILDINGS



## Multi-modal Transportation Recommendations

The following recommendations are intended to create a more accessible, safe, and comfortable environment for pedestrians, bicyclists, and transit users in Grosse Pointe Park.

### Pedestrian Crossings

The sidewalk network in the City of Grosse Pointe Park is nearly complete, making this area very walkable. However, the community desires safer pedestrian crossings to cross major roadways such as Mack Avenue, Charlevoix Street, and Jefferson Avenue.

Recommendations to improve pedestrian safety include new crossings and enhancing existing crossings at intersections, as well as introducing mid-block crossings at key locations. In some cases where marked crosswalks exist, they are faded and hard to see. Not all existing signalized intersections have marked crossings, so it is recommended that all of these intersections receive new crossings or re-stripe existing crosswalks where they have faded.

Other key locations for crosswalk treatments concentrate on the business districts, near schools and parks, at or near bus stops. Several mid-block crossings are recommended across Mack Avenue, where there are long distances between signalized intersections or existing crossings.

### Transit

The City of Grosse Pointe Park is well served by public transit routes. These existing stops could be enhanced and made more attractive by expanding the bus stop pad to make more space for people waiting, ensuring ADA compliance to accommodate all users, and installing benches and bus shelters to increase comfort. Improved signage and

wayfinding could also increase visibility of bus stops, improve the user experience, and help transit riders navigate within the City.

### Bike Lanes and Sharrows

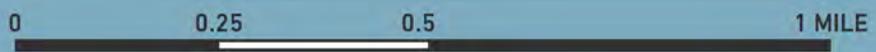
On street where bicycle facilities were preferred, a combination of bike lanes and Shared Lane Markings, or “sharrows” are recommended on the major east-west corridors. Within the business districts where roadway space is limited, sharrows are recommended; outside of the business districts where roadway space is in excess, bike lanes are recommended.

# MULTI-MODAL TRANSPORTATION RECOMMENDATIONS



**LEGEND**

|                            |                                  |
|----------------------------|----------------------------------|
| New Crossing               | Existing Signalized Intersection |
| Enhanced Existing Crossing | Enhanced Transit Stop            |
| Sharrow with Signage       | Flexible/Amenity Curb Zone       |
| Bike Lane                  |                                  |
| Shared Use Path            |                                  |



**Mack Avenue**

Currently, Mack Avenue has three signalized intersections within the City boundaries; two of which have existing crosswalk markings and one that does not. There is approximately 2,500 feet between the pedestrian crossing at Alter Road and the next nearest crossing, at Chatsworth Street. Due to the minimal opportunities for pedestrians to cross Mack Avenue, several mid-block crossings are recommended. These crossings should be located near destinations or near existing bus stops.

The generous width of Mack Avenue presents an opportunity to re-utilize excessive roadway width for bicycle facilities. Several options have been developed to incorporate traffic calming measures and bicycle facilities into the corridor. These options include narrowing travel lanes, buffered bike lanes, lane repurposing (reducing the number of lanes), parking reconfiguration, and landscaped medians. This will build upon the City's recent streetscape investments, create a comfortable and attractive environment for all users, and support the businesses on this corridor.

Since Mack Avenue is under the jurisdiction of Wayne County, coordination with the City of Detroit and Wayne County will be a crucial step to determine and support the safest and most effective solutions.

**Existing Conditions:**

- » Approximately 80-foot roadway width
- » 12-foot travel lanes; 2 lanes in each direction and a center left turn lane
- » Approximately 10-foot-wide on-street parallel parking on both sides

**Option A - Narrow lanes and add bike lanes:**

- » 10-foot travel lanes, except for an 11-foot center turn lane
- » 8-foot-wide on-street parallel parking
- » 5-foot-wide bike lanes on both sides
- » 1.5-foot-wide painted striped buffer

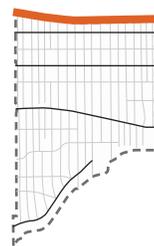
**Option B - Implement lane repurposing and add bike lanes:**

- » One 12-foot travel lane in each direction and maintain 12-foot center left turn lane
- » 8-foot-wide on-street parallel parking
- » 6-foot-wide bike lanes
- » 2-foot-wide painted striped buffer
- » 6-foot-wide tree lawn between sidewalk and curb

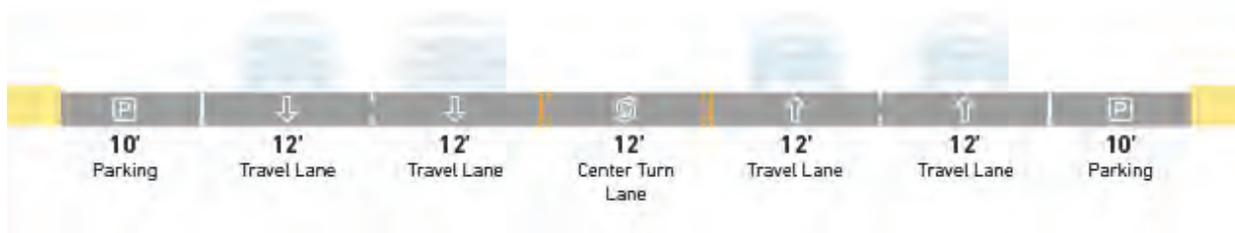
**Option C - Implement lane repurposing and add angled parking and median**

- » One 12-foot travel lane in each direction
- » 20-foot-wide landscaped median with option for left turn lane where applicable
- » 20-foot-deep angled parking on south side (Grosse Pointe Park)
- » 8-foot-wide on-street parallel parking on north side (Detroit)
- » 6-foot tree lawn between sidewalk and curb on north side





Mack Avenue - Existing (West of Somerset Avenue)



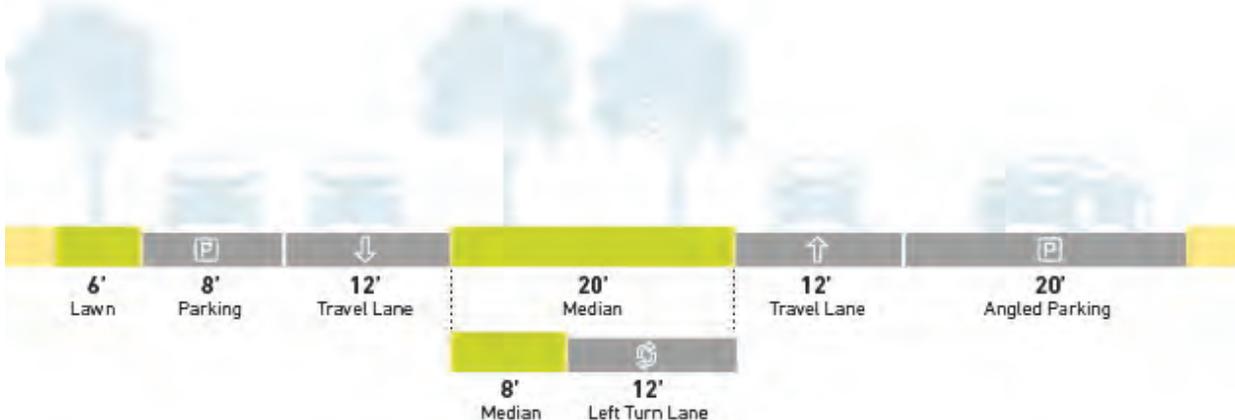
Option A - Narrow Lanes and Add Bike Lanes



Option B - Lane Repurposing and Add Bike Lanes

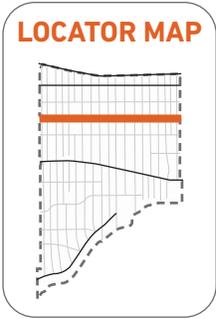


Option C - Lane Repurposing with Median and Angled Parking

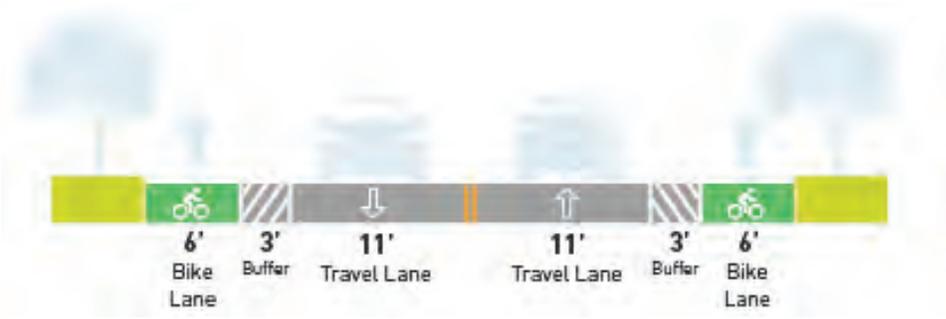


# RECOMMENDATIONS

*Kercheval Avenue - Existing (East of Balfour Street)*



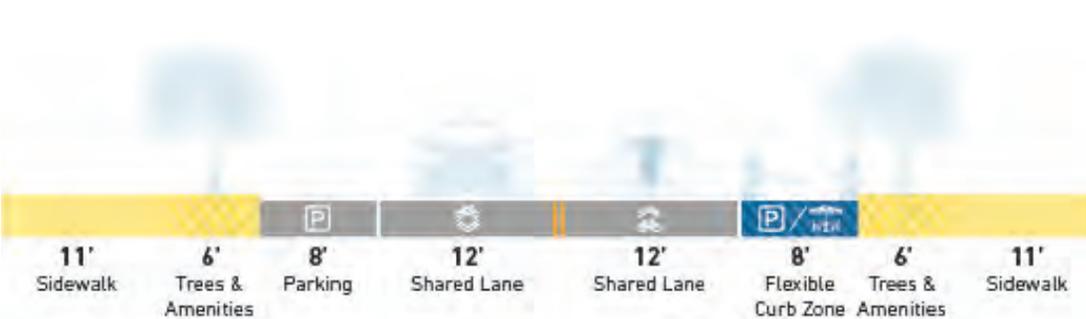
*Kercheval Avenue - Recommended (East of Balfour Street)*



*Kercheval Avenue - Existing (West of Balfour Street) - Business District and School Zone*



*Kercheval Avenue - Recommended (West of Balfour Street) - Business District and School Zone*



## **Kercheval Avenue**

Multiple marked pedestrian crossings are present within the Kercheval Avenue business district. However, crosswalks are not marked at any approach of the traffic circle at Wayburn Avenue. At the corner of Lakepointe and Kercheval, it is recommended that curb cuts be expanded, which will occupy one or two parking spaces near this intersection. These expanded curb cuts, also called bump-outs or bulb-outs, will create additional sidewalk space for pedestrians and shorten the distance to cross Kercheval Avenue. Also, this will create space for additional amenities, such as outdoor seating, bike racks and planters and landscaping. The intersection of Wayburn and Kercheval should also be reconfigured to ensure better traffic flow and safer pedestrian connections. Reconfiguration could include opening up the western edge of the intersection, replacing stop signs with yield signs, and installing improved median pedestrian crossing islands. Another option would include keeping the stop signs, improving the pedestrian crossings, and relocating the art installation in the intersection to another part of the business district or different area of the City.

Based on public input, Kercheval Avenue is considered a high priority for bicycle-friendly improvements. Since roadway space is limited within the business district and the school zone, between Wayburn Road and Balfour Street, sharrows are recommended in both directions. This shared street portion of Kercheval should be designated by pavement markings and signage. Outside of



the business district and school zone, there is ample roadway space to implement bike lanes on both sides of the road.

## ***Kercheval Avenue within business district and school zone (West of Balfour Street)***

Existing Conditions:

- » 40-foot roadway width
- » 12-foot travel lanes
- » 8-foot on-street parallel parking on both sides
- » 6-foot amenity zone on both sides

Recommended:

- » Retain roadway width, travel lane widths and parking lanes
- » Incorporate sharrows into both travel lanes
- » Create flexible curb zones in select on-street parking spots

## ***Kercheval Avenue outside of business district and school zone (East of Balfour Street)***

Existing Conditions:

- » 40-foot roadway width
- » 20-foot travel lane widths

Recommended:

- » Retain roadway width
- » 6-foot-wide bike lanes in both directions
- » 3-foot-wide buffer between bikes and vehicles
- » Reduce travel lanes to 11 feet
- » Remove on-street parking



**Charlevoix Street**

Within the Charlevoix business district, there currently are no marked pedestrian crossings at any intersection. Adding new crossings at these intersections will make this business district more walkable and safe for pedestrians. Outside of the business district, pedestrian crosswalk enhancements are recommended near the St. Clare of Montefalco campus, as well as a new crossing at the Audubon Road intersection. This will help make crossing Charlevoix Street safer, especially for school aged students.

Flexible curbside zones within on-street parking areas could create additional space for amenities such as planters, benches, and outdoor dining for restaurants. These flexible zones are suggested to re-utilize a few existing on-street parking spaces. Businesses, including the Charlevoix, Excaliber Park, O’Flaherty’s, and Howlers and Growlers, could benefit from extra space for bar and restaurant patrons. These flexible zones are intended to be temporary and easily changed when needed. In addition, bike racks could be relocated to some of these spaces since existing bike racks in the district conflict with foot traffic and pedestrian accessibility when they are in use.

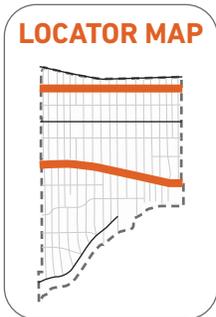
Charlevoix Street was indicated by the community as a street with the potential to accommodate bicyclists in some way. Due to lower traffic volumes on Charlevoix, a Shared Lane Marking or “sharrow” is suggested in

both directions to encourage drivers and bicyclists to share the road. In addition, more bicycle parking was commonly mentioned as a need within the business district. This shared street should be designated by both pavement markings and signage.

**Jefferson Avenue**

Jefferson Avenue was indicated by the community as a priority street for new or enhanced pedestrian crossings. Within the businesses district, crosswalk markings are recommended at the signalized intersection at Maryland Street, and a new crossing is recommended at the Nottingham Road intersection. The existing pedestrian crossing at Beaconsfield Avenue in particular should be enhanced for higher visibility. This crossing also has the potential for enhanced pedestrian refuge areas on the landscaped median.

Within the business district, from Wayburn to Westchester Road, there is potential to upgrade the existing sidewalks on the northern side of the street to a shared use path that would accommodate both pedestrians and bicyclists. Beyond the business district, there is space within the roadway to implement bike lanes in both directions if all travel lanes are narrowed. Again, coordination with Wayne County is essential as Jefferson Ave is under their jurisdiction.



## Windmill Pointe Drive

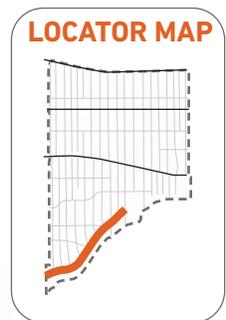
Given Windmill Pointe Drive's connection to Windmill Pointe Park, bike and pedestrian improvements would help increase access to the park for residents who often bike or walk in the area. Enhancements along Windmill Pointe Drive would also take advantage of the scenic environment of this street. The wide landscaped median presents an opportunity for a shared use path that would accommodate both pedestrians and bicyclists. Currently, there are no marked crossings on Windmill Pointe drive, so marked crosswalks at multiple intersections are recommended to promote safe connections from sidewalks to the shared use path. The path may need to meander around existing trees in the median and a minimal number of trees may need to be removed or relocated in some portions of the median.

### Existing Conditions:

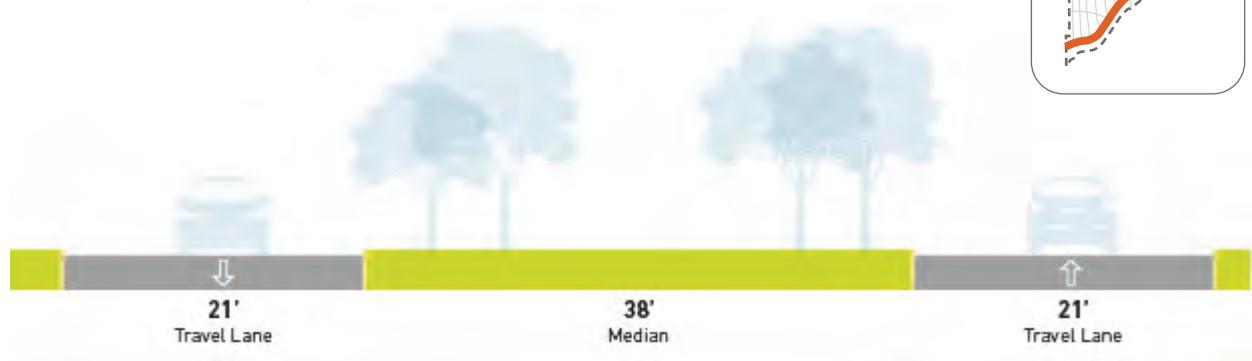
- » 80-foot roadway width
- » 21-foot travel lane widths
- » 38-foot center landscaped median

### Recommended:

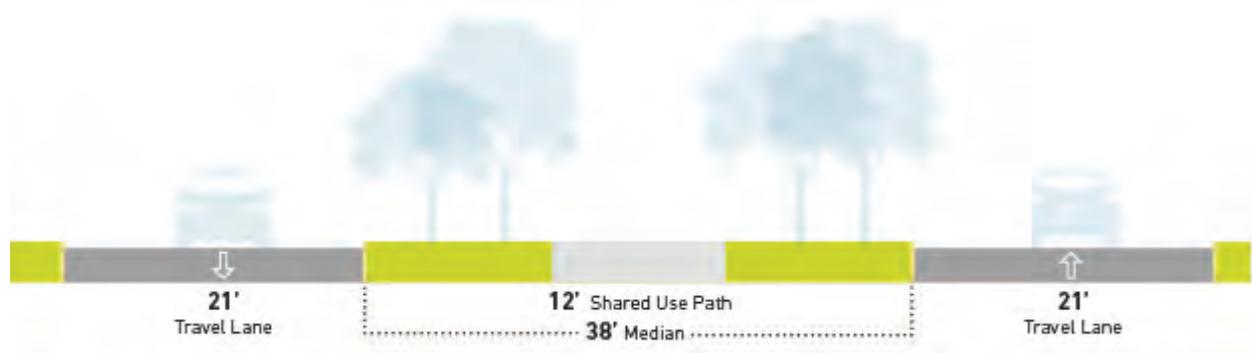
- » Retain roadway and travel lane widths
- » Incorporate a 10-12 foot shared use path within landscaped median



Windmill Pointe Drive - Existing



Windmill Pointe Drive - Recommended



## Best Practices for Traffic Calming

Traffic calming reduces automobile speeds or volumes, mainly through the use of physical interventions, to increase the safety and comfort for pedestrians and bicyclists. Traffic calming measures can help transform streets, increase the quality of life, and create a sense of place. The following section includes brief descriptions for best practice examples for techniques and design elements that can be incorporated into the street network and improve non-motorized connectivity and safety. Traffic calming interventions and lane repurposing vary in design. Application of these methods is based on land use context, traffic volumes, crash data, etc.

### Pedestrian Crossings

The following design treatments are options for creating pedestrian crossings that are more protected, accessible, and visible.

#### *Crosswalk Visibility Enhancements*

Crosswalk visibility is an important measure to ensure that automobiles are aware of pedestrian crossings and reinforce the requirement of vehicles to yield to pedestrians at designated crossings. Better visibility may be enhanced by improved lighting, advanced or in-street warning signage, and pavement markings. Often these elements are used in combination. High-visibility crosswalk markings are more visible than parallel line crosswalks and are crucial at mid-block crossings and uncontrolled intersections. Advanced “yield” or “stop” pavement markings, such as a stop bar or “sharks teeth” are typically placed 20-50 feet in advance of the crosswalk to indicate a safe distance for vehicles to stop. Signage directing vehicles to stop or yield for pedestrians with the right-of-way is often used in conjunction pavement markings.

#### *Mid-Block Crossings*

It is critical to provide consistent, safe, and convenient crossings often enough to encourage safe crossing behavior and travel. Mid-block crossings, which are pedestrian crossings not located at intersections, often

can shorten travel distances and provide a more convenient route for pedestrians. As such, mid-block crossings may be considered in areas with high pedestrian activity, to connect destinations, or along roads with less frequent intersections.

#### *Pedestrian Countdown Timers*

Pedestrian countdown timers provide pedestrians or bicyclists with remaining time for them to cross the roadway. They can be passive or active (i.e., operate via a push-button). They can also be associated with auditory warnings to alert pedestrians whose vision may be limited.

#### *Rectangular Rapid Flash Beacons (RRFBs)*

RRFBs are pedestrian-activated LED lights that supplement pedestrian warning signs at unsignalized intersections or mid-block crossings. Once activated, the lights flash in rapid succession to alert drivers of oncoming pedestrian crossings.

#### *Pedestrian Hybrid Beacons (PHBs)*

PHBs are pedestrian-activated warnings lights that are elevated above the roadway at unsignalized or mid-block crossings. Red lights flash and alternate when actuated to indicate that drivers are to stop for pedestrians. These warning lights are coupled with pedestrian crosswalk signals.

#### *Expanded Bump-outs/Curb Cuts*

Bump-outs or bulb-outs are extensions of the sidewalk and curb towards the roadway. They shorten crossing distances, enhance pedestrian safety by increasing pedestrian visibility, and potentially reduce speeds by narrowing the roadway.

#### *Pedestrian Refuge Islands*

When crossing boulevards with medians, especially mid-block, pedestrians often need to pause to ensure they can see oncoming traffic and safely finish crossing the street. A pedestrian refuge island is a design element incorporated into median islands that cut into the island to provide space for pedestrians when waiting to finish crossing the street.



*Textured Crosswalk*



*Pedestrian Countdown Timer*



*"Sharks Teeth" at a MidBlock Crossing*



*Rectangular Rapid Flashing Beacon (RRFB)*



*Advanced Yield Warning Sign and In-Street Yield Sign*



*Pedestrian Hybrid Beacon (PHB)*



*Bump-out at Pedestrian Crossing*



*Pedestrian Refuge Island and Median*

## Bicycle Safety and Facilities

### *Bike Lanes*

Bike lanes are a portion of the roadway that is designated for preferential or exclusive use of bicyclists. They are typically located on the far right side of the roadway with pavement markings that direct bicyclists toward the direction of travel. Bicycle lanes can be designated by striping, signage, and pavement markings, and design standards vary based on context. In some instances, horizontal buffers and vertical barriers may be warranted to protect bicyclists from moving traffic. Examples of these include painted buffers, flexposts, bollards, movable planters, on-street parking, and curbs. Bicycle facilities should be designed with the intended user in mind as well as consider the width and context of the road and surrounding uses.

### *Shared Streets/Shared Lane Markings (Sharrows)*

Shared Lane Markings, or “sharrows” are road markings used to indicate a travel lane in the roadway that is shared by bicycles and automobiles. Shared streets encourages bicycles to position themselves safely in lanes that would be too narrow for bicycles and automobiles to travel safely or comfortably side by side. Shared streets are often designated by pavement markings and signage. Shared Lane Markings are not a substitute for bicycle facilities, but can be a reasonable alternative when space is limited because no additional roadway width is required.



*Sharrows Pavement Marking and Signage*



*Bike Lanes with Striped Buffer*



Temporary/Seasonal Outdoor Dining in a Parking Spot



Bus Shelter

## Flexible Curbs and Amenity Zones

### *Seasonal Activation*

In warmer weather, when dining outdoors is more desirable, there is an increase in demand for outdoor seating for bars and restaurants. To meet this demand, on-street parking spots can be temporarily re-utilized for additional outdoor dining space. These areas are designated and protected from the roadway by temporary barriers, fencing, or planters, and they can even be in the form of elevated platforms to meet sidewalk level. These temporary seating installations can be disassembled once the additional seating is no longer needed, and the spot can once again serve for parking.

### *Non-Motorized Amenities*

The amenity zone or street furniture zone is a designated portion of the sidewalk between the curb pedestrian through-zone. Amenities such as lighting, benches, utility poles, trees and landscaping, bike racks, and green infrastructure are located in this zone. In some cases, outdoor dining may also be located in the amenity zone.

## Lane Repurposing

Lane repurposing is a design-based safety solution that reconfigures a street by removing travel lanes to repurpose the old travel lanes for other uses and travel modes. Benefits include safer traffic speeds, reduction of the overall crossing distance for pedestrians, and improved safety for all users.

## Transit

### **Enhanced Bus Stops**

Improving public transit stops can make the use of transit more attractive, increase accessibility to transit service, and contribute to the overall streetscape. Stops can be enhanced with street furniture (benches, trash receptacles, etc.), improved lighting, shelters of various scales and designs, improved information and wayfinding signage, wheelchair accessibility, and landscaping.

## Emerging Transportation Technology

In terms of transportation, we are moving into a new era with dynamic and dramatic changes intended to improve mobility and that prioritizes safety. Some of these technologies are visible today, but other technologies, such as autonomous vehicles are still under development and testing. These technology advances offer many promising benefits – improved safety, greater road capacity with less congestion, and greater accessibility for those who need an alternative to driving. Continued investments in public infrastructure will be necessary to advance transportation technology.

### Connected Vehicles (CVs)

These vehicles have on-board sensors that can communicate with the systems in other vehicles or with traffic signals.

### Autonomous Vehicles (AVs)

Different levels of autonomy in passenger automobiles, shuttles, trucking, and transit are already in use from controlled test environments to everyday use on the road. It is anticipated that the vehicle fleet will gradually move to greater automation and ultimately driverless travel.

### Mobility as a Service (MaaS)

This is a gradual shift away from personal vehicles towards sharing vehicles or sharing rides and using publicly-available services. A user may connect with these services through a gateway or mobile app that creates and manages the trip. Examples include a ride hailing vehicles (like Uber or Lyft), vehicle sharing (like MoGo bike share, Zipcar car share, or Lime bike and scooter shares). With the development of E-bikes and E-scooters, these shared options may become more popular.



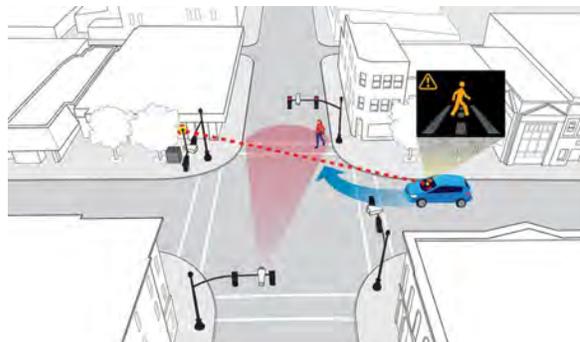
*Connected Vehicles*



*Autonomous shuttle bus at the MCity testing grounds*



*MoGo Bike Share Station*



*Smart Intersection Technology*

Continued investments in public infrastructure will be needed to advance the three categories listed above (CVs, AVs, MaaS). Some of these are already available, others are still under development. Examples include the following:

- Intelligent traffic signals, street lights, sensors
- Wide pavement markings that are wet reflective to improve visibility by bouncing light back to the vehicle at night or in rainy conditions.
- Signage will need to have a high degree of reflectivity. Some signs may have communication directly with the vehicles such as to lower speeds approaching a work zone.
- Fiber optic systems to support 5G network and communications, or even a higher future level, for effective dissemination of information between vehicles and the smart infrastructure.
- Drainage and snow removal may become even more important to reduce damage to vehicle systems and help vehicle sensor capabilities.
- Roadside Units (RSU) – RSUs communicate information to the vehicles and vice versa. They are installed primarily at intersections.

These technology advancements are expected to reduce the number and severity of crashes. They should also improve roadway capacity. More autonomous vehicles will be able to move through a signalized intersection than vehicles driven by a human due to closer spacing (and no distractions). There are likely to be other longer term consequences that could lead to future changes in City policies, budgeting, and ordinances, such as:

- Less parking demand – since vehicles are likely to be moving instead of parked. Thus parts of some parking lots may be available for a different use in the future. On-site parking requirements in the Zoning Ordinance can be relaxed.
- More demand for curbside access – ridehailing vehicles, micro-transit, and autonomous vehicles will need more space for drop-offs and pick-ups.
- Vehicles will likely become more expensive – this could lead to greater interest in public transit, bicycling, e-bikes or other alternatives to driving alone.
- Increased infrastructure and maintenance costs – additional technology will require special features in traffic signals, wireless networks, and in the roadway, and likely more frequent maintenance to maintain pavement markings and signs. Funding will be needed to pay for those investments.

## **Sustainability Recommendations and Best Practices**

Grosse Pointe Park's natural resources should be protected and greening efforts should be increased throughout the City. It is critical to be proactive in protecting these valuable resources as well as partake in sustainable practices.

### **Lead Water Service Line Replacement**

A lead water service line replacement plan should be developed in compliance with the new Michigan regulations on lead water lines. Early achievement of compliance should be an administration objective.

### **Sanitary and Storm Sewer Collection**

The City will continue to take additional steps to dry out the sanitary flow by separating parking lots from the sanitary and into the storm system and conducting inflow and infiltration investigation through smoke testing. Code enforcement and the building department will send out notices to homeowners prompting compliance in separating downspouts that are still connected and contributing to the sanitary. Through Geographic Information Systems (GIS), the City is seeking grant funding for digitizing its current infrastructure asset management program which includes drinking water, sanitary sewer collection and storm sewer collection. Also, the City is examining a comprehensive maintenance plan, through grant funding, to replace aging water mains.

### **Electric Vehicle (EV) Charging Stations**

The current trend of transitioning from gasoline-powered to electric-powered vehicles is expected to continue. As more electric cars appear on the road, the demand for EV charging stations will increase substantially, which may impact infrastructure, parking, or curbside needs.

Grosse Pointe Park should consider installing a few Electric Vehicle charging stations in public parking lots, such as City Hall and in the business districts. This could begin as a pilot project to monitor use and inform when additional chargers should be added. Funding assistance may be available to assist with this effort. For example, in 2020, applicants from Shelby and Northville Townships were awarded grant funding from the Michigan Department of Environment, Great Lakes, and Energy (EGLE) to install EV charging stations at various locations. Incentives could also be made available through zoning or funding assistance to install them in larger parking lots such as restaurants and multiple-family residential or mixed use developments.

### **Green Infrastructure**

Green infrastructure refers to a more sustainable approach to water management that protects, restores, or mimics the natural water cycle. Examples of green infrastructure includes items that the City already practices, such as planting street trees and maintaining and enhancing existing parks and recreational areas. Additional best practices includes incentivizing or requiring new developments to include green roofs, installing pervious pavers, and constructing rain gardens/bioswales in parking lots or along the street edge in stormwater curb extensions. When green infrastructure is incorporated throughout a community, it can provide a multitude of benefits, such as water purification, enhanced air quality, capturing stormwater runoff, and providing additional spaces for recreational amenities.

### **Recycling Education**

Launching a recycling education program would not only encourage more people to recycle, but also educate existing recyclers about appropriate materials and ways that items can be recycled so that more materials make it through the final recycling phase and not discarded to the landfill during the process.



*Lead Water Service Line Replacement*



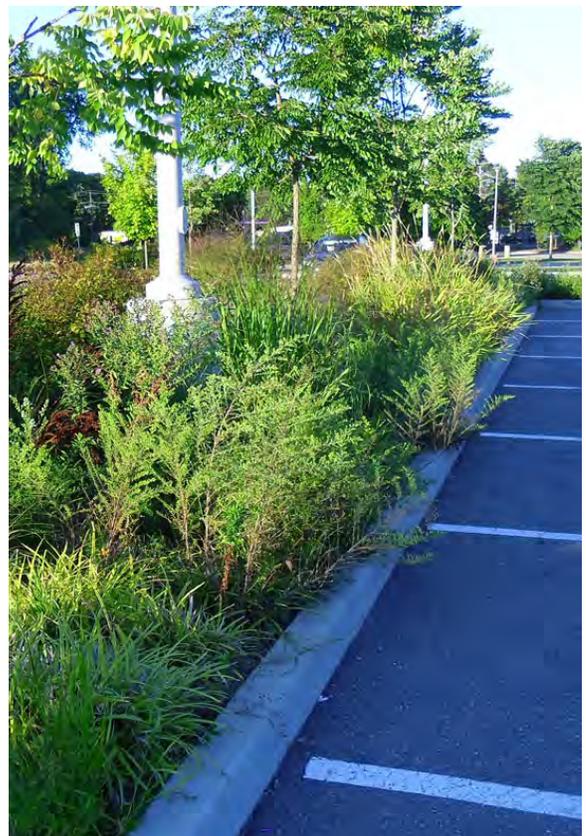
*Pervious Pavers*



*Street Trees*



*Electric Vehicle Charging Stations*



*Rain Garden in a Parking Lot*

## Zoning Plan and Recommendations

### What is a Zoning Plan?

A Zoning Plan identifies where the Zoning Ordinance and Zoning Map is inconsistent with the Master Plan. Additionally, the Zoning Plan provides recommendations on updates in regards to zoning to ensure that it is aligned with the goals and recommendations of the Master Plan.

### Overall Organization and Process

The current Zoning Ordinance should be updated to be more streamlined and user friendly. A more organized and graphic-friendly document would make it easier for applicants and reviewers alike to use the Zoning Ordinance. This would also diminish the reliance on vague interpretations of the Zoning Ordinance. Welcomed updates include adding a use table that shows all of the zoning districts and uses in one location. Another update should include adding graphics that help visualize dimensional standards.

Additionally, more emphasis should be placed in the Zoning Ordinance preamble about the goals and intent of the standards for Grosse Pointe Park to be a pedestrian-oriented community; the standards in the Zoning Ordinance should reflect that goal. Separate changes should also be made to the City Charter to ensure that the development review and approval process is streamlined and transparent.

### Zoning Map Recommendations

The Zoning Plan Recommendations Map (p. 101) is a guide to the recommended zoning changes in the Master Plan and is the implementing tool to the Future Land Use Map of this Plan.

The zoning map and districts are mostly appropriate for Grosse Pointe Park, however it is recommended that one or two additional zoning districts be created to protect existing civic and park uses (i.e. City Hall, Windmill Pointe Park, and Patterson Park). A Civic and Parks/Recreation District could include

all of those areas and ensure protection of those uses for the future. It is also recommended the the Parking and Office/Service zoning districts be removed and those properties be rezoned to Local Business to be consistent with the rest of the business district and provide more flexibility for future redevelopment opportunities.

### Design Guidelines

Design Guidelines for new construction or rehabilitation of commercial buildings and residential buildings have been included in the Master Plan (refer to the Recommendations Chapter). These guidelines could be transferred into the Zoning Ordinance and adopted as standards. Some flexibility should be included if the guidelines are adopted as more strict standards.

### Recommended Changes to Zoning Districts

In order to implement recommendations from the Master Plan, there are several recommended changes that should be made to the zoning district standards.

For the Office-Service and Local Business districts, off-street parking lots should only be permitted as incidental to a principal use and not permitted as its own use (especially since there is already a district that covers off-street parking lots).

Mixed uses should be permitted in the Local Business District, including permitting apartments above the first story of retail and office buildings. To encourage more mixed uses, buildings should be permitted up to 3 stories in height or 35-40 feet (currently the maximum is 25 feet in Local Business District and 30 feet in the Office-Service District).

## **Parking Standards**

Off-street parking is currently set up for parking to be located within 200 feet of a principal building. However, given that Grosse Pointe Park has fairly walkable districts already, parking should be permitted a further distance (typical distance is usually 300-600 feet).

Revising minimum parking requirements should also be considered, including for uses like dwellings where 2 parking spots are currently required which may be challenging on smaller lots where providing more than 1 parking space wouldn't be feasible. Nursery schools/day care centers currently require 1 parking spot per 250 square feet. It is more standard practice to base parking requirements in schools and care centers on the number of children who attend (usually around 1 parking space per 8 - 10 children). Conditions could be placed to ensure that drop off and pick up locations will operate and circulate properly.

Bike parking requirements and/or incentives should also be considered to be added to the standards to better accommodate bicyclists in the business districts and help decrease the need for more vehicular parking.

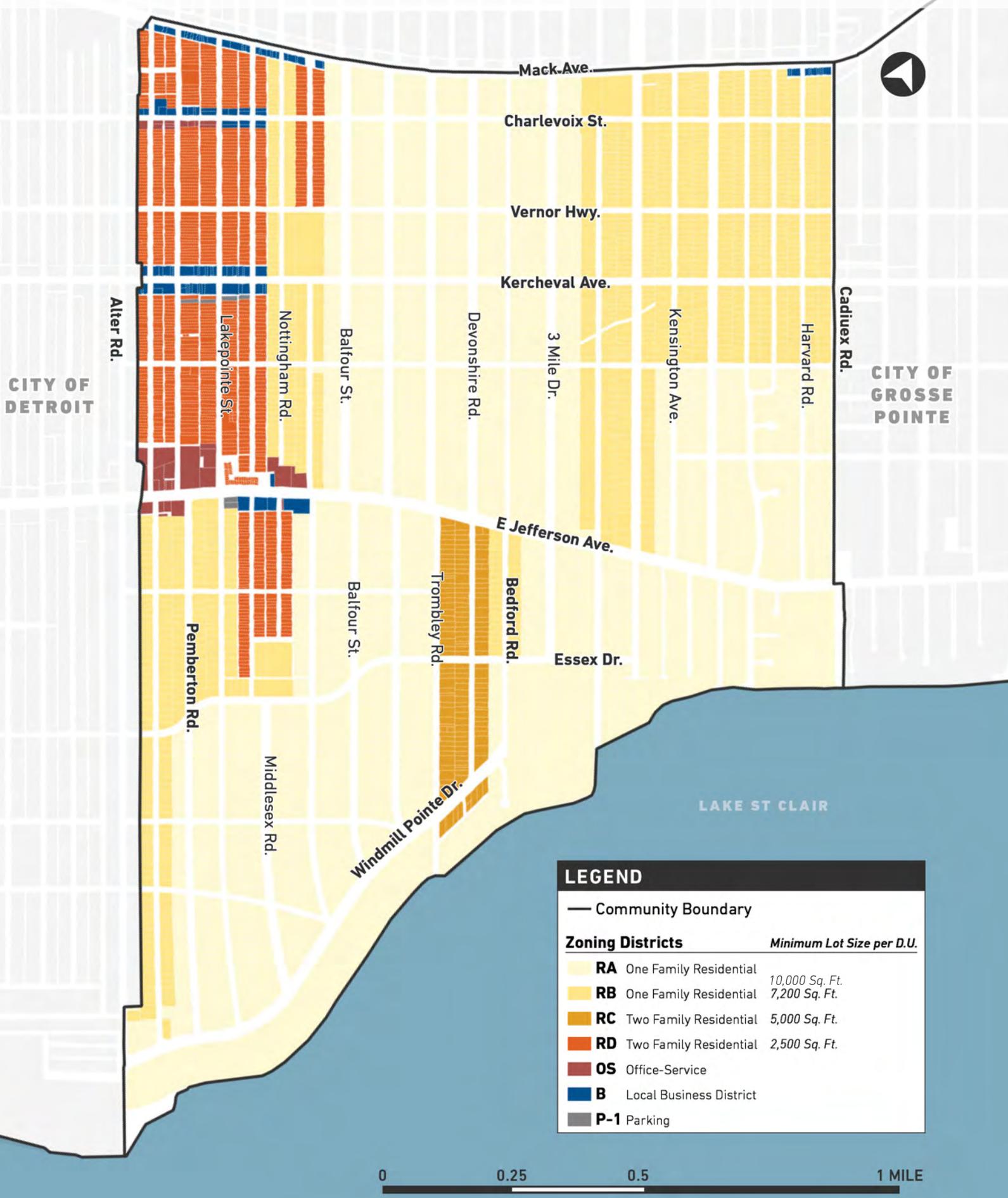
## **Sustainable Standards**

The Zoning Ordinance update should also provide better practices and measures for sustainable practices, in particular with capturing stormwater runoff in residential and commercial areas of the City. Requirements to create rain gardens/ bioswales should be incorporated into the standards when new parking areas are built for developments over a certain threshold (i.e. parking lots of 25 spaces or more). Incentives, such as minimizing the amount of parking required, could be given for the use of permeable pavers or other the use of other pervious materials on site.

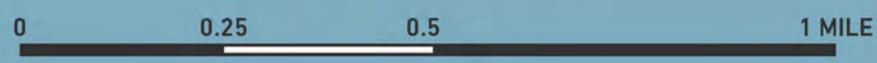
Additionally incentives could be added to minimize parking required for a new development if a certain number of electric vehicle charging stations are provided.

Canopy shade street trees should also be required with any new construction to help increase the urban tree canopy, limit heat island effect, improve air quality, and increase property values.

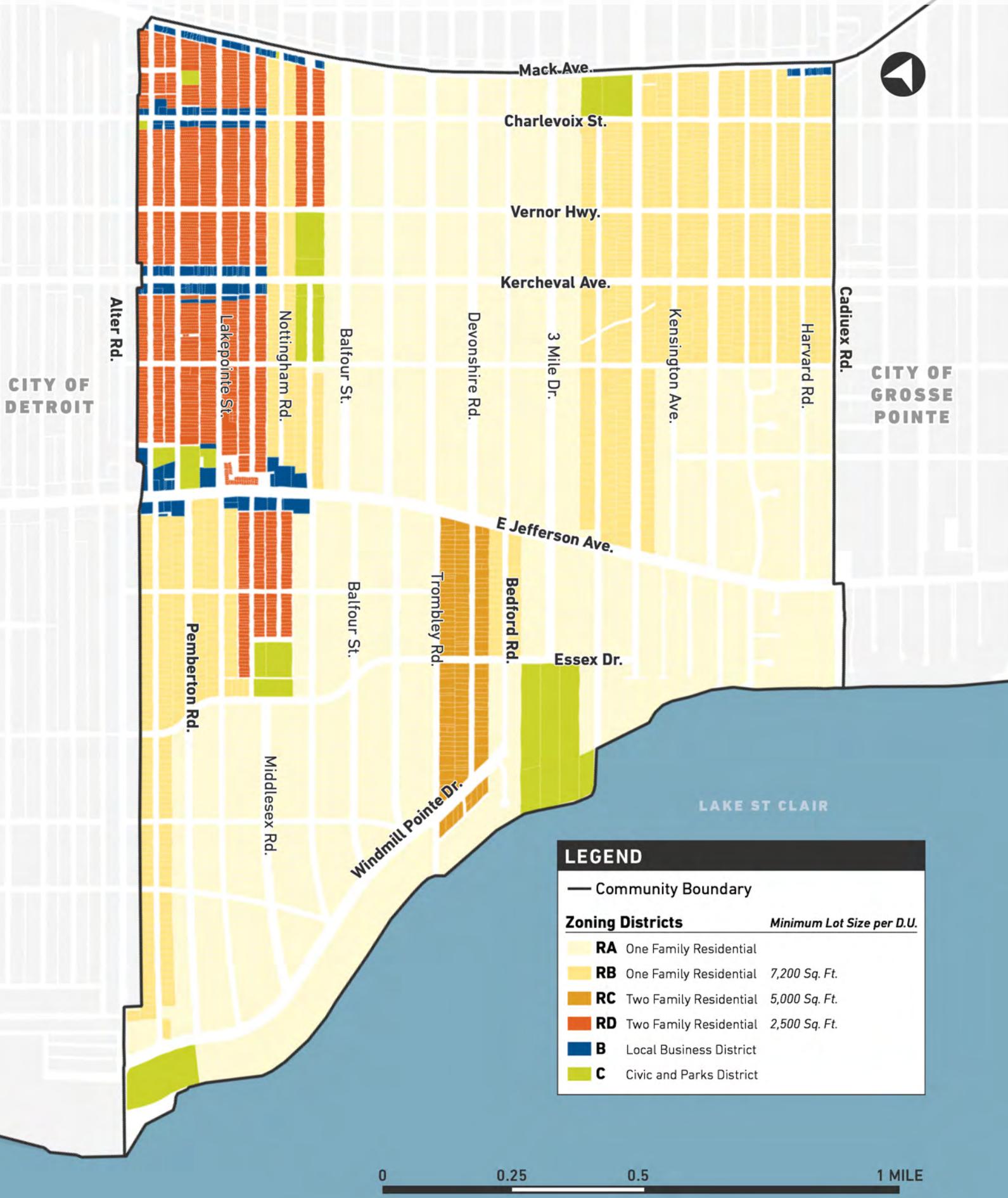
# EXISTING ZONING



| LEGEND           |                                       |
|------------------|---------------------------------------|
| —                | Community Boundary                    |
| Zoning Districts |                                       |
| Zoning District  | Minimum Lot Size per D.U.             |
| RA               | One Family Residential 10,000 Sq. Ft. |
| RB               | One Family Residential 7,200 Sq. Ft.  |
| RC               | Two Family Residential 5,000 Sq. Ft.  |
| RD               | Two Family Residential 2,500 Sq. Ft.  |
| OS               | Office-Service                        |
| B                | Local Business District               |
| P-1              | Parking                               |



# ZONING PLAN RECOMMENDATIONS



| LEGEND           |                                      |
|------------------|--------------------------------------|
| —                | Community Boundary                   |
| Zoning Districts | Minimum Lot Size per D.U.            |
| RA               | One Family Residential               |
| RB               | One Family Residential 7,200 Sq. Ft. |
| RC               | Two Family Residential 5,000 Sq. Ft. |
| RD               | Two Family Residential 2,500 Sq. Ft. |
| B                | Local Business District              |
| C                | Civic and Parks District             |





THE  
BEAUTY  
PARLOR



# ACTION PLAN





# ACTION PLAN

## ACTION PLAN

The Action Plan provides guidance on implementing the Master Plan by providing goals, strategies, identifying key partners, and assigning priorities and time frames to each item. The Action Plan should be revisited by Planning Commission, and confirmed by City Council, on an annual basis in order to determine what has been accomplished and revise strategies, partners, and time frames as appropriate.

## VISION FOR GROSSE POINTE PARK

A vision statement is a broad way to capture the community's overall feedback into just a few sentences. This statement encompasses the overarching themes in the Master Plan and is the framework for where Grosse Pointe Park envisions itself over the next 10-15 years. Following the vision, there are several crucial plan elements that work to implement the overall vision of the Master Plan, providing goals for preserving, enhancing, and investing in different areas of the City.

## VISION FOR GROSSE POINTE PARK

“Grosse Pointe Park is a **walkable, bike-friendly, sustainable, historic, diverse, and safe** community. The City’s **residents, unique neighborhoods** and **convenience of quality businesses and community amenities** are its **strongest assets**. **Collaboration and transparency** are **highly valued** and are paramount to successful implementation of this Master Plan.”

## PLAN ELEMENTS

The following section details realistic and approachable implementation strategies to guide Grosse Pointe Park. Goals and strategies should be viewed as ever-evolving to match the needs of the City as they may shift and change; these should actively be revisited in order to respond with refined solutions.

Additionally, the City will need to coordinate with adjacent communities, Wayne County, and other local and State organizations to successfully implement this Master Plan.

Engagement with the community and stakeholders helped provide the direction needed to develop the goals and strategies. Recommendations are a mixture of short-term, long-range, and ongoing efforts.

| ELEMENTS                    | GOALS   |
|-----------------------------|---|
| <b>Neighborhoods</b>        | <i>The City will maintain its existing housing, as well as encourage a more diversified housing stock. New and rehabbed buildings will be consistent with the character and historic nature of Grosse Pointe Park.</i>  |
| <b>Business Districts</b>   | <i>The City will foster an environment that is supportive of local businesses and work with its partners to attract and retain small businesses, while maintaining a strong local tax base. New and rehabbed buildings will be consistent with the character and historic nature of Grosse Pointe Park.</i> |
| <b>Complete Streets</b>     | <i>The City will make targeted investments to its transportation system to ensure all users of the road are safely accommodated.</i>  |
| <b>Sustainability</b>       | <i>The City will protect its parks and recreational amenities to define the community that is connected by green space and outdoor amenities. Green infrastructure practices will be paramount to ensuring a sustainable future for the City of Grosse Pointe Park.</i>                                     |
| <b>Zoning</b>               | <i>The City will update its Zoning Ordinance to reflect best practices and implement the goals and strategies in this Master Plan.</i>  |
| <b>Priority Investments</b> | <i>The City will work with its partners to provide efficient and effective public services that are coordinated, equitable, and sustainable.</i>  |

**NEIGHBORHOODS**

|                    |  |                    |                 |                 |
|--------------------|--|--------------------|-----------------|-----------------|
| <b>Goal</b>        | <i>The City will maintain its existing housing, as well as encourage a more diversified housing stock. New and rehabbed buildings will be consistent with the character and historic nature of Grosse Pointe Park.</i> |                    |                 |                 |
| <b>Objective 1</b> | <i>Preserve Grosse Pointe Park’s residential neighborhoods.</i>  | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |

**Strategies**

|   |             |        |   |
|---|-------------|--------|---|
| » Identify priority Residential Buildings Design Guidelines to be codified in the Zoning Ordinance so that new construction and rehabbed homes are consistent with the existing character and quality of the residential neighborhoods of Grosse Pointe Park. | Short Range | Medium | City Administration, Building Official, Planning Commission, Ordinance Review Committee, City Council |
| » Ensure residential neighborhoods are well connected to community and business district destinations with infrastructure improvements (i.e. pedestrian crossings, bike facilities).  | Mid Range   | Medium | City Administration, SEMCOG   |
| » Coordinate with the Grosse Pointe Public School System to collaborate on the future use of Trombly Elementary School to ensure that it remains a community asset.   | Short Range | High   | City Administration, Grosse Pointe Public School System   |
| » Develop clear and concise methodologies for code enforcement.   | Ongoing     | Medium | Ordinance Review Committee, City Administration   |

## NEIGHBORHOODS

|                    |  |                    |                 |                 |
|--------------------|--|--------------------|-----------------|-----------------|
| <b>Goal</b>        | <i>The City will maintain its existing housing, as well as encourage a more diversified housing stock. New and rehabbed buildings will be consistent with the character and historic nature of Grosse Pointe Park.</i> |                    |                 |                 |
| <b>Objective 2</b> | <i>Provide a diversity of housing types and choices to meet the needs of Grosse Pointe Park residents and encourage aging in place.</i>  | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |

### Strategies

|  |                       |        |  |
|--|-----------------------|--------|--|
| » Conduct a Housing Market Study to determine where there is demand for mixed used multi-family opportunities.   | Mid Range             | Low    | Planning Commission, MEDC  |
| » Target the development of mixed use buildings that include residential options in and near the business districts to meet the demands of an evolving market and ensure future housing is walkable and connected to key destinations in the City. | Mid Range             | Medium | City Administration, Building Official, Planning Commission, MEDC, TIFA, DDA           |
| » Assist seniors in upgrading existing housing and senior amenities to help facilitate aging in place.   | Mid Range and Ongoing | Medium | City Administration, Detroit Area Agency on Aging, Grosse Pointes, other organizations |
| » Incentivize construction of housing that prioritizes accessibility for the aging population and people with disabilities.  | Mid Range             | Medium | Planning Commission  |

*\*Time frame Legend:  
Short Range = 0-3 years  
Mid Range = 4-6 years  
Long Range = 7-10 years  
Ongoing Effort*

## BUSINESS DISTRICTS

| <b>Goal</b>        | <i>The City will foster an environment that is supportive of local businesses and work with its partners to attract and retain small businesses, while maintaining a strong local tax base. New and rehabbed buildings will be consistent with the character and historic nature of Grosse Pointe Park.</i> |                    |                 |                 |
|--------------------|---|--------------------|-----------------|-----------------|
| <b>Objective 1</b> | <i>Invest in public infrastructure and improvements in order to promote vibrant and walkable business districts.</i>  | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |

### Strategies

|   |  |             |        |  |
|---|--|-------------|--------|--|
| » Enhance each business district to be more accessible and attractive with pedestrian and bike connections as well as amenities and streetscaping elements.   |  | Mid Range   | High   | City Administration, Wayne County, Detroit, City of Grosse Pointe, Eastside Community Network, TIFA, DDA, GPP Business Association |
| » Focus redevelopment and investment in business districts along targeted areas of each corridor as identified in the Master Plan recommendations, particularly along Charlevoix Street and Mack Avenue.                                |  | Mid Range   | Medium | City Administration, MEDC, TIFA, DDA, GPP Business Association   |
| » Expand the facade improvement program to encourage businesses to make upgrades to their buildings that enhance the overall pedestrian realm.  |  | Short Range | Medium | City Administration, TIFA, DDA, GPP Business Association   |
| » Identify priority Commercial Buildings Design Guidelines to codify in the Zoning Ordinance. Form a working group made up of Planning Commission, Building Department, and Ordinance Review representatives to oversee the guidelines. |  | Short Range | High   | City Administration, Building Official, Planning Commission, Ordinance Review Committee, City Council                              |

| <b>Objective 2</b> | <i>Foster small business opportunities that prioritize entrepreneurship.</i> | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |
|--------------------|--|--------------------|-----------------|-----------------|
|--------------------|--|--------------------|-----------------|-----------------|

### Strategies

|   |  |                         |        |   |
|---|--|-------------------------|--------|---|
| » Identify and support diverse and inclusive businesses.  |  | Short Range and Ongoing | High   | City Administration, MEDC, TIFA, DDA, GPP Business Association, Grosse Pointe Chamber of Commerce |
| » Continue to program and expand festivals and events in the Grosse Pointe Park business districts that specifically support and promote small businesses. Consider GPP Business Association to help manage and plan City events. |  | Ongoing                 | Medium | City Administration, TIFA, DDA, GPP Business Association  |

## BUSINESS DISTRICTS

**Goal** *The City will foster an environment that is supportive of local businesses and work with its partners to attract and retain small businesses, while maintaining a strong local tax base. New and rehabbed buildings will be consistent with the character and historic nature of Grosse Pointe Park.*

| Objective 3 | <i>Develop Grosse Pointe Park as an activity center for residents and location for new investment and businesses.</i> | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |
|-------------|---|--------------------|-----------------|-----------------|
|-------------|---|--------------------|-----------------|-----------------|

### Strategies

|  |             |      |   |
|--|-------------|------|---|
| » Coordinate with the Michigan Economic Development Corporation (MEDC) to become certified as a Redevelopment Ready Community (RRC) to capitalize on technical assistance and resources that MEDC can provide.   | Mid Range   | High | City Administration, MEDC   |
| » Using the Market Study results as a framework, create a Business Development and Retention Program.  | Mid Range   | Low  | City Administration, MEDC, TIFA, DDA, GPP Business Association                                    |
| » Create a marketing and branding strategy, led by the GPP Business Association and Grosse Pointe Chamber of Commerce, that highlights investment opportunities in the City, particularly for retail, restaurants, and mixed use developments. All business districts/areas should coordinate to achieve the appropriate business mixture as well as create and enforce minimum business hours to increase foot traffic and revenue. | Mid Range   | Low  | City Administration, MEDC, TIFA, DDA, GPP Business Association, Grosse Pointe Chamber of Commerce |
| » Begin action on implementing the recommendations of 2021 Parking Study of the business districts.  | Short Range | High | City Administration, TIFA, DDA  |
| » Develop a Request for Proposal (RFP) package for each of the business districts, focusing first on Mack and Charlevoix, clustering properties together. Each package should include Design Guidelines, a copy of the Market Study, and planned future upgrades to each area.   | Mid Range   | High | City Administration, MEDC, TIFA, DDA  |

*\*Time frame Legend:  
 Short Range = 0-3 years  
 Mid Range = 4-6 years  
 Long Range = 7-10 years  
 Ongoing Effort*

**COMPLETE STREETS**

| Goal        | <i>The City will make targeted investments to its transportation system to ensure all users of the road are safely accommodated.</i>                                  |             |          |          |
|-------------|---|-------------|----------|----------|
| Objective 1 | <i>Maintain and create more walkable and pedestrian-oriented streets, focusing on areas near main destinations, including business districts, schools, and parks.</i> | Time frame* | Priority | Partners |

**Strategies**

|  |             |        |  |
|--|-------------|--------|--|
| » Create and adopt a Complete Streets Policy for the City of Grosse Pointe Park.   | Short Range | High   | City Administration, SEMCOG, Wayne County, Planning Commission, City Council |
| » Improve existing pedestrian crossings along the business districts and near schools to increase visibility and safety, and ensure they are ADA compliant.  | Short Range | High   | City Administration, City Engineer, Wayne County, TIFA, DDA                  |
| » Add new mid block pedestrian crossings and at intersections where crossings do not already exist, including targeted areas along Mack, Charlevoix, Kercheval, Jefferson, Vernor, Essex, and Windmill Pointe. | Mid Range   | Medium | City Administration, City Engineer, Wayne County, TIFA, DDA                  |
| » Construct a 10-12 foot wide shared use path in the existing median of Windmill Pointe Drive.   | Long Range  | Medium | City Administration, SEMCOG  |
| » Conduct a sidewalk assessment to include evaluation of sidewalk conditions and prioritize high traffic and/or sidewalks in poor condition for maintenance and repair.  | Short Range | Medium | City Administration, City Engineer   |
| » Reconfigure the intersection of Wayburn and Kercheval to be safer and more efficient for traffic flow and pedestrians.   | Mid Range   | Medium | City Administration, City Engineer   |

| Objective 2 | <i>Encourage more bicycle usage and safety by adding bicycle facilities to targeted areas of the City.</i> | Time frame* | Priority | Partners |
|-------------|--|-------------|----------|----------|
|-------------|--|-------------|----------|----------|

**Strategies**

|  |             |        |   |
|--|-------------|--------|---|
| » Add additional bike racks to each business district and at main destinations of the City, including parks, City Hall, and the library.                 | Short Range | Medium | City Administration, TIFA, DDA  |
| » Add bike sharrows and appropriate bike signage and wayfinding along identified bike routes, including the Charlevoix and Kercheval business districts. | Short Range | Medium | City Administration, City Engineer, TIFA  |
| » Construct a shared use path along the north side of Jefferson Avenue between Wayburn and Westchester.  | Long Range  | Low    | City Administration, City Engineer, DDA, Wayne County, Detroit, City of Grosse Pointe |

## COMPLETE STREETS

| Goal        | <i>The City will make targeted investments to its transportation system to ensure all users of the road are safely accommodated.</i> |             |          |          |
|-------------|--|-------------|----------|----------|
| Objective 2 | <i>Encourage more bicycle usage and safety by adding bicycle facilities to targeted areas of the City.</i>                           | Time frame* | Priority | Partners |

### Strategies

|   |             |      |   |
|---|-------------|------|---|
| » Coordinate with Wayne County Road Commission, the City of Detroit, and the City of Grosse Pointe on lane repurposing options along Mack Avenue as well as bike lane facilities along Jefferson Avenue.              | Mid Range   | High | City Administration, Wayne County, Detroit, City of Grosse Pointe, Eastside Community Network, TIFA |
| » Implement dedicated bike lanes and appropriate buffers along Mack, Jefferson, and Kercheval (specific locations and recommendations are included in the Transportation Recommendations section of the Master Plan). | Mid Range   | High | City Administration, TIFA, Wayne County, Detroit, City of Grosse Pointe, Eastside Community Network |
| » Coordinate with SEMCOG on best practices for bike facilities in the region and specific recommendations on streets in the City.   | Short Range | High | City Administration, SEMCOG, Jefferson East Incorporated  |
| » Partner with MOGO to discuss expanding their services into the City of Grosse Pointe Park and identify potential locations for bike share.  | Mid Range   | Low  | City Administration, MOGO, Detroit  |

| Objective 3 | <i>Invest in public infrastructure upgrades to enhance to the overall transportation system in Grosse Pointe Park.</i> | Time frame* | Priority | Partners |
|-------------|--|-------------|----------|----------|
|-------------|--|-------------|----------|----------|

### Strategies

|  |            |        |   |
|--|------------|--------|---|
| » Conduct annual PASER ratings to determine priority roads to repair and replace in Grosse Pointe Park.  | Ongoing    | High   | City Engineer, Wayne County, SEMCOG                           |
| » Enhance transit amenities to accommodate and encourage more transit use, such as adding additional bus shelters similar to the one located at Maryland and Jefferson.  | Mid Range  | Medium | City Administration, DDOT, SMART, Wayne County, Schaap Center |
| » Invest in public infrastructure upgrades to accommodate emerging advanced transportation technology, like installing intelligent traffic signals and sensors, highly reflective signage, and ensuring the fiber optic system supports a 5G network or greater. | Long Range | Low    | City Administration, City Council, TIFA, Wayne County, SEMCOG |

*\*Time frame Legend:  
Short Range = 0-3 years  
Mid Range = 4-6 years  
Long Range = 7-10 years  
Ongoing Effort*

**SUSTAINABILITY**

|             |   |  |  |  |
|-------------|---|--|--|--|
| <b>Goal</b> | <i>The City will protect its parks and recreational amenities to define the community that is connected by green space and outdoor amenities. Green infrastructure practices will be paramount to ensuring a sustainable future for the City of Grosse Pointe Park.</i> |  |  |  |
|-------------|---|--|--|--|

|                    |   |                    |                 |                 |
|--------------------|---|--------------------|-----------------|-----------------|
| <b>Objective 1</b> | <i>Maintain and improve the parks and recreational amenities of Grosse Pointe Park.</i> | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |
|--------------------|---|--------------------|-----------------|-----------------|

**Strategies**

|  |             |      |   |
|--|-------------|------|---|
| » Update the Parks and Recreation Master Plan to determine priority improvements and funding opportunities for Windmill Pointe Park and Patterson Park.                      | Short Range | High | City Administration, Parks and Recreation Commission                                |
| » Implement community priority improvements in the parks, including upgrading the marina at Windmill Pointe Park and improving the canoe and kayak launch at Patterson Park. | Mid Range   | High | City Administration, Parks and Recreation Commission, Grosse Pointe Park Foundation |

|                    |  |                    |                 |                 |
|--------------------|--|--------------------|-----------------|-----------------|
| <b>Objective 2</b> | <i>Increase and diversify the tree canopy throughout the City of Grosse Pointe Park.</i> | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |
|--------------------|--|--------------------|-----------------|-----------------|

**Strategies**

|  |                         |        |  |
|--|-------------------------|--------|--|
| » Conduct a tree inventory to determine current canopy coverage and identify areas of the City where trees should be planted where there is a substantial lack of trees. Review trees with older root systems and their impact to sidewalks. Results of the tree inventory will guide City tree maintenance, protection, invasive removal, and planting plans. | Short Range and Ongoing | Medium | City Administration, Beautification Commission                                     |
| » Require canopy shade street trees that are native to the area with any new construction to help increase the tree canopy, improve air quality and increase property values in Grosse Pointe Park.  | Short Range             | Medium | City Administration, Ordinance Review Committee, Planning Commission, City Council |
| » Develop a City tree species list outlining desirable native trees species and recommending appropriate trees for various applications in parks, buffers, yards, and along streets.   | Short Range             | Low    | City Administration, Ordinance Review Committee, Planning Commission, City Council |

|                    |  |                   |                 |                 |
|--------------------|--|-------------------|-----------------|-----------------|
| <b>Objective 3</b> | <i>Make Grosse Pointe Park a Green City by utilizing sustainable best practices.</i> | <i>Time frame</i> | <i>Priority</i> | <i>Partners</i> |
|--------------------|--|-------------------|-----------------|-----------------|

**Strategies**

|   |             |        |   |
|---|-------------|--------|---|
| » Locate funding and install Electric Vehicle charging stations as part of a pilot project in targeted public parking lots.                               | Short Range | Medium | City Administration, City Council, GPP Business Association, TIFA, DDA, EGLE                      |
| » Incentivize the installation of Electric Vehicle charging stations in private parking lots through zoning and/or funding assistance.                    | Mid Range   | Low    | City Administration, GPP Business Association, TIFA, DDA  |
| » Develop standards to encourage low impact development practices, such as stormwater management, green infrastructure, tree cover, native planting, etc. | Short Range | High   | City Administration, City Engineer, Ordinance Review Committee, Planning Commission, City Council |

*\*Time frame Legend:  
Short Range = 0-3 years  
Mid Range = 4-6 years  
Long Range = 7-10 years  
Ongoing Effort*

## SUSTAINABILITY

|                    |   |                    |                 |                 |
|--------------------|---|--------------------|-----------------|-----------------|
| <b>Goal</b>        | <i>The City will protect its parks and recreational amenities to define the community that is connected by green space and outdoor amenities. Green infrastructure practices will be paramount to ensuring a sustainable future for the City of Grosse Pointe Park.</i> |                    |                 |                 |
| <b>Objective 4</b> | <i>Upgrade City underground infrastructure to ensure efficient, safe, and reliable services and help mitigate future flood events.</i>  | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |

### Strategies

|   |   |             |        |  |
|---|---|-------------|--------|--|
| » | Develop a Lead Water Service Line Replacement Plan to replace existing, old lead pipes to meet State regulations.   | Mid Range   | High   | City Administration, City Engineer, City Consultant, State of Michigan, EGLE, Federal Government         |
| » | Develop a Comprehensive Maintenance Plan to replace aging water mains and prioritize sections with consistent breaks.   | Short Range | Medium | City Administration, City Engineer, City Consultant  |
| » | Seek grant funding for digitizing the City's infrastructure asset management program (i.e. drinking water, sanitary sewer collection, and storm water sewer collection).                          | Ongoing     | High   | City Administration, City Engineer, City Consultant, State of Michigan, EGLE, Federal Government, SEMCOG |
| » | Remove existing sanitary and dry out sanitary flow by separating parking lots and alleys from the sanitary system and into the storm system and conducting inflow and infiltration investigation. | Mid Range   | High   | City Administration, City Engineer, TIFA   |
| » | Compile data and resources to provide action plans on storm modeling and short term and long term fixes.  | Short Range | High   | City Administration, City Engineer   |
| » | Audit public utility systems that handle the sanitary flow, including instrumentation, inspection of lines, and improving communication.  | Ongoing     | High   | City Administration, City Engineer, City Consultant, GLWA, Grosse Pointes                                |
| » | Develop comprehensive educational materials including considerations of backflow prevention devices, sump pump systems and disconnection of downspouts to the sanitary system.                    | Ongoing     | High   | City Administration, City Engineer   |
| » | Review additional requirements for new-build homes to manage stormwater such as installation of backflow prevent and sump pump.   | Short Range | High   | City Administration, City Engineer, Building Official  |
| » | Continue investigations to identify and disconnect illicit connections and downspout discharge to sanitary sewer.   | Ongoing     | Medium | City Administration, City Engineer   |
| » | Coordinate to provide relief points in the case of large storm events such as the proposed Extreme Emergency Relief Valve at Patterson Park Storm Pump Station.                                   | Ongoing     | High   | City Administration, City Engineer, City Council, EGLE   |
| » | Coordinate with local and federal leaders to discuss the need for infrastructure funding and relief assistance. Work with philanthropy partners to assist with funding projects.                  | Short Range | High   | City Administration, City Engineer, City Consultant, State of Michigan, FEMA, EGLE, SEMCOG               |
| » | Share data and collaborate on best practice solutions with adjacent communities.  | Ongoing     | Medium | City Administration, City Engineer, SEMCOG, EGLE, FEMA, Detroit, Grosse Pointe                           |

**ZONING**

|                    |  |                    |                 |                 |
|--------------------|--|--------------------|-----------------|-----------------|
| <b>Goal</b>        | <i>The City will update its Zoning Ordinance to reflect best practices and implement the goals and strategies in this Master Plan.</i> |                    |                 |                 |
| <b>Objective 1</b> | <i>Update the Zoning Ordinance and Zoning Map to be more user-friendly and implement recommendations from the Master Plan.</i>         | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |

**Strategies**

|   |             |        |  |
|---|-------------|--------|--|
| » Create a more organized and user-friendly Zoning Ordinance document, including adding use tables and updating graphics to help visualize dimensional standards.   | Short Range | High   |  |
| » Update the Zoning Map to include a new Civic and Parks zoning district to protect existing City, school, church and parks properties. Rezone the southwestern portion of Charlevoix Street from Office to Local Business to provide flexibility for future redevelopment opportunities. | Short Range | High   | City Administration, City Consultant, Building Official, Ordinance Review Committee, |
| » Remove outdated or incompatible uses from the Zoning Ordinance and add a Mixed-Use category and Daycare Centers to be permitted in the Local Business District.   | Short Range | High   | Planning Commission City Council   |
| » Encourage the review of dimensional height standards in an updated Zoning Ordinance to capitalize on mixed use redevelopment opportunities.   | Short Range | Medium |  |

|                    |  |                    |                 |                 |
|--------------------|--|--------------------|-----------------|-----------------|
| <b>Objective 2</b> | <i>Promote quality design and construction of rehabbed and new buildings in Grosse Pointe Park to be consistent and compatible with existing neighborhoods and business districts.</i> | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |
|--------------------|--|--------------------|-----------------|-----------------|

**Strategies**

|  |             |        |  |
|--|-------------|--------|--|
| » Identify priority Residential Buildings Design Guidelines to be codified and integrated into the zoning ordinance. | Short Range | Medium | City Administration, City Consultant, Building Official, Ordinance Review Committee, |
| » Identify priority Commercial Buildings Design Guidelines to be codified and integrated into the zoning ordinance.  | Short Range | Medium | Planning Commission City Council   |

*\*Time frame Legend:  
 Short Range = 0-3 years  
 Mid Range = 4-6 years  
 Long Range = 7-10 years  
 Ongoing Effort*

## ZONING

| Goal        | <i>The City will update its Zoning Ordinance to reflect best practices and implement the goals and strategies in this Master Plan.</i> |                    |                 |                 |
|-------------|--|--------------------|-----------------|-----------------|
| Objective 3 | <i>Revise the Zoning Ordinance to include best practice standards that promote a pedestrian-oriented and sustainable environment.</i>  | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |

### Strategies

|   |             |        |   |
|---|-------------|--------|---|
| » Increase the distance for off-street parking to provide flexibility for new businesses who are locating in business districts that are already built out with less room for new parking lots.     | Short Range | Medium |   |
| » Reference the 2021 Parking Study and revise the minimum parking requirements to follow current best practices and decrease the need for numerous variances.                                       | Short Range | Medium | City Administration, City Consultant, Building Official, Ordinance Review Committee, Planning Commission City Council |
| » Develop standards to encourage low impact development practices, such as stormwater management, green infrastructure, tree cover, native planting, best management practices, etc.                | Short Range | Medium |   |
| » Require canopy shade street trees that are native to the area with any new construction to help increase the tree canopy, improve air quality and increase property values in Grosse Pointe Park. | Ongoing     | Medium |   |
| » Implement the revised City tree species list outlining desirable native trees species and recommending appropriate trees for various applications in parks, buffers, yards, and along streets.    | Ongoing     | High   |   |

| Objective 4 | <i>Revise and streamline the development review process.</i> | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |
|-------------|--|--------------------|-----------------|-----------------|
|-------------|--|--------------------|-----------------|-----------------|

### Strategies

|   |             |        |   |
|---|-------------|--------|---|
| » Coordinate with MEDC to revise the development review process to ensure the process is streamlined and transparent. This could include creating a separate Zoning Board of Appeals body and giving more site plan review duties to Planning Commission, such as reviewing plans for consistency with the Master Plan and Design Guidelines. | Short Range | Medium |   |
| » Consider shortening the approval process for projects that exceed the Design Guidelines criteria.   | Short Range | Low    | City Administration, City Consultant, Building Official, Ordinance Review Committee, Planning Commission City Council, MEDC |
| » Create an easy-to-navigate page on the City's website that encourages an open dialogue with developers. This should outline clear and predictable expectations for new and renovated development. Checklists should be provided for pre-plans, site plans, and variance request reviews.  | Mid Range   | Medium |   |
| » Offer technical assistance to developers and property owners as it relates to the permitting and approval process.  | Ongoing     | Medium |   |

**PRIORITY INVESTMENTS**

**Goal** *The City will work with its partners to provide efficient and effective public services that are coordinated, equitable, and sustainable.*

| <b>Objective 1</b> | <i>Identify and prioritize public infrastructure and capital facilities needs.</i> | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |
|--------------------|--|--------------------|-----------------|-----------------|
|--------------------|--|--------------------|-----------------|-----------------|

**Strategies**

- |   |  |                         |               |   |
|---|--|-------------------------|---------------|---|
| » | Develop, adopt, and maintain a Capital Improvements Program that includes public infrastructure and facilities upgrades needed to implement the Master Plan.   | Short Range and Ongoing | High          | City Administration, City Engineer, City Council                                  |
| » | Invest in public infrastructure in the business districts to catalyze redevelopment opportunities, including upgrading streetscapes and parking improvements.  | Mid Range               | Medium        | City Administration, City Engineer, City Council, Wayne County, SEMCOG, TIFA, DDA |
| » | Collaborate with MEDC to become Redevelopment Ready Community (RRC) certified to qualify for funds from MEDC to help the City invest in streetscapes, parking improvements, and attracting new businesses.   | Mid Range               | Medium        | City Administration, Planning Commission, MEDC                                    |
| » | Create a Land Management Plan to identify how City-owned properties (commercial and residential) will be used moving forward. Develop Requests for Proposals (RFP's) for the properties to be sold and developed in ways that will benefit the future direction of Grosse Pointe Park. | Ongoing                 | High Priority | City Administration, City Council, TIFA   |

| <b>Objective 2</b> | <i>Collaborate with other local governments and agencies in order to make necessary infrastructure and facilities upgrades.</i> | <i>Time frame*</i> | <i>Priority</i> | <i>Partners</i> |
|--------------------|---|--------------------|-----------------|-----------------|
|--------------------|---|--------------------|-----------------|-----------------|

**Strategies**

- |   |  |           |        |  |
|---|--|-----------|--------|--|
| » | Support the efforts of adjacent communities and agencies in planning for future public infrastructure and facilities needs.  | Ongoing   | Medium | City Administration, City Engineer, City Council, Detroit, Grosse Pointe, Wayne County, SEMCOG   |
| » | Consider plans and input from adjacent communities and agencies when planning for future public infrastructure and facilities projects.  | Ongoing   | Medium | City Administration, City Engineer, City Council, Detroit, Grosse Pointe, Wayne County, SEMCOG   |
| » | Consider cross border improvements, particularly at Jefferson/Alter, Mack/Alter, Mack/Cadieux, and other gateway locations as identified. Collaborate with adjacent communities to identify and implement beautification projects. | Mid Range | Medium | City Administration, City Engineer, City Council, Eastside Community Network, Jefferson East Inc., Detroit, Grosse Pointe, Grosse Pointe Farms |

*\*Time frame Legend:  
 Short Range = 0-3 years  
 Mid Range = 4-6 years  
 Long Range = 7-10 years  
 Ongoing Effort*





# APPENDIX

A green, arched sign with a white border and a small circular logo at the top. The text "Windmill Pointe Park" is written in white, serif font. The sign is set in a landscaped area with pink and red flowers.

Windmill Pointe  
Park

A red octagonal sign with the word "STOP" in white, capital letters. It is mounted on a black metal fence. The background shows a park with trees and a paved path.

STOP

# APPENDIX CONTENTS

**ONLINE INTERACTIVE MAPPING RESULTS**

**COMMUNITY SURVEY RESULTS**

**PRIORITIZATION SURVEY RESULTS**

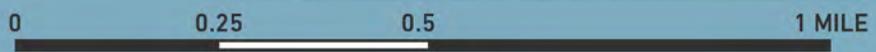
**MARKET STUDY**

# ONLINE INTERACTIVE MAP INPUT



**LEGEND**

-  Pedestrian Crossing Improvements
-  Bicycle Infrastructure
-  Sidewalk Widening or Repairs
-  Bus Stops or Transit Service

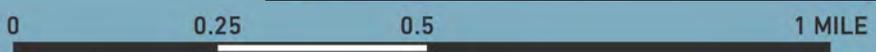


# ONLINE INTERACTIVE MAP INPUT



## LEGEND

- Recreation Opportunity
- Green Space Opportunity
- Dog Park Opportunity
- Improvement/Upgrade of Existing Green Space
- Public Plaza Opportunity



# ONLINE INTERACTIVE MAP INPUT

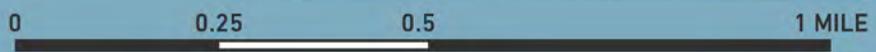


CITY OF DETROIT

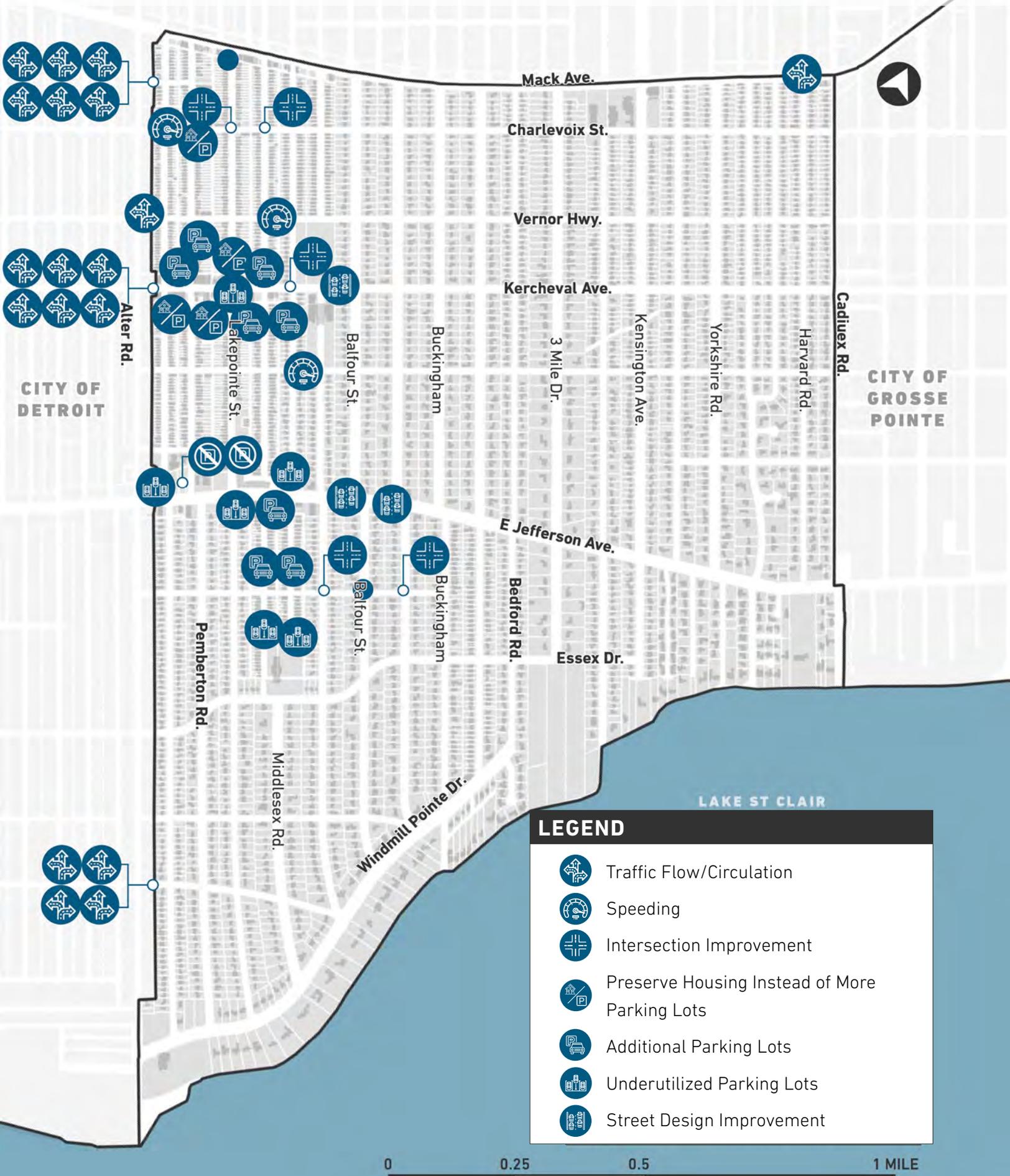
CITY OF GROSSE POINTE

## LEGEND

-  Facade Upgrade
-  Commercial Zoning/Design Guidelines
-  Residential Zoning/Design Guidelines
-  Building Rehab or Preservation
-  Underutilized Lot/Infill Opportunity
-  Mixed Use Opportunity
-  Adaptive Reuse
-  Property Maintenance Issue
-  Senior Housing Opportunity



# ONLINE INTERACTIVE MAP INPUT



### LEGEND

- Traffic Flow/Circulation
- Speeding
- Intersection Improvement
- Preserve Housing Instead of More Parking Lots
- Additional Parking Lots
- Underutilized Parking Lots
- Street Design Improvement



# ONLINE INTERACTIVE MAP INPUT

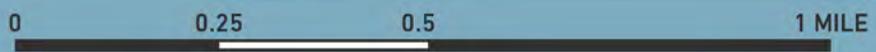


CITY OF DETROIT

CITY OF GROSSE POINTE

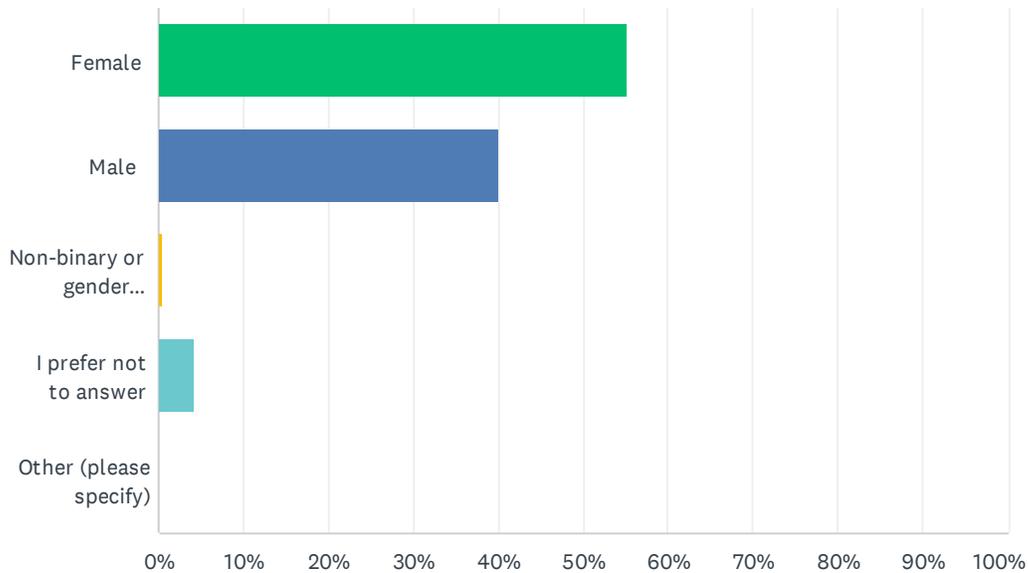
### LEGEND

-  Street Festival/Event Opportunity
-  Art Center
-  Early Childhood Care
-  Gateway Enhancement
-  Landscaping/Streetscaping Enhancement
-  Wayfinding and Signage
-  Business Diversity
-  Business District Atmosphere
-  Stormwater/Flooding Issue
-  DPW Building
-  Public Safety



## Q1 Please select a gender identity below:

Answered: 1,082 Skipped: 7

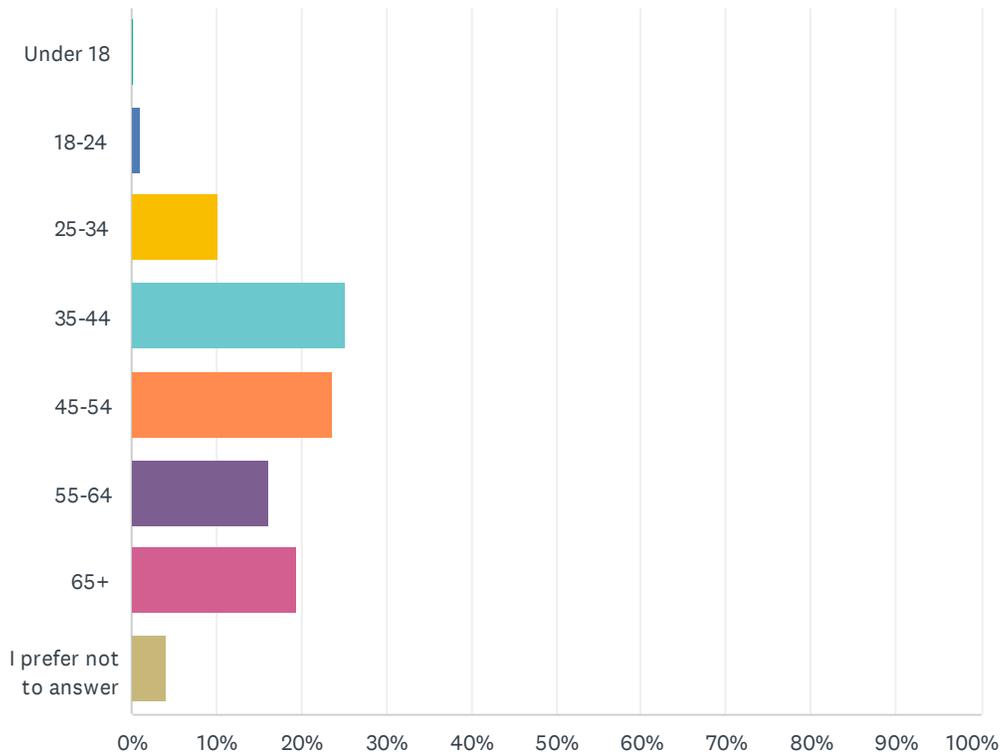


| ANSWER CHOICES                     | RESPONSES |              |
|------------------------------------|-----------|--------------|
| Female                             | 55.18%    | 597          |
| Male                               | 40.11%    | 434          |
| Non-binary or gender nonconforming | 0.37%     | 4            |
| I prefer not to answer             | 4.25%     | 46           |
| Other (please specify)             | 0.09%     | 1            |
| <b>TOTAL</b>                       |           | <b>1,082</b> |

## Q2 Please select your age group:

Answered: 1,083 Skipped: 6

## Grosse Pointe Park Visioning Survey

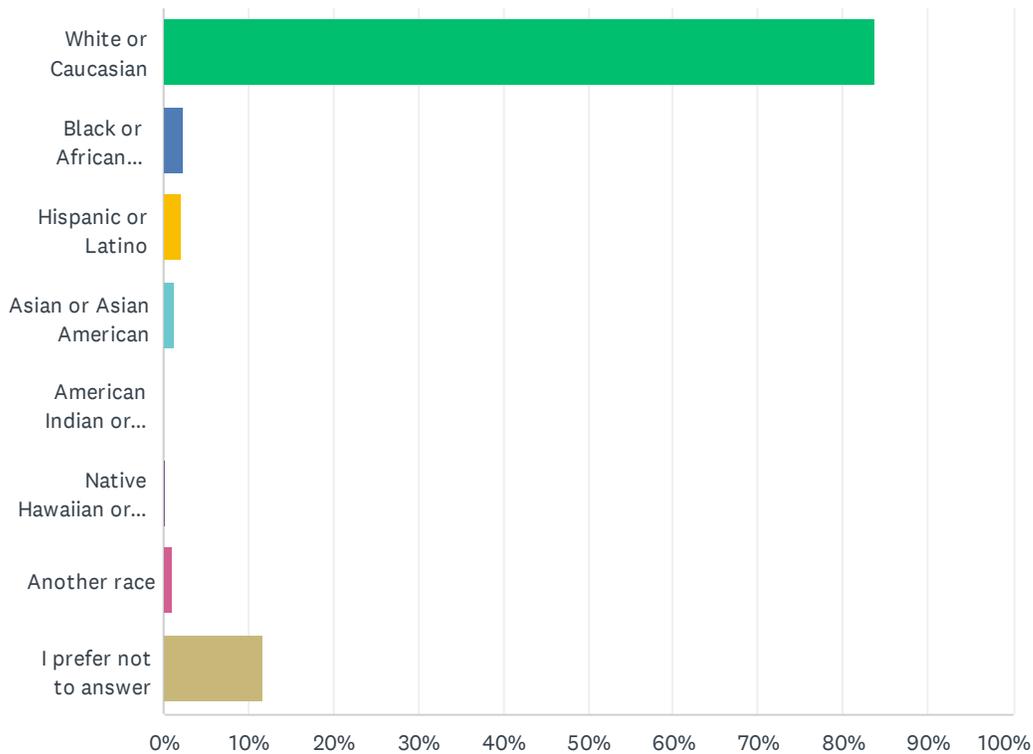


| ANSWER CHOICES         | RESPONSES |              |
|------------------------|-----------|--------------|
| Under 18               | 0.18%     | 2            |
| 18-24                  | 1.11%     | 12           |
| 25-34                  | 10.16%    | 110          |
| 35-44                  | 25.12%    | 272          |
| 45-54                  | 23.64%    | 256          |
| 55-64                  | 16.25%    | 176          |
| 65+                    | 19.39%    | 210          |
| I prefer not to answer | 4.16%     | 45           |
| <b>TOTAL</b>           |           | <b>1,083</b> |

### Q3 Please select all that apply:

Answered: 1,080    Skipped: 9

## Grosse Pointe Park Visioning Survey

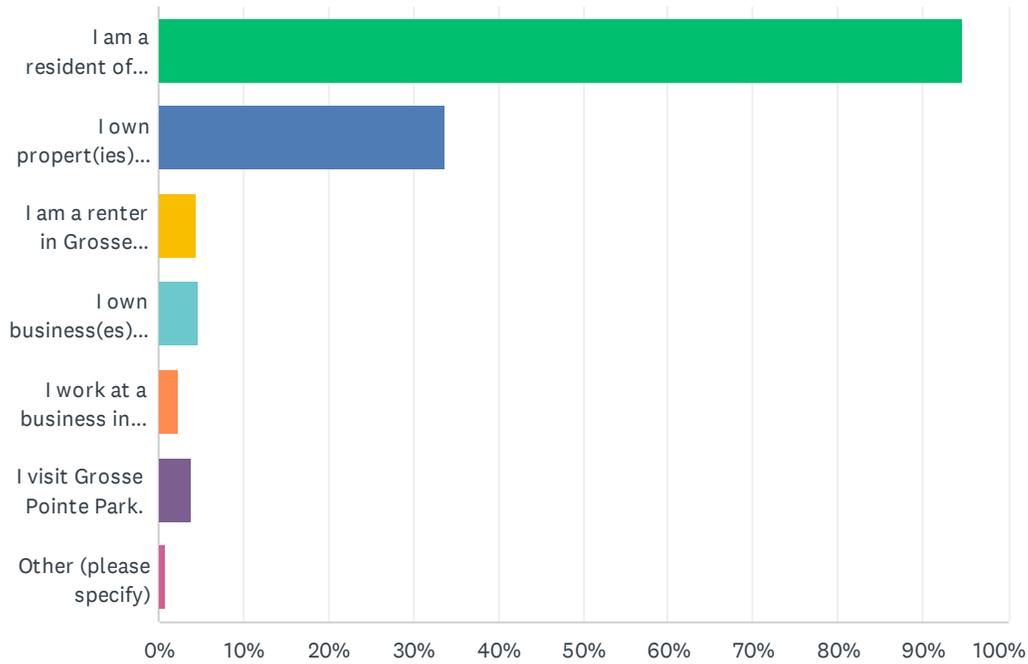


| ANSWER CHOICES                            | RESPONSES |     |
|---|-----------|-----|
| White or Caucasian                        | 83.70%    | 904 |
| Black or African American                 | 2.31%     | 25  |
| Hispanic or Latino                        | 2.13%     | 23  |
| Asian or Asian American                   | 1.20%     | 13  |
| American Indian or Alaska Native          | 0.09%     | 1   |
| Native Hawaiian or other Pacific Islander | 0.28%     | 3   |
| Another race                              | 1.11%     | 12  |
| I prefer not to answer                    | 11.67%    | 126 |
| Total Respondents: 1,080                  |           |     |

**Q4 Please select all that apply:**

Answered: 1,088    Skipped: 1

## Grosse Pointe Park Visioning Survey

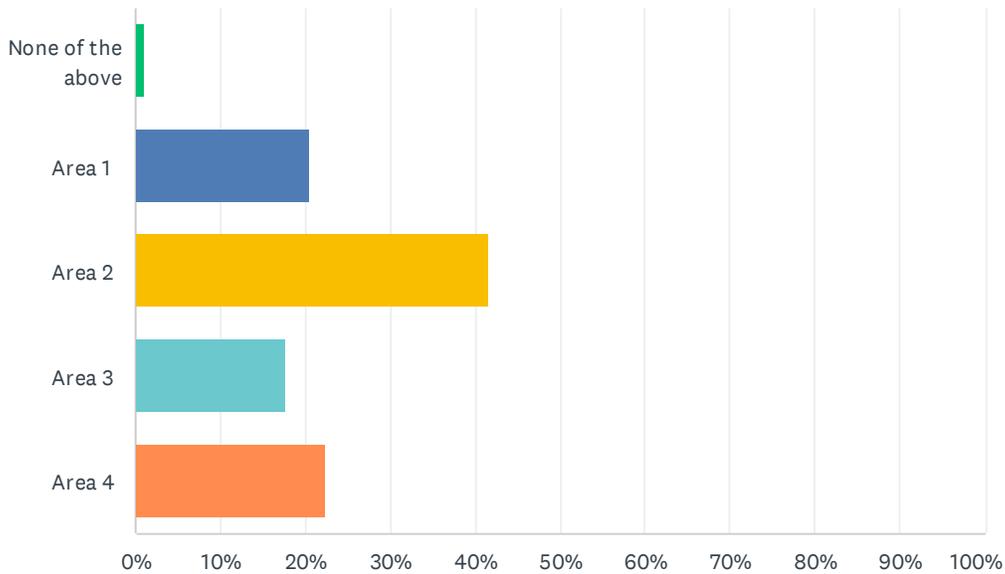


| ANSWER CHOICES                              | RESPONSES |       |
|---|-----------|-------|
| I am a resident of Grosse Pointe Park.      | 94.58%    | 1,029 |
| I own propert(ies) in Grosse Pointe Park.   | 33.73%    | 367   |
| I am a renter in Grosse Pointe Park.        | 4.41%     | 48    |
| I own business(es) in Grosse Pointe Park.   | 4.78%     | 52    |
| I work at a business in Grosse Pointe Park. | 2.39%     | 26    |
| I visit Grosse Pointe Park.                 | 3.77%     | 41    |
| Other (please specify)                      | 0.83%     | 9     |
| Total Respondents: 1,088                    |           |       |

**Q5 Please select which area of the City that you live and/or rent/own property (please use the map above as reference):**

Answered: 1,073    Skipped: 16

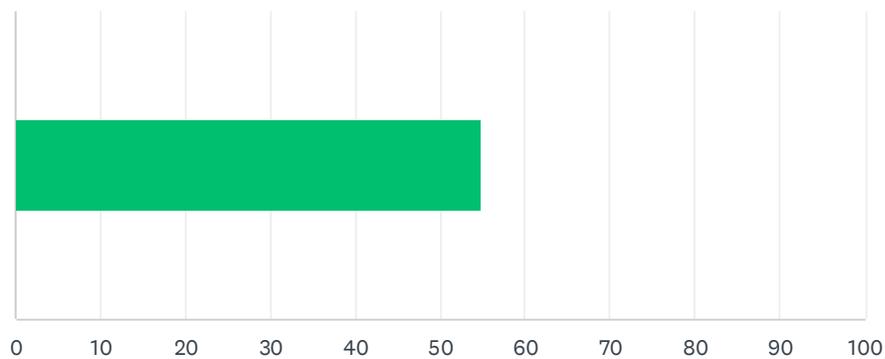
## Grosse Pointe Park Visioning Survey



| ANSWER CHOICES           | RESPONSES |     |
|--------------------------|-----------|-----|
| None of the above        | 1.03%     | 11  |
| Area 1                   | 20.41%    | 219 |
| Area 2                   | 41.66%    | 447 |
| Area 3                   | 17.71%    | 190 |
| Area 4                   | 22.46%    | 241 |
| Total Respondents: 1,073 |           |     |

## Q6 How long have you lived and/or owned property and/or a business in Grosse Pointe Park?

Answered: 1,054 Skipped: 35



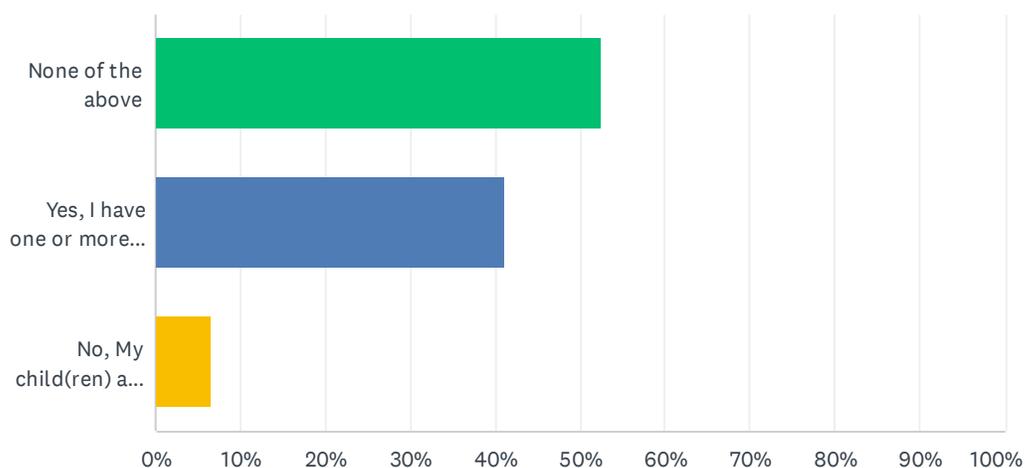
## Grosse Pointe Park Visioning Survey

| ANSWER CHOICES           | AVERAGE NUMBER | TOTAL NUMBER | RESPONSES |
|--------------------------|----------------|--------------|-----------|
|                          | 55             | 57,823       | 1,054     |
| Total Respondents: 1,054 |                |              |           |

| BASIC STATISTICS |         |        |       |                    |       |
|------------------|---------|--------|-------|--------------------|-------|
| MINIMUM          | MAXIMUM | MEDIAN | MEAN  | STANDARD DEVIATION |       |
| 0.00             | 100.00  | 51.00  | 54.86 |                    | 32.06 |

### Q7 Do you have any school aged children in your household (preschool - 12th grade)?

Answered: 1,074 Skipped: 15

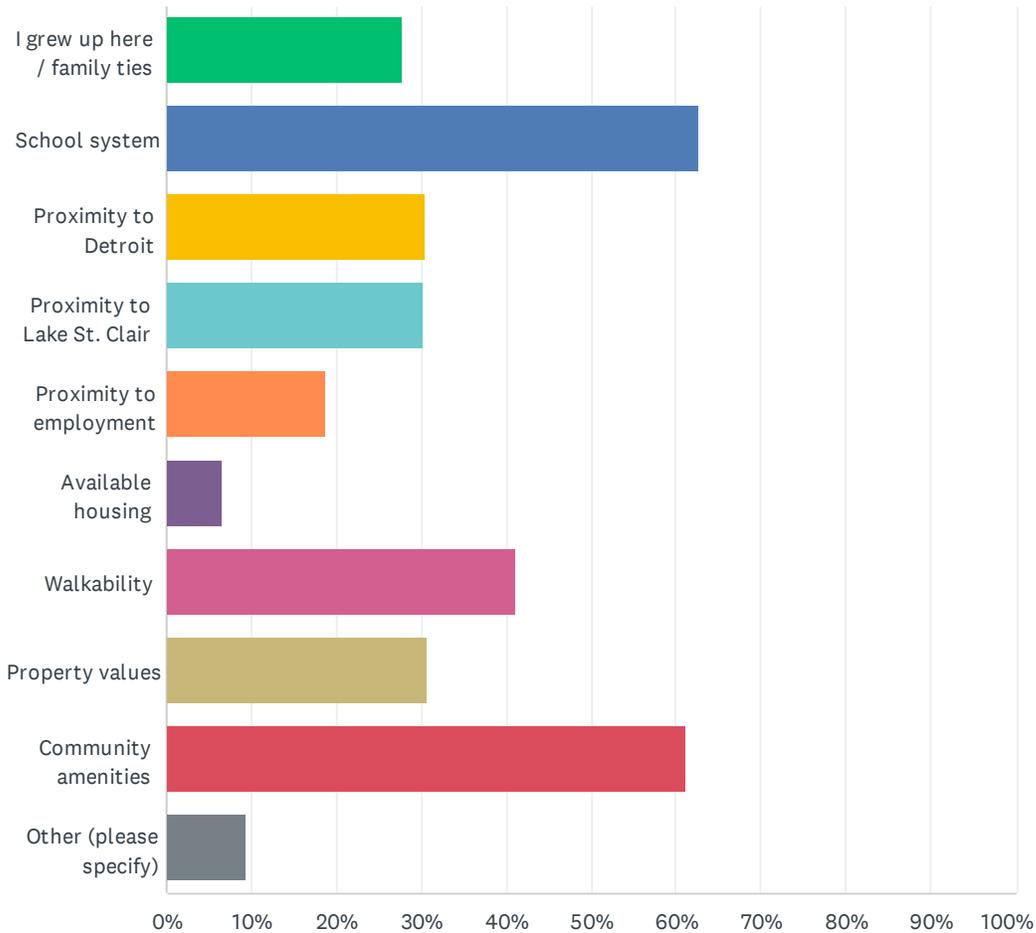


| ANSWER CHOICES  | RESPONSES |              |
|---|-----------|--------------|
| None of the above   | 52.42%    | 563          |
| Yes, I have one or more children in my household who are school aged. | 41.06%    | 441          |
| No, My child(ren) are all younger than preschool age.                 | 6.52%     | 70           |
| <b>TOTAL</b>  |           | <b>1,074</b> |

### Q8 What would you say are the top 3 reasons you decided to live and/or work in Grosse Pointe Park?

Answered: 1,076 Skipped: 13

## Grosse Pointe Park Visioning Survey



| ANSWER CHOICES               | RESPONSES |     |
|------------------------------|-----------|-----|
| I grew up here / family ties | 27.79%    | 299 |
| School system                | 62.64%    | 674 |
| Proximity to Detroit         | 30.48%    | 328 |
| Proximity to Lake St. Clair  | 30.30%    | 326 |
| Proximity to employment      | 18.77%    | 202 |
| Available housing            | 6.69%     | 72  |
| Walkability                  | 41.08%    | 442 |
| Property values              | 30.76%    | 331 |
| Community amenities          | 61.25%    | 659 |
| Other (please specify)       | 9.48%     | 102 |
| Total Respondents: 1,076     |           |     |

**Q9 In one or two words, describe what you like best about Grosse Pointe Park:**

Answered: 997 Skipped: 92

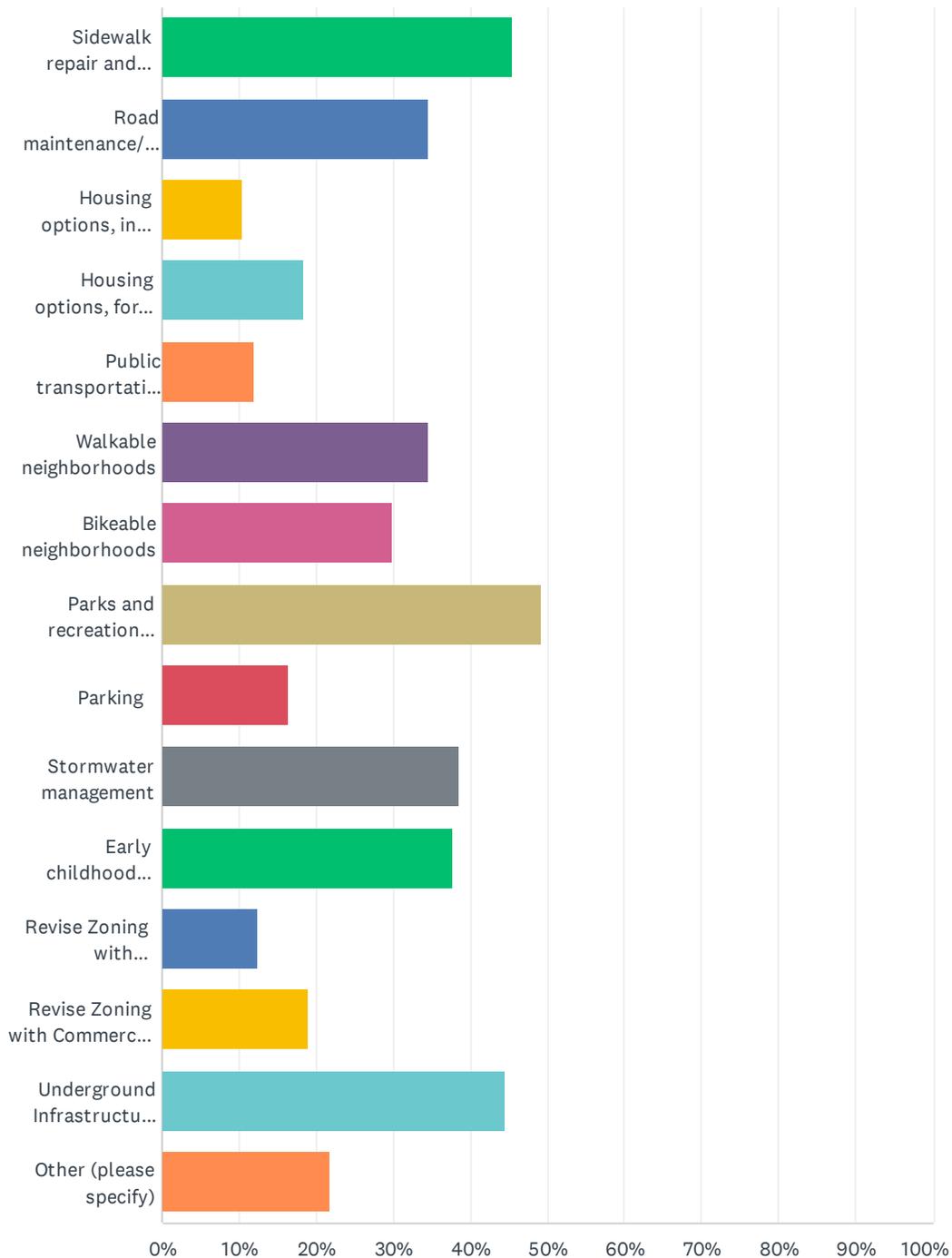
**Q10 In a few words, describe what you would like to see improved in Grosse Pointe Park:**

Answered: 917 Skipped: 172

**Q11 What would you say are the top five (5) priority improvements for Grosse Pointe Park?**

Answered: 1,075 Skipped: 14

# Grosse Pointe Park Visioning Survey



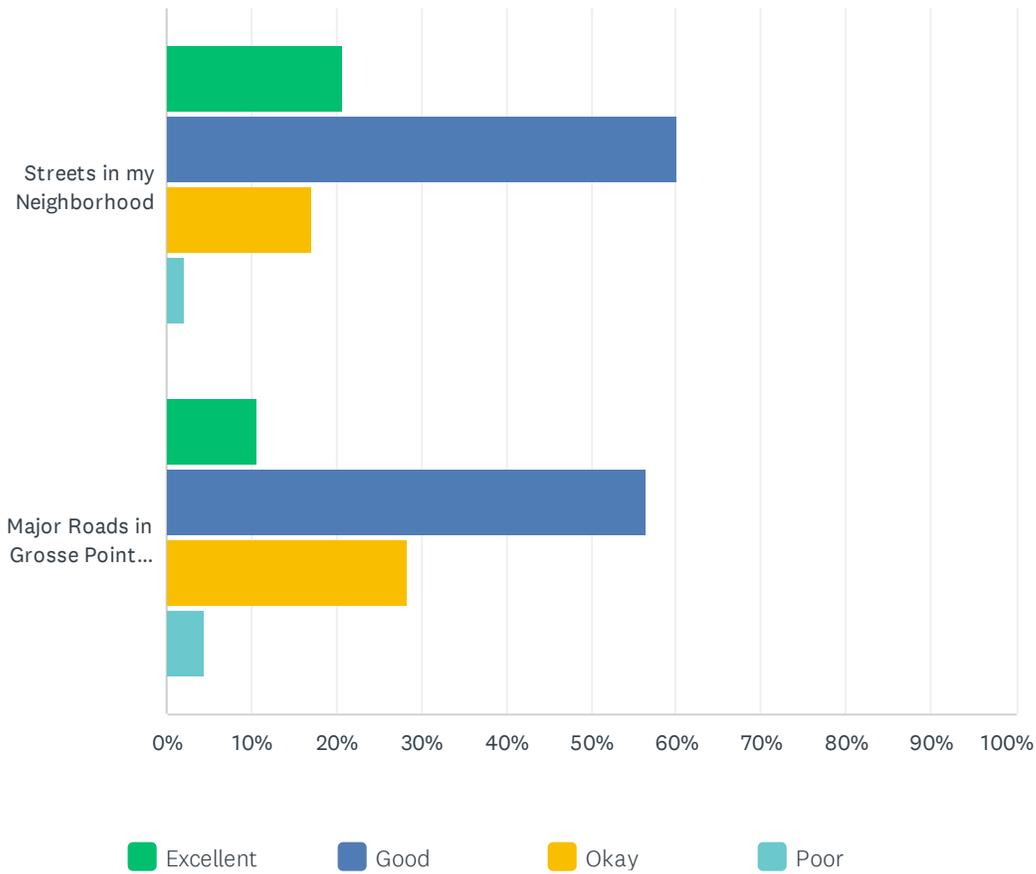
## Grosse Pointe Park Visioning Survey

| ANSWER CHOICES  | RESPONSES |     |
|---|-----------|-----|
| Sidewalk repair and maintenance   | 45.40%    | 488 |
| Road maintenance/construction   | 34.60%    | 372 |
| Housing options, in general   | 10.42%    | 112 |
| Housing options, for seniors  | 18.33%    | 197 |
| Public transportation options   | 12.00%    | 129 |
| Walkable neighborhoods  | 34.60%    | 372 |
| Bikeable neighborhoods  | 29.95%    | 322 |
| Parks and recreation opportunities  | 49.30%    | 530 |
| Parking   | 16.37%    | 176 |
| Stormwater management   | 38.51%    | 414 |
| Early childhood services/care   | 37.77%    | 406 |
| Revise Zoning with Residential design guidelines (for new construction, rehabs, etc.) | 12.37%    | 133 |
| Revise Zoning with Commercial design guidelines (for new construction, rehabs, etc.)  | 18.98%    | 204 |
| Underground Infrastructure (i.e. water, sewer)  | 44.65%    | 480 |
| Other (please specify)  | 21.77%    | 234 |
| Total Respondents: 1,075  |           |     |

### Q12 How would you rate the condition of the following?

Answered: 1,070    Skipped: 19

## Grosse Pointe Park Visioning Survey

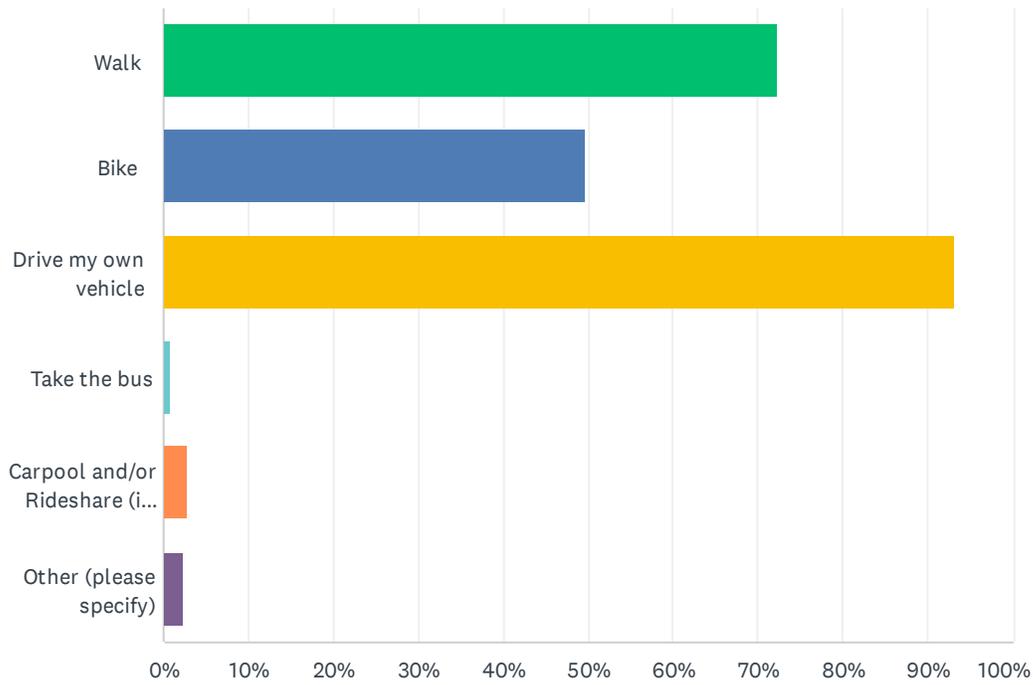


|  | EXCELLENT     | GOOD          | OKAY          | POOR        | TOTAL | WEIGHTED AVERAGE |
|--|---------------|---------------|---------------|-------------|-------|------------------|
| Streets in my Neighborhood   | 20.66%<br>218 | 60.09%<br>634 | 17.06%<br>180 | 2.18%<br>23 | 1,055 | 2.01             |
| Major Roads in Grosse Pointe Park (i.e. Jefferson, Kercheval, Mack, Charlevoix, Cadieux) | 10.62%<br>113 | 56.48%<br>601 | 28.38%<br>302 | 4.51%<br>48 | 1,064 | 2.27             |

**Q13 Please check off all that apply. How do you most frequently travel within Grosse Pointe Park (i.e. to the parks, business districts, library, etc.)?**

Answered: 1,073 Skipped: 16

## Grosse Pointe Park Visioning Survey

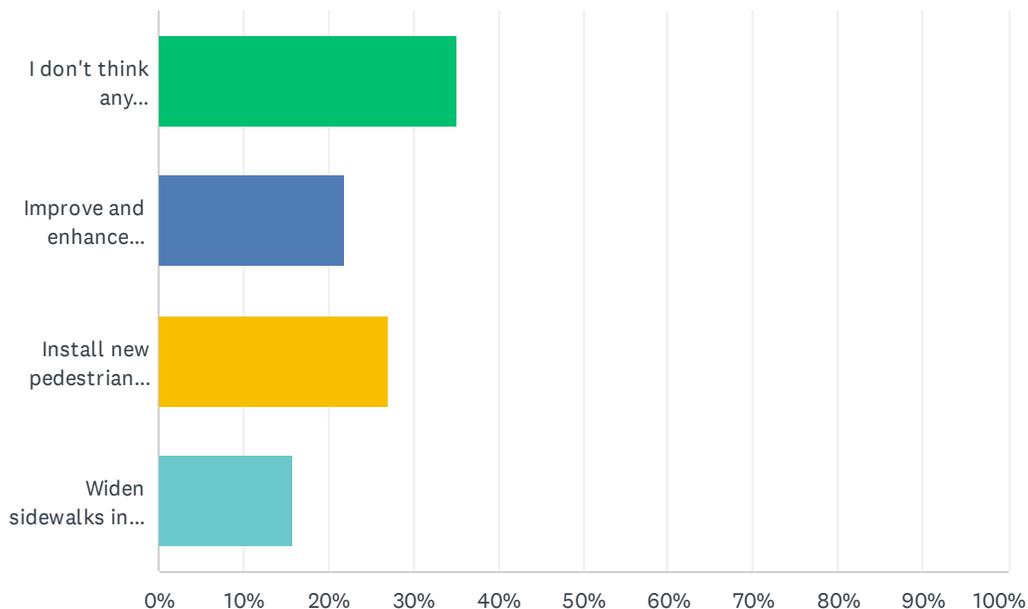


| ANSWER CHOICES                             | RESPONSES |     |
|--|-----------|-----|
| Walk                                       | 72.23%    | 775 |
| Bike                                       | 49.77%    | 534 |
| Drive my own vehicle                       | 93.10%    | 999 |
| Take the bus                               | 0.84%     | 9   |
| Carpool and/or Rideshare (i.e. Uber, Lyft) | 2.80%     | 30  |
| Other (please specify)                     | 2.33%     | 25  |
| Total Respondents: 1,073                   |           |     |

**Q14 How do you think Grosse Pointe Park can be more pedestrian-friendly? Please choose your top priority.**

Answered: 1,057 Skipped: 32

## Grosse Pointe Park Visioning Survey

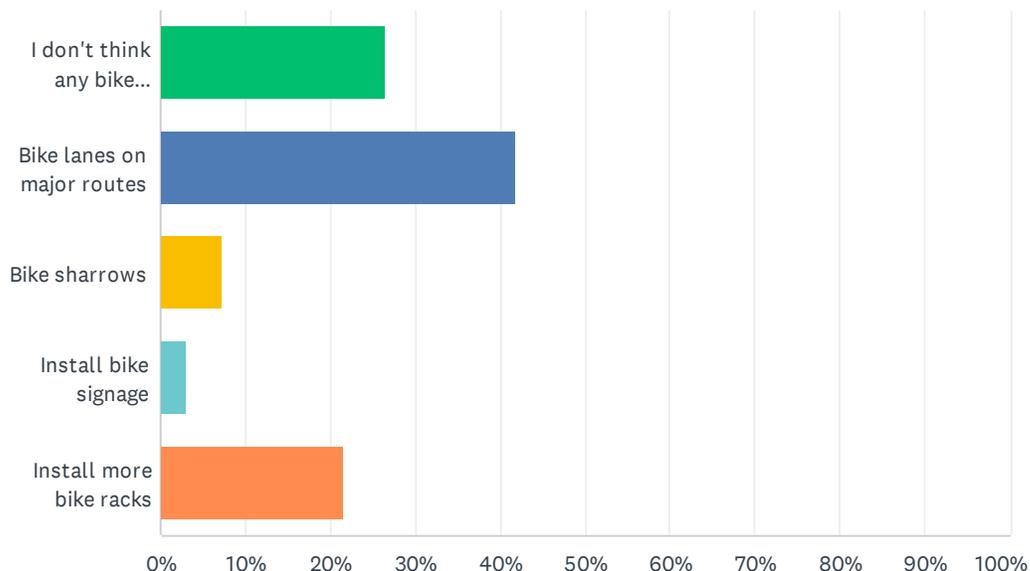


| ANSWER CHOICES  | RESPONSES |              |
|---|-----------|--------------|
| I don't think any improvements are needed                           | 35.19%    | 372          |
| Improve and enhance pedestrian crossings at existing locations      | 21.95%    | 232          |
| Install new pedestrian crossings at key intersections and locations | 27.06%    | 286          |
| Widen sidewalks in key locations (i.e. business districts)          | 15.80%    | 167          |
| <b>TOTAL</b>  |           | <b>1,057</b> |

**Q15 How do you think Grosse Pointe Park can be more bike-friendly?  
Please choose your top priority.**

Answered: 1,060    Skipped: 29

### Grosse Pointe Park Visioning Survey

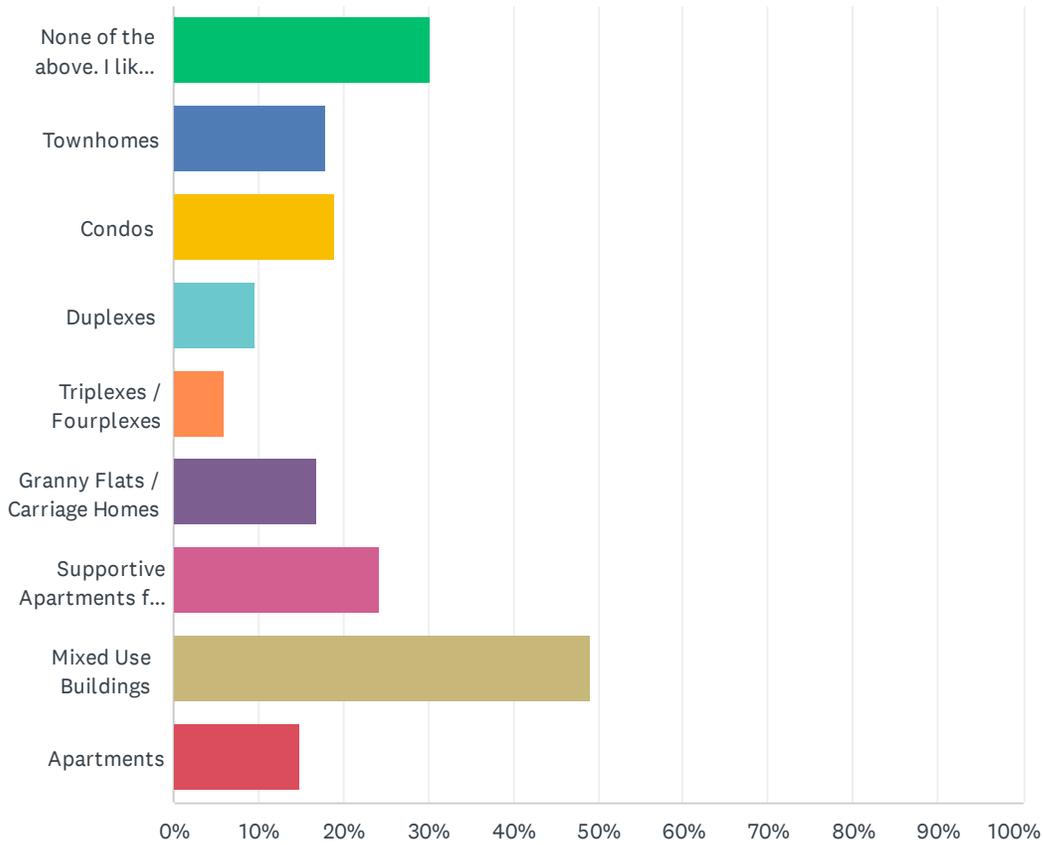


| ANSWER CHOICES                                  | RESPONSES |              |
|---|-----------|--------------|
| I don't think any bike improvements are needed. | 26.51%    | 281          |
| Bike lanes on major routes                      | 41.70%    | 442          |
| Bike sharrows                                   | 7.26%     | 77           |
| Install bike signage                            | 2.92%     | 31           |
| Install more bike racks                         | 21.60%    | 229          |
| <b>TOTAL</b>                                    |           | <b>1,060</b> |

**Q16 Grosse Pointe Park contains predominately single-family homes. What other types of housing would you like to see more of in Grosse Pointe Park? Select all that apply.**

Answered: 1,070 Skipped: 19

## Grosse Pointe Park Visioning Survey



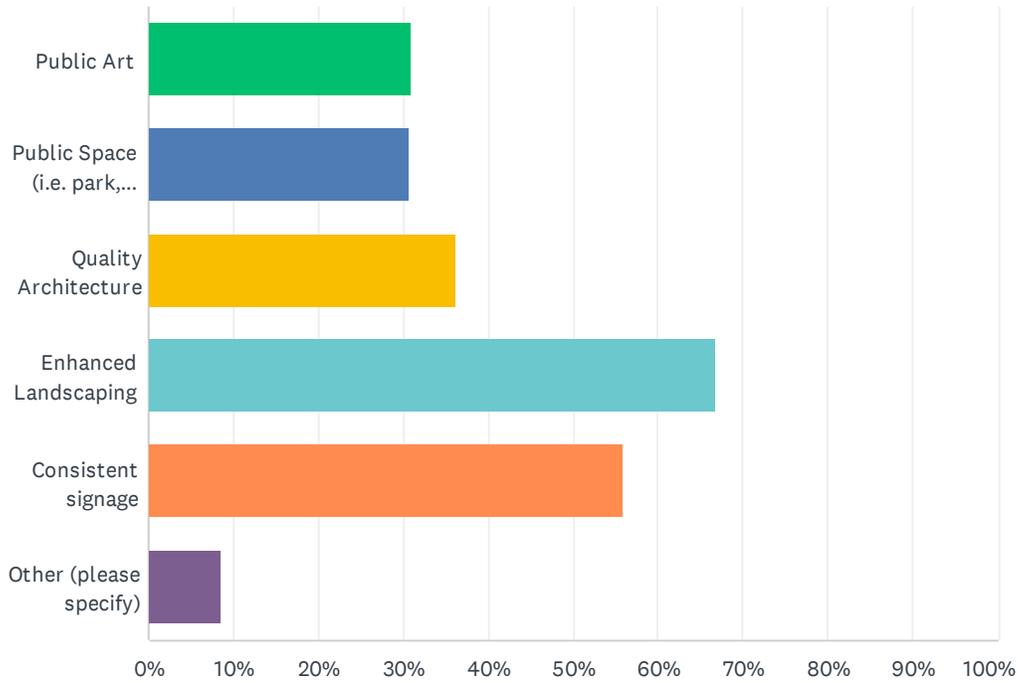
| ANSWER CHOICES  | RESPONSES |     |
|---|-----------|-----|
| None of the above. I like Grosse Pointe Park the way it is. | 30.28%    | 324 |
| Townhomes   | 17.85%    | 191 |
| Condos  | 18.97%    | 203 |
| Duplexes  | 9.63%     | 103 |
| Triplexes / Fourplexes                                      | 5.89%     | 63  |
| Granny Flats / Carriage Homes                               | 16.92%    | 181 |
| Supportive Apartments for Seniors                           | 24.30%    | 260 |
| Mixed Use Buildings   | 48.97%    | 524 |
| Apartments  | 14.95%    | 160 |
| Total Respondents: 1,070                                    |           |     |

**Q17 Is there anything else about your neighborhood that you would like us know (i.e. improvements, challenges, etc.)?**

Answered: 460   Skipped: 629

### Q18 How should gateway / entrances into Grosse Poine Park be identified? Please choose all that apply.

Answered: 1,031 Skipped: 58

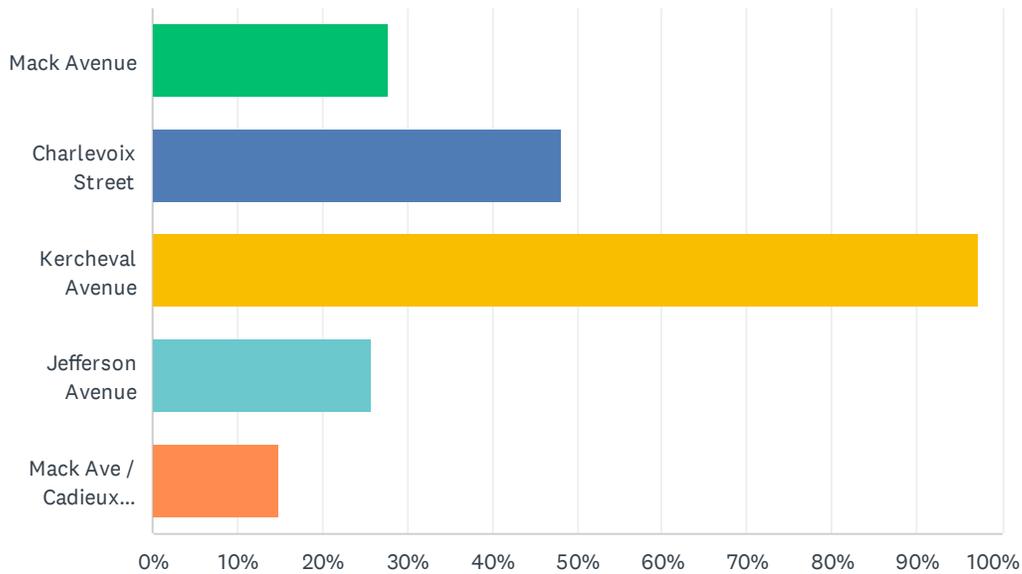


| ANSWER CHOICES                  | RESPONSES |     |
|---------------------------------|-----------|-----|
| Public Art                      | 30.94%    | 319 |
| Public Space (i.e. park, plaza) | 30.65%    | 316 |
| Quality Architecture            | 36.18%    | 373 |
| Enhanced Landscaping            | 66.73%    | 688 |
| Consistent signage              | 55.77%    | 575 |
| Other (please specify)          | 8.63%     | 89  |
| Total Respondents: 1,031        |           |     |

### Q19 Which business district(s) / areas do you frequent most in Grosse Pointe Park? Please check all that apply.

Answered: 1,072 Skipped: 17

## Grosse Pointe Park Visioning Survey



| ANSWER CHOICES                    | RESPONSES |       |
|-----------------------------------|-----------|-------|
| Mack Avenue                       | 27.71%    | 297   |
| Charlevoix Street                 | 48.23%    | 517   |
| Kercheval Avenue                  | 97.20%    | 1,042 |
| Jefferson Avenue                  | 25.75%    | 276   |
| Mack Ave / Cadieux Business Strip | 14.83%    | 159   |
| Total Respondents: 1,072          |           |       |

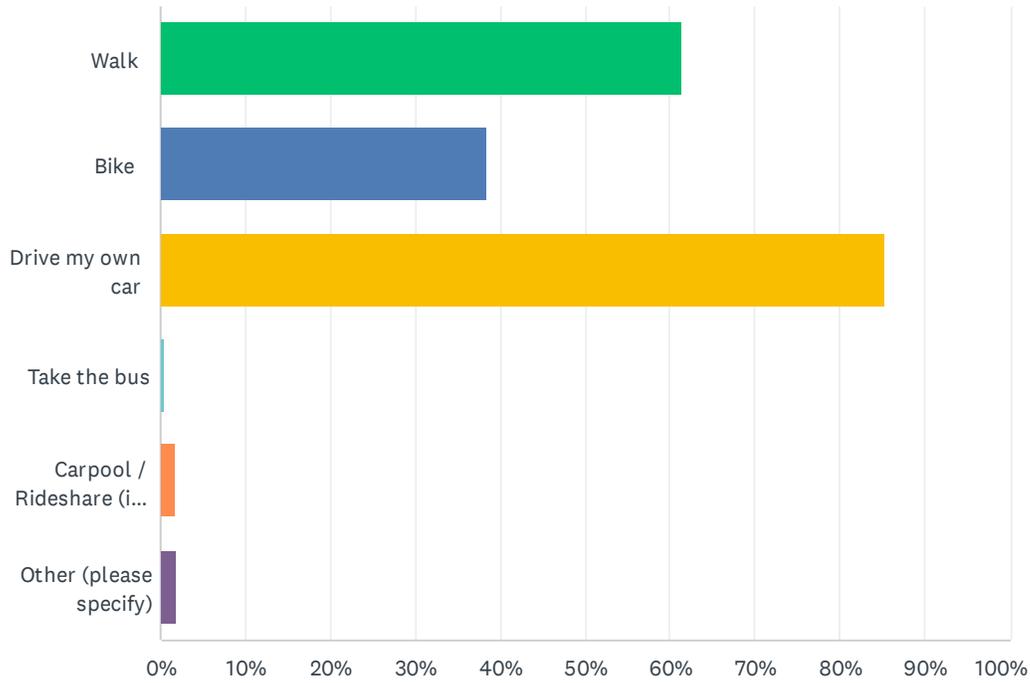
**Q20** In a few words, please describe why you frequent those business district(s) / areas the most?

Answered: 897   Skipped: 192

**Q21** How do you typically get to the business district(s) / areas that you frequent the most in Grosse Pointe Park? Please check all that apply.

Answered: 1,073   Skipped: 16

## Grosse Pointe Park Visioning Survey

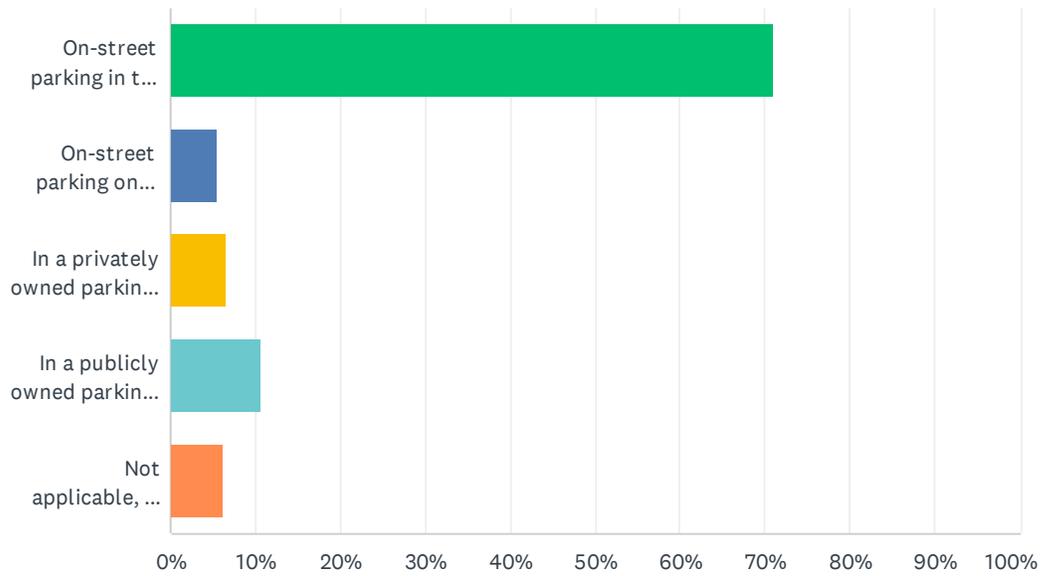


| ANSWER CHOICES                       | RESPONSES |     |
|--------------------------------------|-----------|-----|
| Walk                                 | 61.51%    | 660 |
| Bike                                 | 38.30%    | 411 |
| Drive my own car                     | 85.37%    | 916 |
| Take the bus                         | 0.47%     | 5   |
| Carpool / Rideshare (i.e. Uber/Lyft) | 1.77%     | 19  |
| Other (please specify)               | 1.96%     | 21  |
| Total Respondents: 1,073             |           |     |

**Q22 If you typically drive a vehicle to get to one or more of the business districts, where do you usually park your vehicle?**

Answered: 1,062 Skipped: 27

## Grosse Pointe Park Visioning Survey

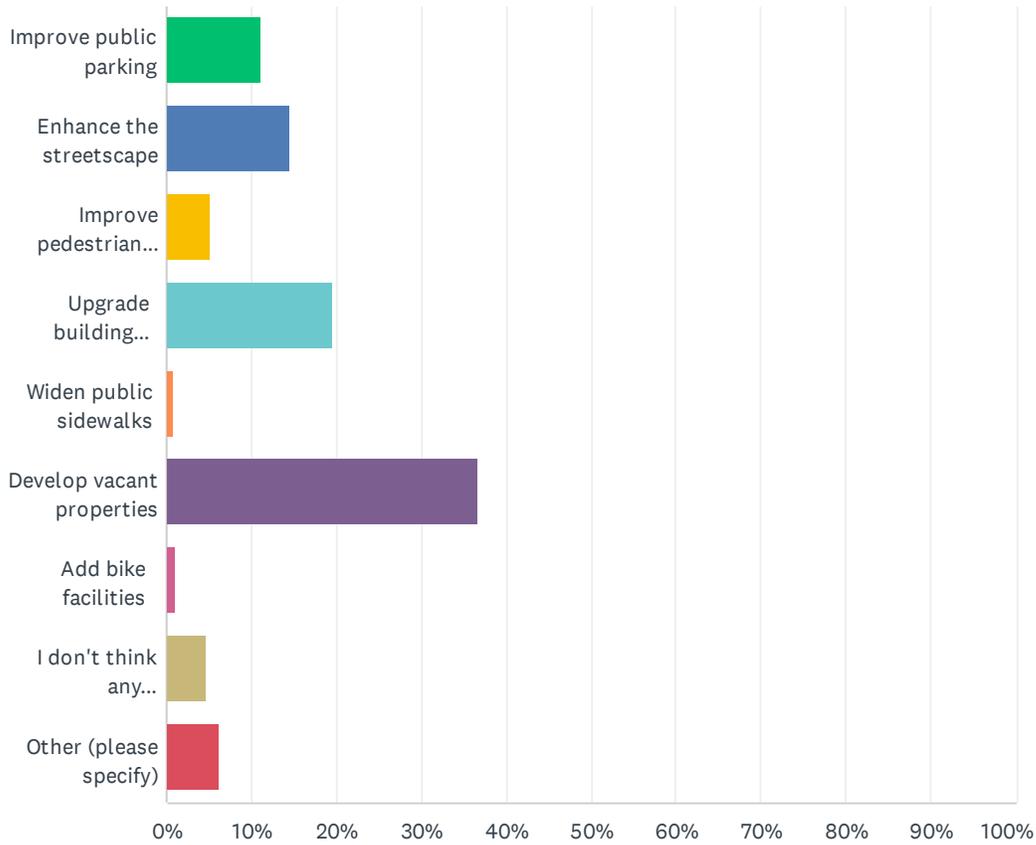


| ANSWER CHOICES   | RESPONSES |              |
|--|-----------|--------------|
| On-street parking in the business district(s)                      | 71.09%    | 755          |
| On-street parking on residential streets                           | 5.46%     | 58           |
| In a privately owned parking lot (owned by one or more businesses) | 6.69%     | 71           |
| In a publicly owned parking lot                                    | 10.64%    | 113          |
| Not applicable, I don't typically drive to business district(s)    | 6.12%     | 65           |
| <b>TOTAL</b>   |           | <b>1,062</b> |

### Q23 What do you feel is a top priority for the Jefferson Avenue Business District?

Answered: 1,073 Skipped: 16

## Grosse Pointe Park Visioning Survey

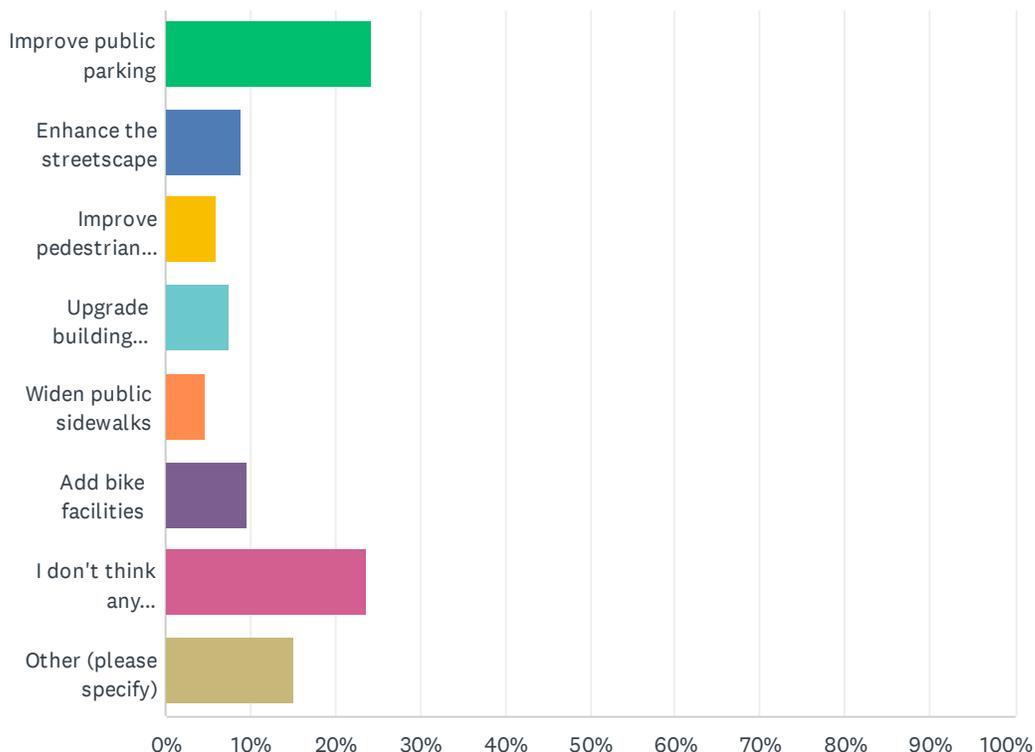


| ANSWER CHOICES                            | RESPONSES |              |
|---|-----------|--------------|
| Improve public parking                    | 11.00%    | 118          |
| Enhance the streetscape                   | 14.54%    | 156          |
| Improve pedestrian safety                 | 5.22%     | 56           |
| Upgrade building facades                  | 19.66%    | 211          |
| Widen public sidewalks                    | 0.93%     | 10           |
| Develop vacant properties                 | 36.63%    | 393          |
| Add bike facilities                       | 1.12%     | 12           |
| I don't think any improvements are needed | 4.75%     | 51           |
| Other (please specify)                    | 6.15%     | 66           |
| <b>TOTAL</b>                              |           | <b>1,073</b> |

### Q24 What do you feel is a top priority for the Kercheval Avenue Business District?

Answered: 1,064 Skipped: 25

## Grosse Pointe Park Visioning Survey

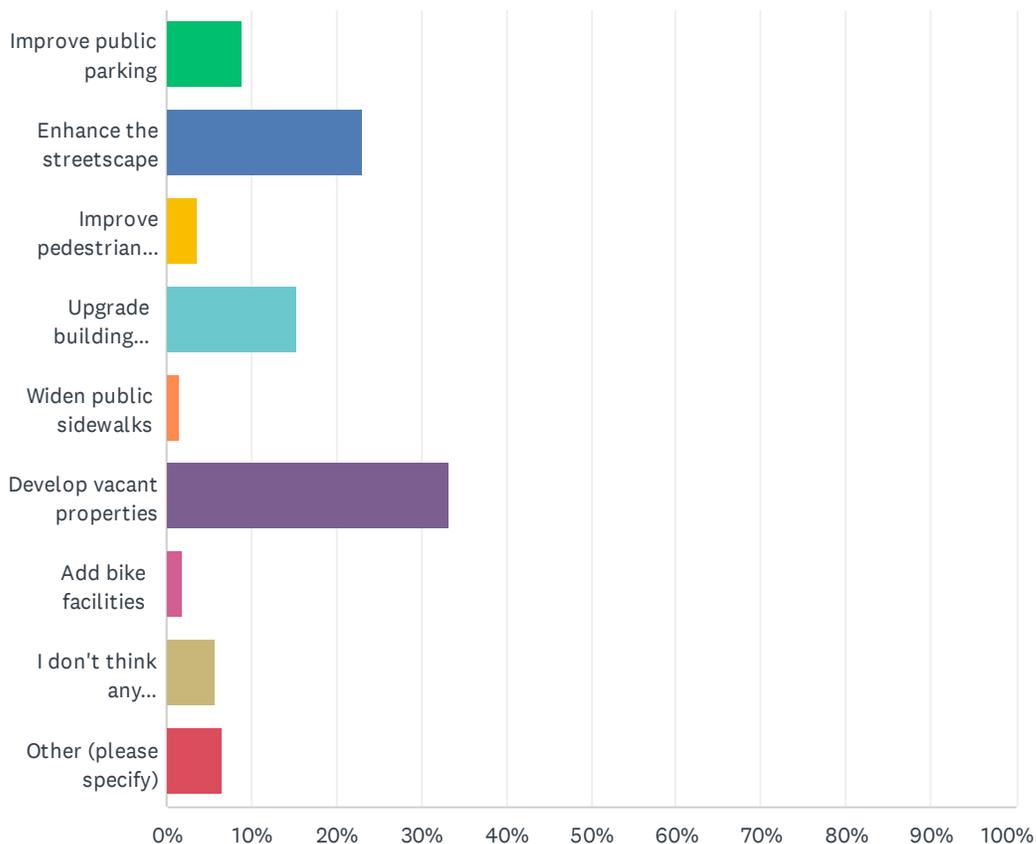


| ANSWER CHOICES                            | RESPONSES |              |
|---|-----------|--------------|
| Improve public parking                    | 24.34%    | 259          |
| Enhance the streetscape                   | 9.02%     | 96           |
| Improve pedestrian safety                 | 6.02%     | 64           |
| Upgrade building facades                  | 7.52%     | 80           |
| Widen public sidewalks                    | 4.79%     | 51           |
| Add bike facilities                       | 9.49%     | 101          |
| I don't think any improvements are needed | 23.68%    | 252          |
| Other (please specify)                    | 15.13%    | 161          |
| <b>TOTAL</b>                              |           | <b>1,064</b> |

### Q25 What do you feel is a top priority for the Charlevoix Street Business District?

Answered: 1,065 Skipped: 24

## Grosse Pointe Park Visioning Survey

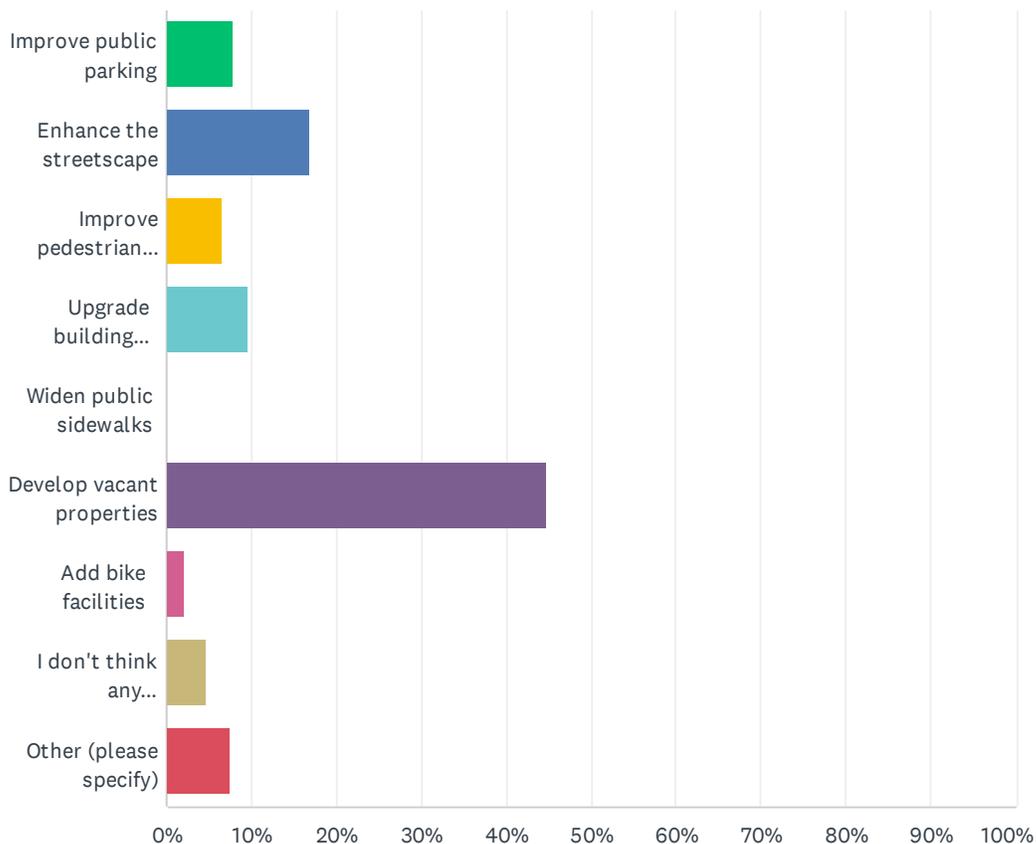


| ANSWER CHOICES                            | RESPONSES |              |
|---|-----------|--------------|
| Improve public parking                    | 9.01%     | 96           |
| Enhance the streetscape                   | 23.00%    | 245          |
| Improve pedestrian safety                 | 3.66%     | 39           |
| Upgrade building facades                  | 15.31%    | 163          |
| Widen public sidewalks                    | 1.50%     | 16           |
| Develop vacant properties                 | 33.24%    | 354          |
| Add bike facilities                       | 1.97%     | 21           |
| I don't think any improvements are needed | 5.73%     | 61           |
| Other (please specify)                    | 6.57%     | 70           |
| <b>TOTAL</b>                              |           | <b>1,065</b> |

### Q26 What do you feel is a top priority for the Mack Avenue Business District?

Answered: 1,066 Skipped: 23

## Grosse Pointe Park Visioning Survey

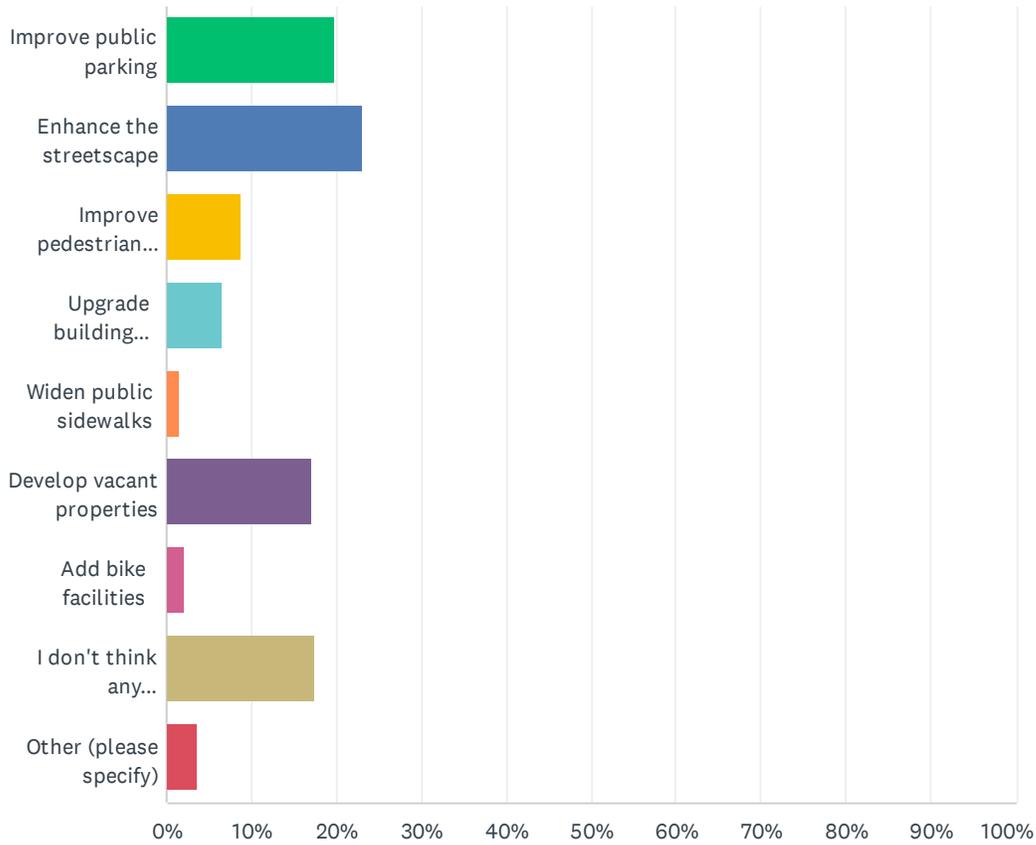


| ANSWER CHOICES                            | RESPONSES |              |
|---|-----------|--------------|
| Improve public parking                    | 7.97%     | 85           |
| Enhance the streetscape                   | 16.79%    | 179          |
| Improve pedestrian safety                 | 6.57%     | 70           |
| Upgrade building facades                  | 9.57%     | 102          |
| Widen public sidewalks                    | 0.09%     | 1            |
| Develop vacant properties                 | 44.75%    | 477          |
| Add bike facilities                       | 2.16%     | 23           |
| I don't think any improvements are needed | 4.69%     | 50           |
| Other (please specify)                    | 7.41%     | 79           |
| <b>TOTAL</b>                              |           | <b>1,066</b> |

## Q27 What do you feel is a top priority for the Mack and Cadieux Business Area?

Answered: 1,054 Skipped: 35

## Grosse Pointe Park Visioning Survey

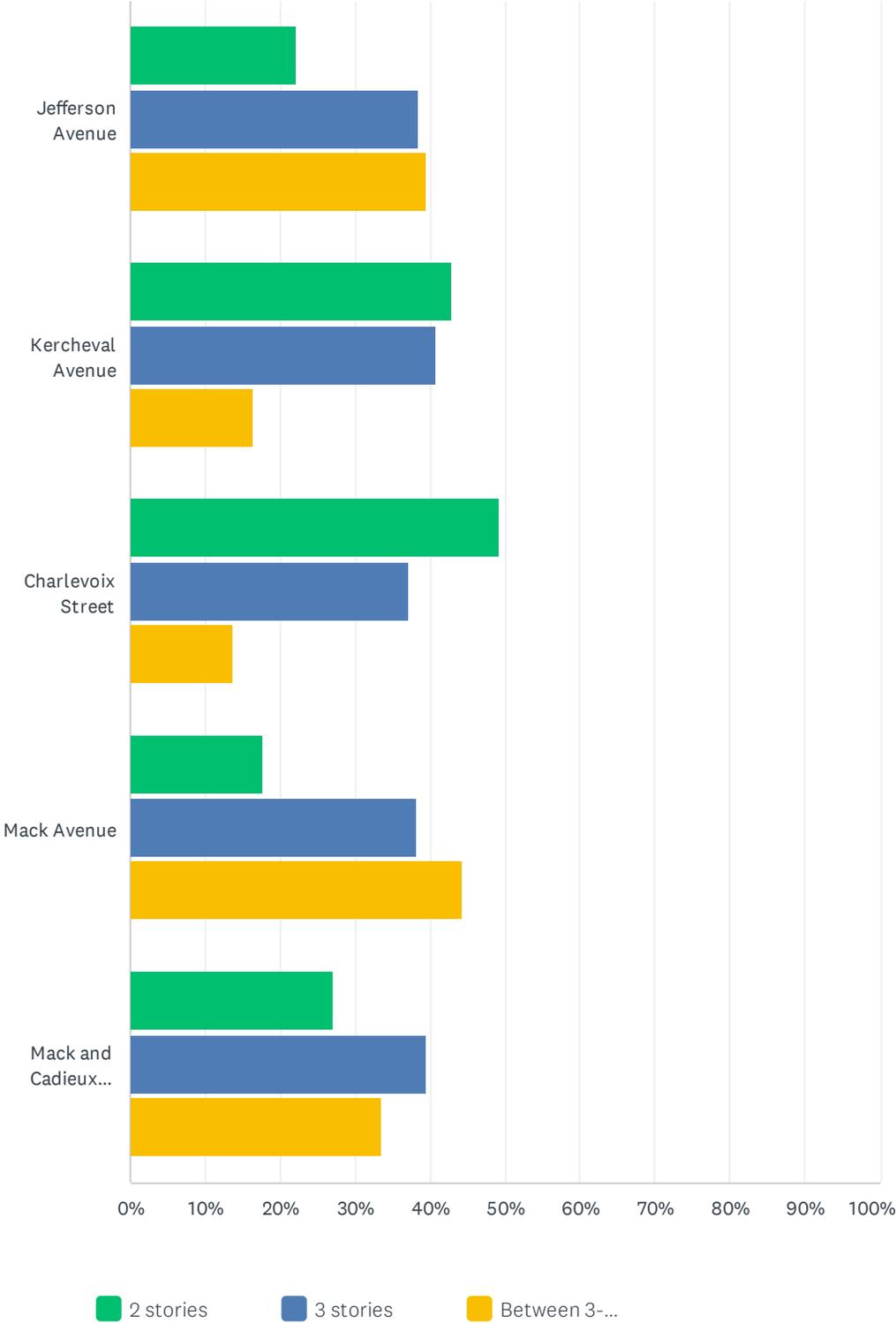


| ANSWER CHOICES                            | RESPONSES |              |
|---|-----------|--------------|
| Improve public parking                    | 19.92%    | 210          |
| Enhance the streetscape                   | 22.96%    | 242          |
| Improve pedestrian safety                 | 8.82%     | 93           |
| Upgrade building facades                  | 6.55%     | 69           |
| Widen public sidewalks                    | 1.52%     | 16           |
| Develop vacant properties                 | 16.98%    | 179          |
| Add bike facilities                       | 2.09%     | 22           |
| I don't think any improvements are needed | 17.55%    | 185          |
| Other (please specify)                    | 3.61%     | 38           |
| <b>TOTAL</b>                              |           | <b>1,054</b> |

## Q28 What do you feel is the maximum appropriate height for new buildings in the business districts?

Answered: 1,068    Skipped: 21

# Grosse Pointe Park Visioning Survey

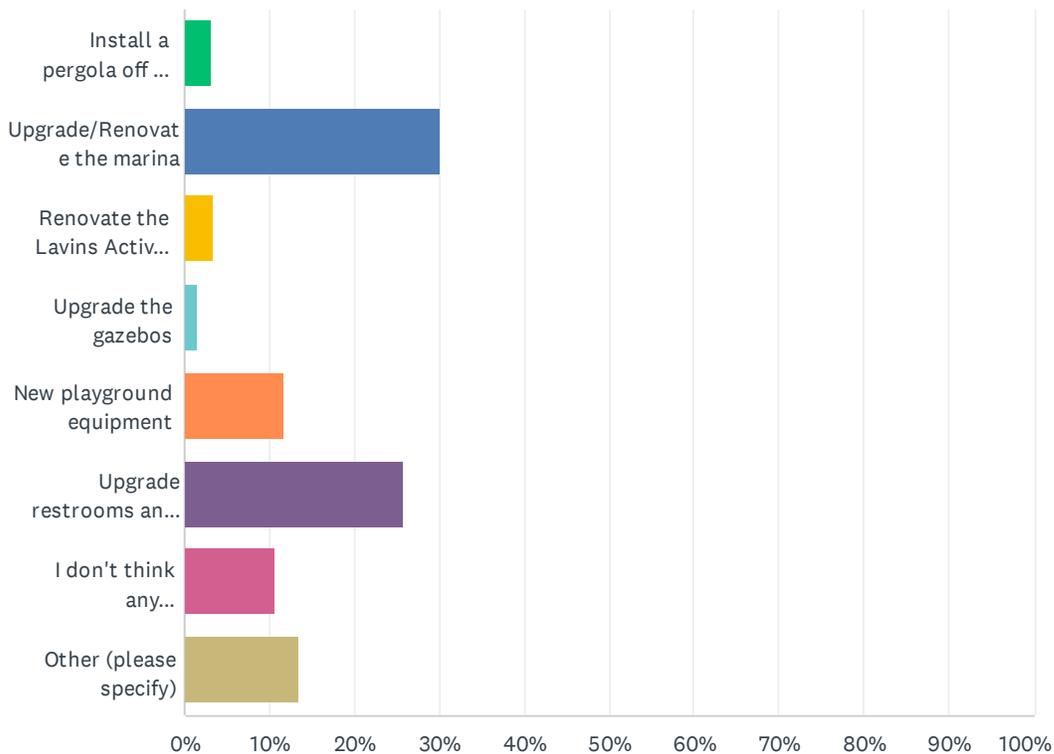


## Grosse Pointe Park Visioning Survey

|                                | 2 STORIES     | 3 STORIES     | BETWEEN 3-5 STORIES | TOTAL | WEIGHTED AVERAGE |
|--------------------------------|---------------|---------------|---------------------|-------|------------------|
| Jefferson Avenue               | 22.14%<br>236 | 38.37%<br>409 | 39.49%<br>421       | 1,066 | 3.57             |
| Kercheval Avenue               | 42.87%<br>457 | 40.62%<br>433 | 16.51%<br>176       | 1,066 | 2.90             |
| Charlevoix Street              | 49.15%<br>523 | 37.12%<br>395 | 13.72%<br>146       | 1,064 | 2.78             |
| Mack Avenue                    | 17.59%<br>187 | 38.10%<br>405 | 44.31%<br>471       | 1,063 | 3.71             |
| Mack and Cadieux Business Area | 27.06%<br>286 | 39.55%<br>418 | 33.40%<br>353       | 1,057 | 3.40             |

### Q29 What is the top priority improvement you would most like to see at Windmill Pointe Park?

Answered: 1,064 Skipped: 25

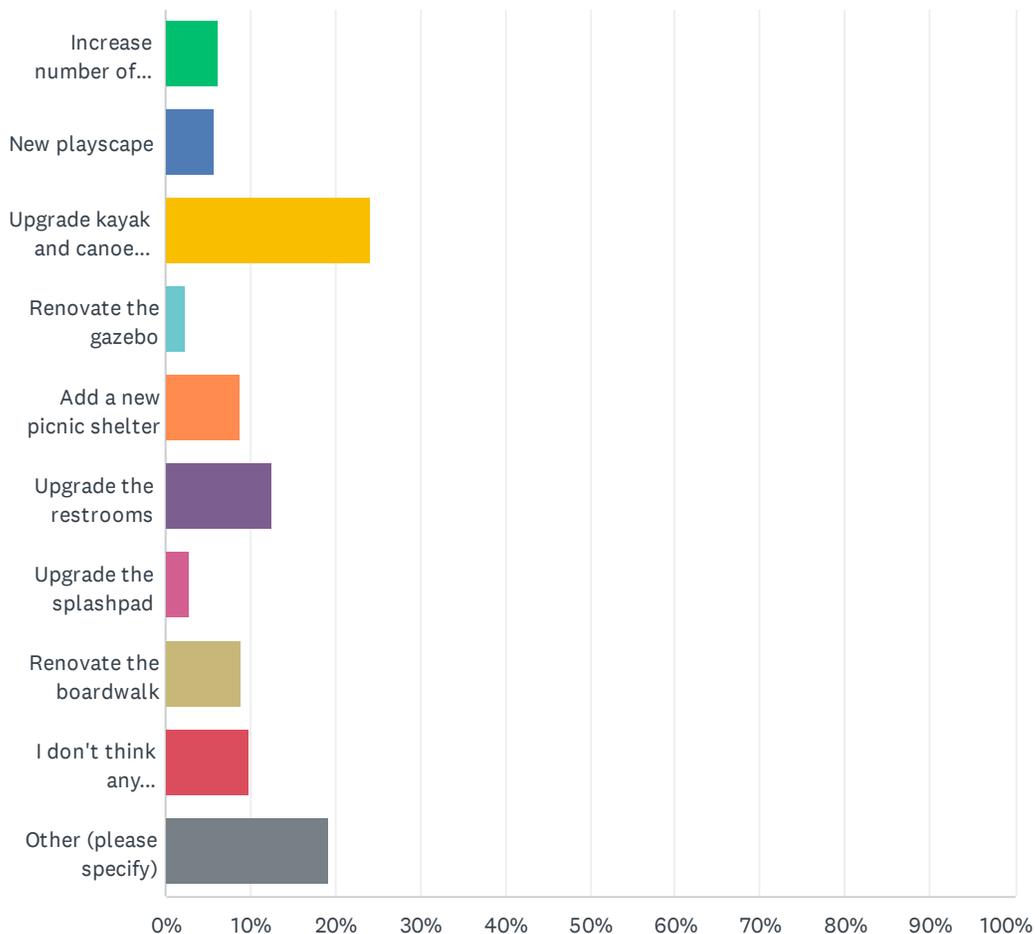


## Grosse Pointe Park Visioning Survey

| ANSWER CHOICES  | RESPONSES |       |
|---|-----------|-------|
| Install a pergola off of Tomkins Community Building patio | 3.29%     | 35    |
| Upgrade/Renovate the marina                               | 30.08%    | 320   |
| Renovate the Lavins Activity Center balcony space         | 3.48%     | 37    |
| Upgrade the gazebos                                       | 1.60%     | 17    |
| New playground equipment                                  | 11.65%    | 124   |
| Upgrade restrooms and concessions building                | 25.85%    | 275   |
| I don't think any improvements are needed                 | 10.62%    | 113   |
| Other (please specify)                                    | 13.44%    | 143   |
| TOTAL   |           | 1,064 |

### Q30 What is a top priority improvement you would most like to see at Patterson Park?

Answered: 1,067    Skipped: 22

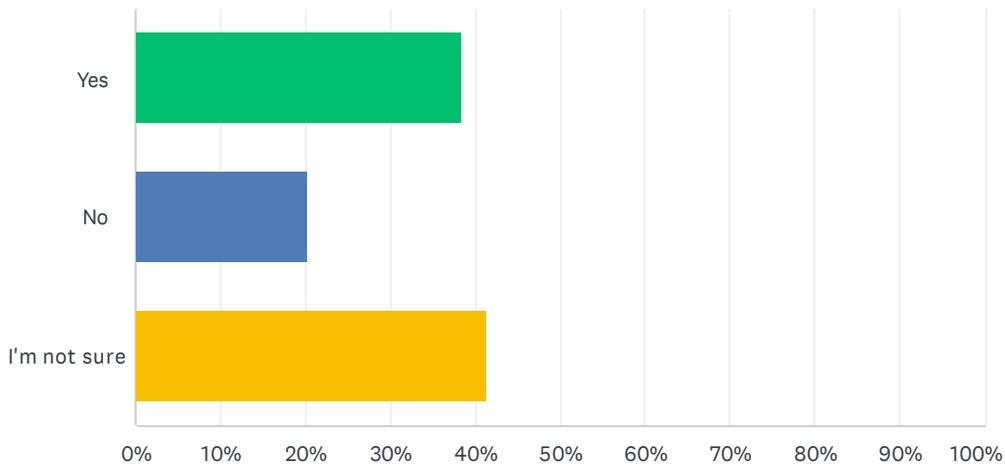


Grosse Pointe Park Visioning Survey

| ANSWER CHOICES                            | RESPONSES |              |
|---|-----------|--------------|
| Increase number of pickleball courts      | 6.09%     | 65           |
| New playscape                             | 5.72%     | 61           |
| Upgrade kayak and canoe launch            | 23.99%    | 256          |
| Renovate the gazebo                       | 2.25%     | 24           |
| Add a new picnic shelter                  | 8.81%     | 94           |
| Upgrade the restrooms                     | 12.65%    | 135          |
| Upgrade the splashpad                     | 2.72%     | 29           |
| Renovate the boardwalk                    | 8.90%     | 95           |
| I don't think any improvements are needed | 9.75%     | 104          |
| Other (please specify)                    | 19.12%    | 204          |
| <b>TOTAL</b>                              |           | <b>1,067</b> |

**Q31** As part the engagement process with the community, the City and the project team will be conducting virtual “Office Hours” on hot topics to be addressed in the Master Plan. Would you be interested in participating in one or more of these meetings?

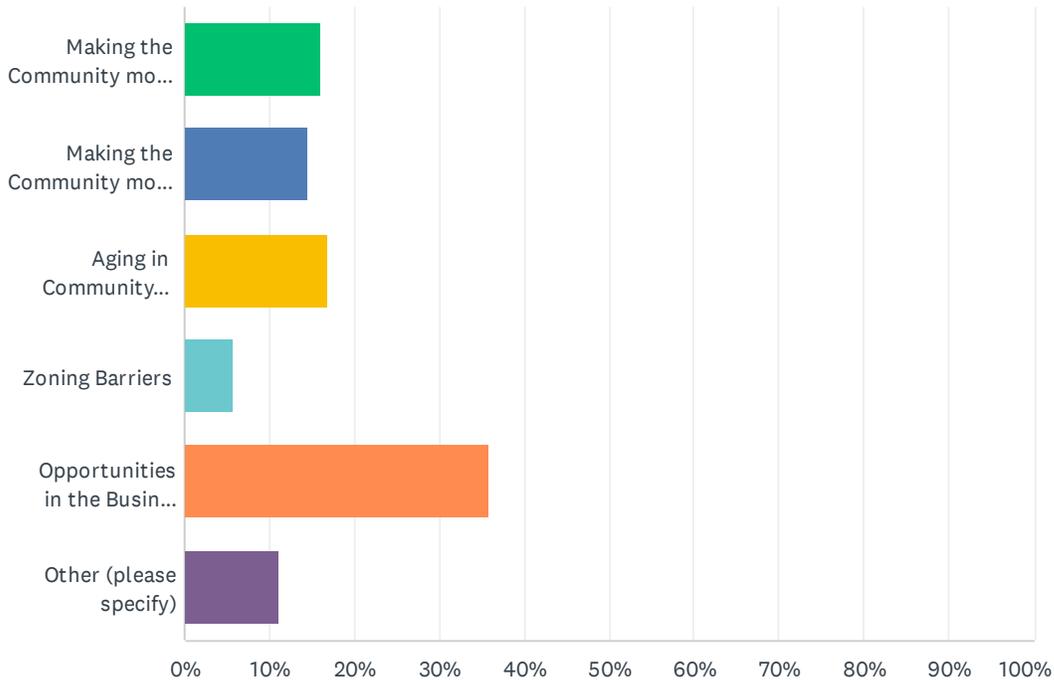
Answered: 1,058 Skipped: 31



| ANSWER CHOICES | RESPONSES |              |
|----------------|-----------|--------------|
| Yes            | 38.37%    | 406          |
| No             | 20.32%    | 215          |
| I'm not sure   | 41.30%    | 437          |
| <b>TOTAL</b>   |           | <b>1,058</b> |

Q32 The topics for the “Office Hours” will be determined by the community. The top three will be chosen to explore further as part of the Master Plan efforts. Please choose which top priority topic you would most like to discuss further.

Answered: 899 Skipped: 190



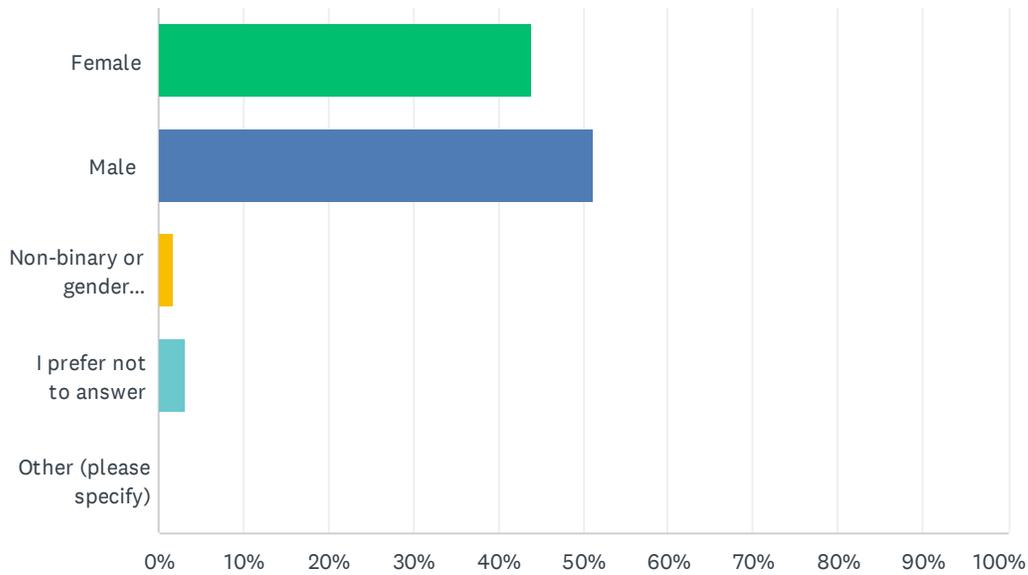
| ANSWER CHOICES                                       | RESPONSES |            |
|--|-----------|------------|
| Making the Community more Pedestrian-Friendly        | 15.91%    | 143        |
| Making the Community more Bike-Friendly              | 14.57%    | 131        |
| Aging in Community (Exploring Housing Opportunities) | 16.91%    | 152        |
| Zoning Barriers                                      | 5.67%     | 51         |
| Opportunities in the Business Districts              | 35.82%    | 322        |
| Other (please specify)                               | 11.12%    | 100        |
| <b>TOTAL</b>   |           | <b>899</b> |

Q33 Is there anything else you would like us to know that wasn't already covered in the survey?

Answered: 341 Skipped: 748

## Q1 Please select a gender identity below:

Answered: 123 Skipped: 0

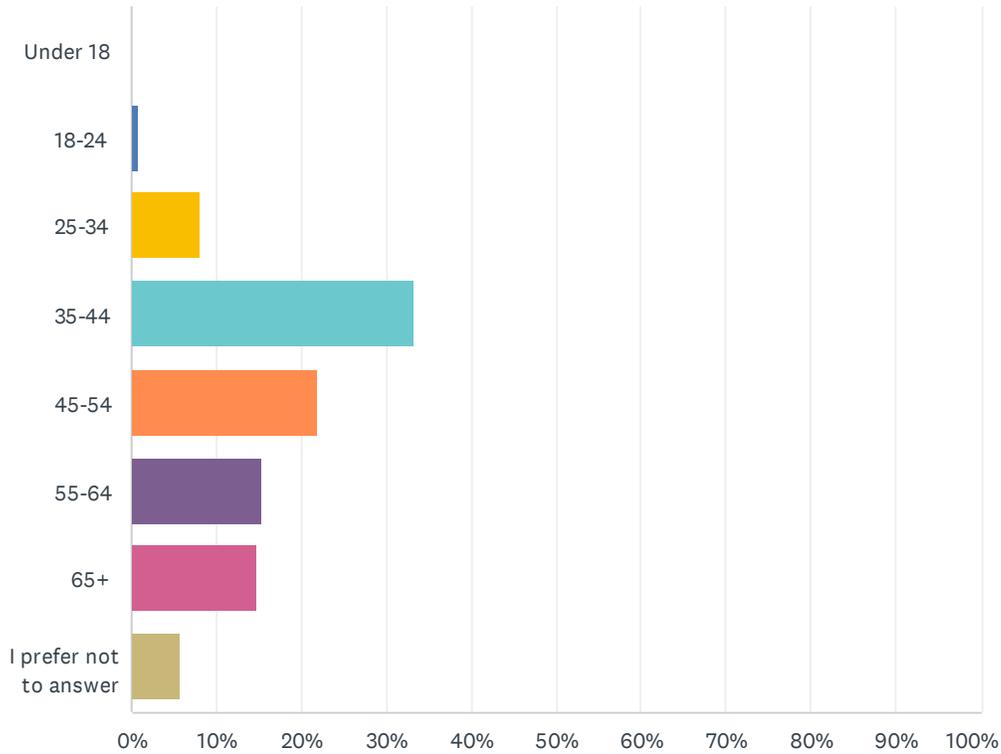


| ANSWER CHOICES                     | RESPONSES |            |
|------------------------------------|-----------|------------|
| Female                             | 43.90%    | 54         |
| Male                               | 51.22%    | 63         |
| Non-binary or gender nonconforming | 1.63%     | 2          |
| I prefer not to answer             | 3.25%     | 4          |
| Other (please specify)             | 0.00%     | 0          |
| <b>TOTAL</b>                       |           | <b>123</b> |

## Q2 Please select your age group:

Answered: 123 Skipped: 0

## Grosse Pointe Park Master Plan Priorities

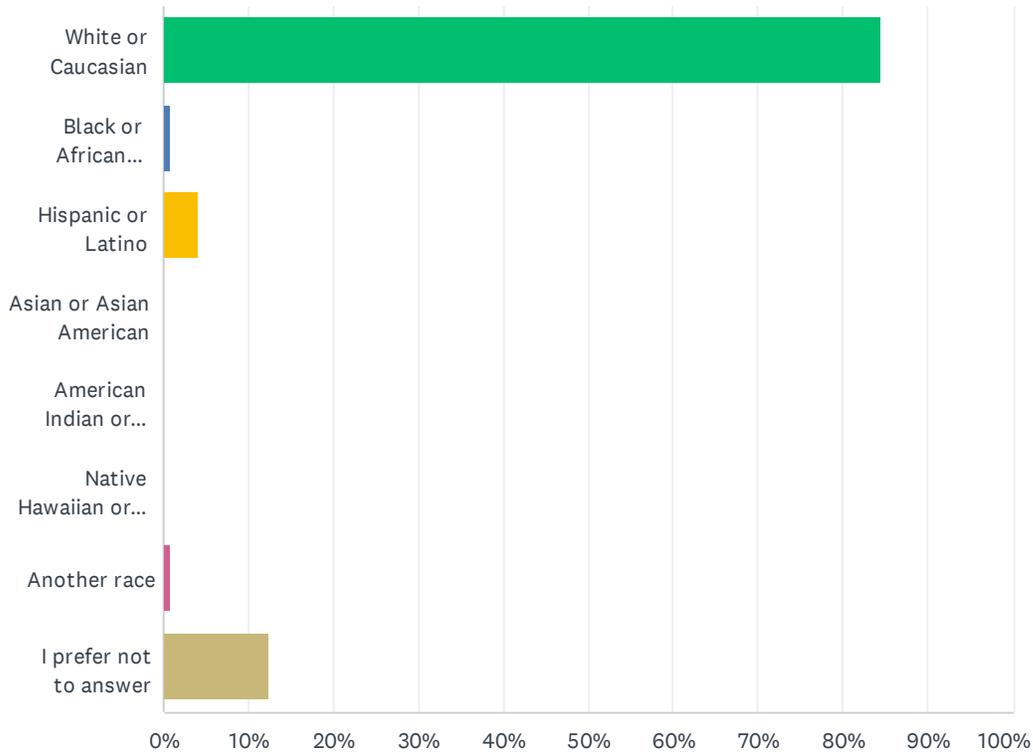


| ANSWER CHOICES         | RESPONSES |            |
|------------------------|-----------|------------|
| Under 18               | 0.00%     | 0          |
| 18-24                  | 0.81%     | 1          |
| 25-34                  | 8.13%     | 10         |
| 35-44                  | 33.33%    | 41         |
| 45-54                  | 21.95%    | 27         |
| 55-64                  | 15.45%    | 19         |
| 65+                    | 14.63%    | 18         |
| I prefer not to answer | 5.69%     | 7          |
| <b>TOTAL</b>           |           | <b>123</b> |

Q3 Please select all that apply:

Answered: 122    Skipped: 1

## Grosse Pointe Park Master Plan Priorities

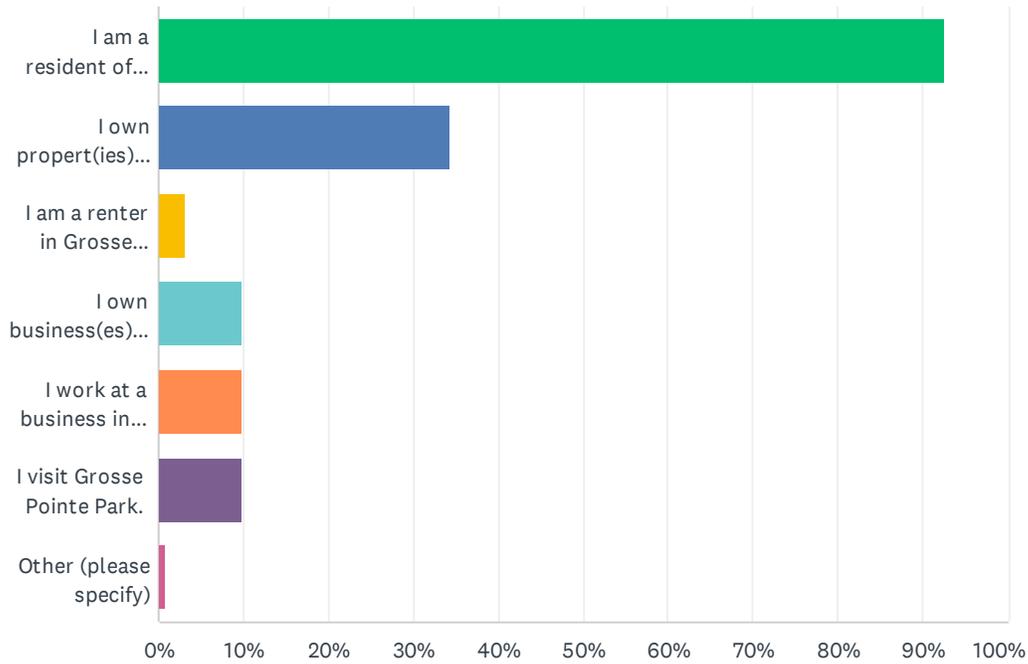


| ANSWER CHOICES                            | RESPONSES |     |
|---|-----------|-----|
| White or Caucasian                        | 84.43%    | 103 |
| Black or African American                 | 0.82%     | 1   |
| Hispanic or Latino                        | 4.10%     | 5   |
| Asian or Asian American                   | 0.00%     | 0   |
| American Indian or Alaska Native          | 0.00%     | 0   |
| Native Hawaiian or other Pacific Islander | 0.00%     | 0   |
| Another race                              | 0.82%     | 1   |
| I prefer not to answer                    | 12.30%    | 15  |
| Total Respondents: 122                    |           |     |

Q4 Please select all that apply:

Answered: 122    Skipped: 1

## Grosse Pointe Park Master Plan Priorities

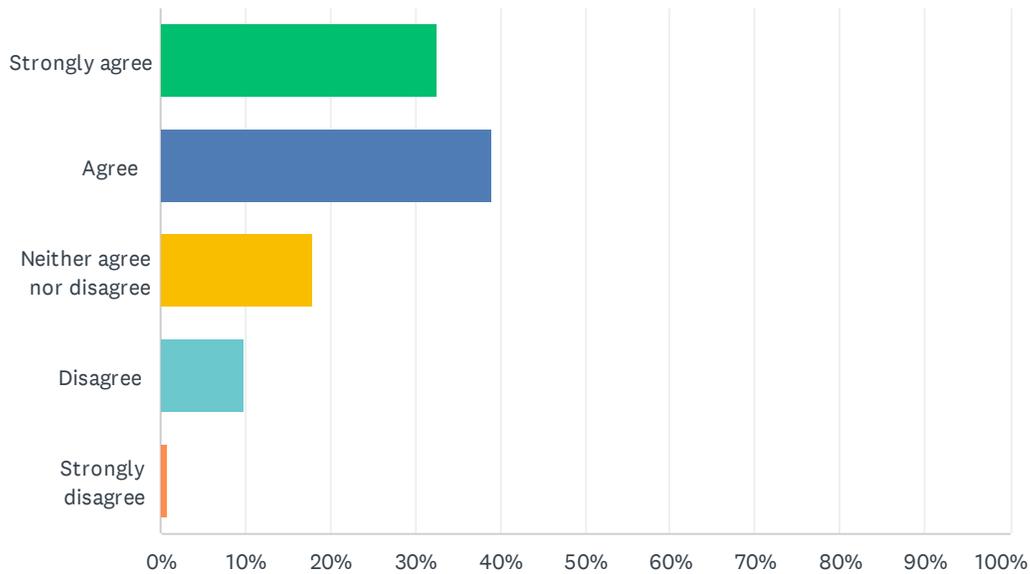


| ANSWER CHOICES                              | RESPONSES |     |
|---|-----------|-----|
| I am a resident of Grosse Pointe Park.      | 92.62%    | 113 |
| I own propert(ies) in Grosse Pointe Park.   | 34.43%    | 42  |
| I am a renter in Grosse Pointe Park.        | 3.28%     | 4   |
| I own business(es) in Grosse Pointe Park.   | 9.84%     | 12  |
| I work at a business in Grosse Pointe Park. | 9.84%     | 12  |
| I visit Grosse Pointe Park.                 | 9.84%     | 12  |
| Other (please specify)                      | 0.82%     | 1   |
| Total Respondents: 122                      |           |     |

**Q5 Do you agree with the draft vision in the Master Plan Update? The vision reads: “Grosse Pointe Park is a walkable, bike-friendly, sustainable, historic, diverse, and safe community. The City's residents, unique neighborhoods and convenience of quality businesses and community amenities are its strongest assets. Collaboration and transparency are highly valued and are paramount to successful implementation of this Master Plan.”**

Answered: 123 Skipped: 0

## Grosse Pointe Park Master Plan Priorities



| ANSWER CHOICES             | RESPONSES |            |
|----------------------------|-----------|------------|
| Strongly agree             | 32.52%    | 40         |
| Agree                      | 39.02%    | 48         |
| Neither agree nor disagree | 17.89%    | 22         |
| Disagree                   | 9.76%     | 12         |
| Strongly disagree          | 0.81%     | 1          |
| <b>TOTAL</b>               |           | <b>123</b> |

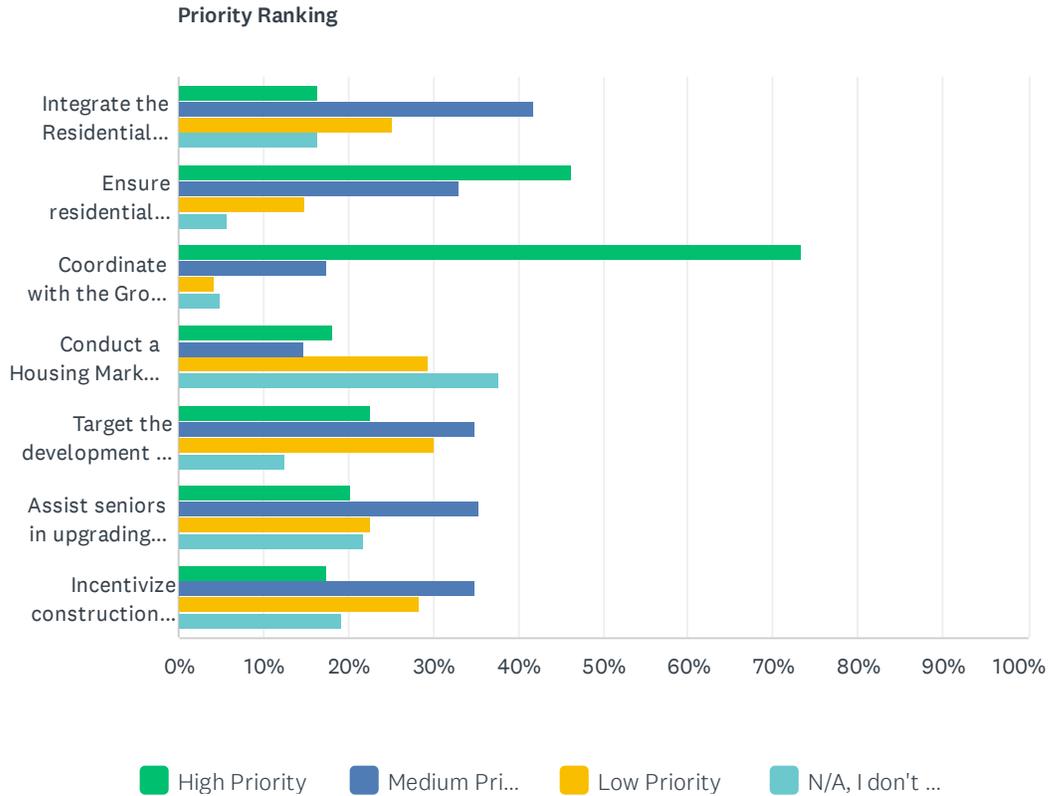
**Q6 Is there anything missing from the vision that you strongly feel should be included? Please write a brief comment below.**

Answered: 57   Skipped: 66

**Q7 Please rank each one of the following strategies as high, medium, or low priority for strategies related to the residential neighborhoods in Grosse Pointe Park. If you disagree with the strategy, please select "I do not agree with this recommendation".**

Answered: 122   Skipped: 1

## Grosse Pointe Park Master Plan Priorities



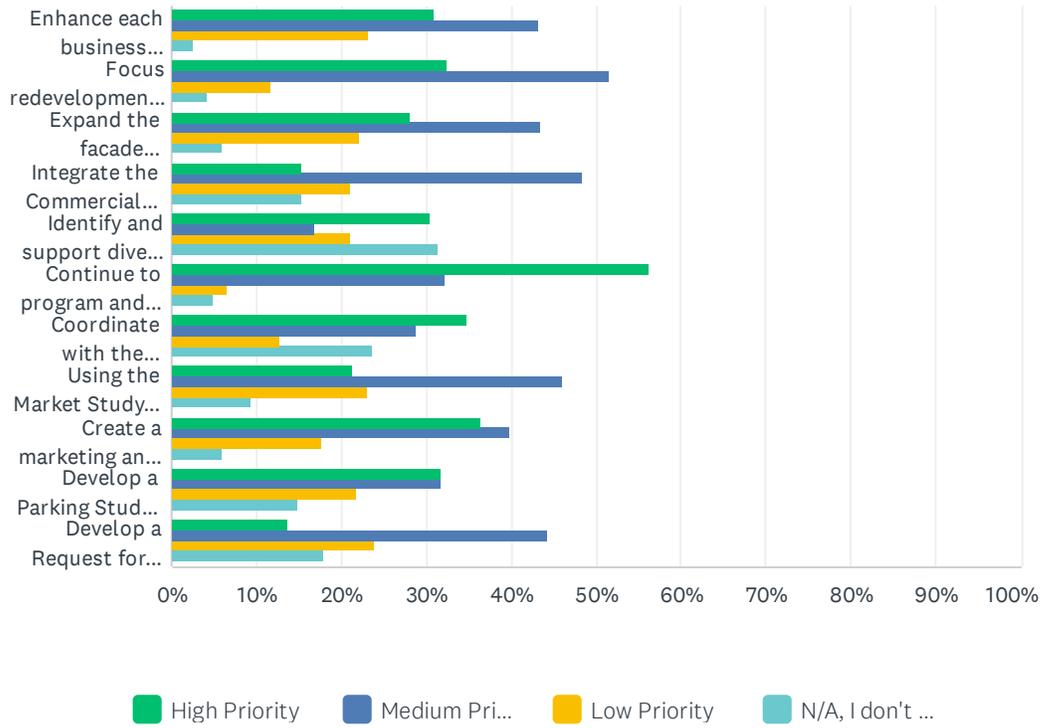
| Priority Ranking   |               |                 |              |   |       |
|--|---------------|-----------------|--------------|---|-------|
|  | HIGH PRIORITY | MEDIUM PRIORITY | LOW PRIORITY | N/A, I DON'T AGREE WITH THIS RECOMMENDATION | TOTAL |
| Integrate the Residential Buildings Design Guidelines as standards in the Zoning Ordinance.  | 16.52%<br>19  | 41.74%<br>48    | 25.22%<br>29 | 16.52%<br>19                                | 115   |
| Ensure residential neighborhoods are well connected with infrastructure improvements (i.e. pedestrian crossings, bike facilities). | 46.28%<br>56  | 33.06%<br>40    | 14.88%<br>18 | 5.79%<br>7                                  | 121   |
| Coordinate with the Grosse Pointe Public School System on the future use of Trombley Elementary School.                            | 73.33%<br>88  | 17.50%<br>21    | 4.17%<br>5   | 5.00%<br>6                                  | 120   |
| Conduct a Housing Market Study to determine where there is demand for mixed used multi-family opportunities.                       | 18.03%<br>22  | 14.75%<br>18    | 29.51%<br>36 | 37.70%<br>46                                | 122   |
| Target the development of mixed use buildings in and near the business districts.  | 22.50%<br>27  | 35.00%<br>42    | 30.00%<br>36 | 12.50%<br>15                                | 120   |
| Assist seniors in upgrading existing housing to help facilitate aging in place.  | 20.17%<br>24  | 35.29%<br>42    | 22.69%<br>27 | 21.85%<br>26                                | 119   |
| Incentivize construction of housing that prioritizes accessibility for the aging population and people with disabilities.          | 17.50%<br>21  | 35.00%<br>42    | 28.33%<br>34 | 19.17%<br>23                                | 120   |

**Q8 Please rank each one of the following strategies as high, medium, or low priority for strategies related to the business districts in Grosse Pointe Park. If you disagree with the strategy, please select "I do not agree with this recommendation".**

# Grosse Pointe Park Master Plan Priorities

Answered: 123 Skipped: 0

## Priority Ranking



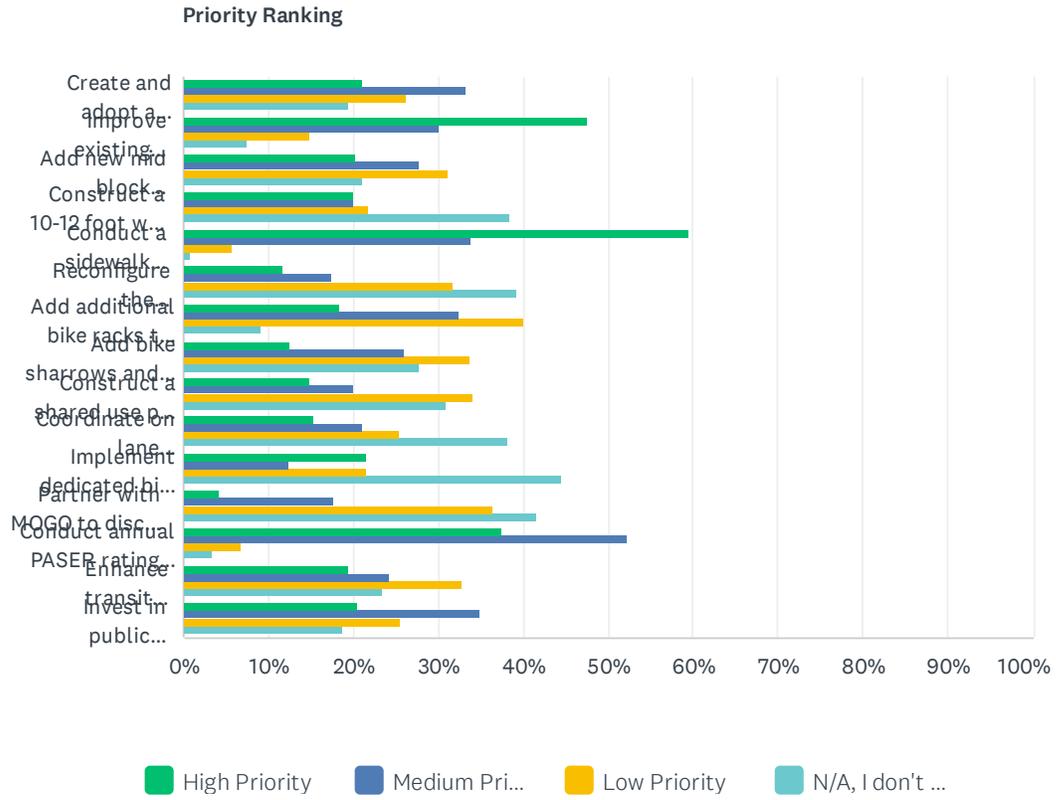
## Grosse Pointe Park Master Plan Priorities

| Priority Ranking   |               |                 |              |   |       |
|--|---------------|-----------------|--------------|---|-------|
|  | HIGH PRIORITY | MEDIUM PRIORITY | LOW PRIORITY | N/A, I DON'T AGREE WITH THIS RECOMMENDATION | TOTAL |
| Enhance each business district to be more accessible and attractive with multi-modal connections and streetscape amenities.  | 30.83%<br>37  | 43.33%<br>52    | 23.33%<br>28 | 2.50%<br>3                                  | 120   |
| Focus redevelopment and investment in business districts along targeted areas of each corridor, particularly along Charlevoix Street and Mack Avenue.  | 32.50%<br>39  | 51.67%<br>62    | 11.67%<br>14 | 4.17%<br>5                                  | 120   |
| Expand the facade improvement program to encourage businesses to make upgrades to their buildings.   | 28.21%<br>33  | 43.59%<br>51    | 22.22%<br>26 | 5.98%<br>7                                  | 117   |
| Integrate the Commercial Buildings Design Guidelines as standards in the Zoning Ordinance.   | 15.25%<br>18  | 48.31%<br>57    | 21.19%<br>25 | 15.25%<br>18                                | 118   |
| Identify and support diverse and inclusive businesses.   | 30.51%<br>36  | 16.95%<br>20    | 21.19%<br>25 | 31.36%<br>37                                | 118   |
| Continue to program and expand festivals and events in the Grosse Pointe Park business districts that specifically support and promote small businesses.   | 56.20%<br>68  | 32.23%<br>39    | 6.61%<br>8   | 4.96%<br>6                                  | 121   |
| Coordinate with the Michigan Economic Development Corporation (MEDC) to become certified as a Redevelopment Ready Community(RRC) to capitalize on technical assistance and resources that MEDC can provide.  | 34.75%<br>41  | 28.81%<br>34    | 12.71%<br>15 | 23.73%<br>28                                | 118   |
| Using the Market Study results as a framework, create a Business Development and Retention Program.  | 21.37%<br>25  | 46.15%<br>54    | 23.08%<br>27 | 9.40%<br>11                                 | 117   |
| Create a marketing and branding strategy that highlights investment opportunities in the City. All business districts/areas should coordinate to achieve the appropriate business mixture and business hours to increase foot traffic and revenue. | 36.44%<br>43  | 39.83%<br>47    | 17.80%<br>21 | 5.93%<br>7                                  | 118   |
| Develop a Parking Study of the business districts to determine existing challenges and recommendations for improvements and solutions.   | 31.67%<br>38  | 31.67%<br>38    | 21.67%<br>26 | 15.00%<br>18                                | 120   |
| Develop a Request for Proposal (RFP) package for each of the business districts, focusing first on Mack and Charlevoix, clustering properties together.  | 13.68%<br>16  | 44.44%<br>52    | 23.93%<br>28 | 17.95%<br>21                                | 117   |

**Q9 Please rank each one of the following strategies as high, medium, or low priority for strategies related to transportation in Grosse Pointe Park. If you disagree with the strategy, please select "I do not agree with this recommendation".**

Answered: 123    Skipped: 0

# Grosse Pointe Park Master Plan Priorities



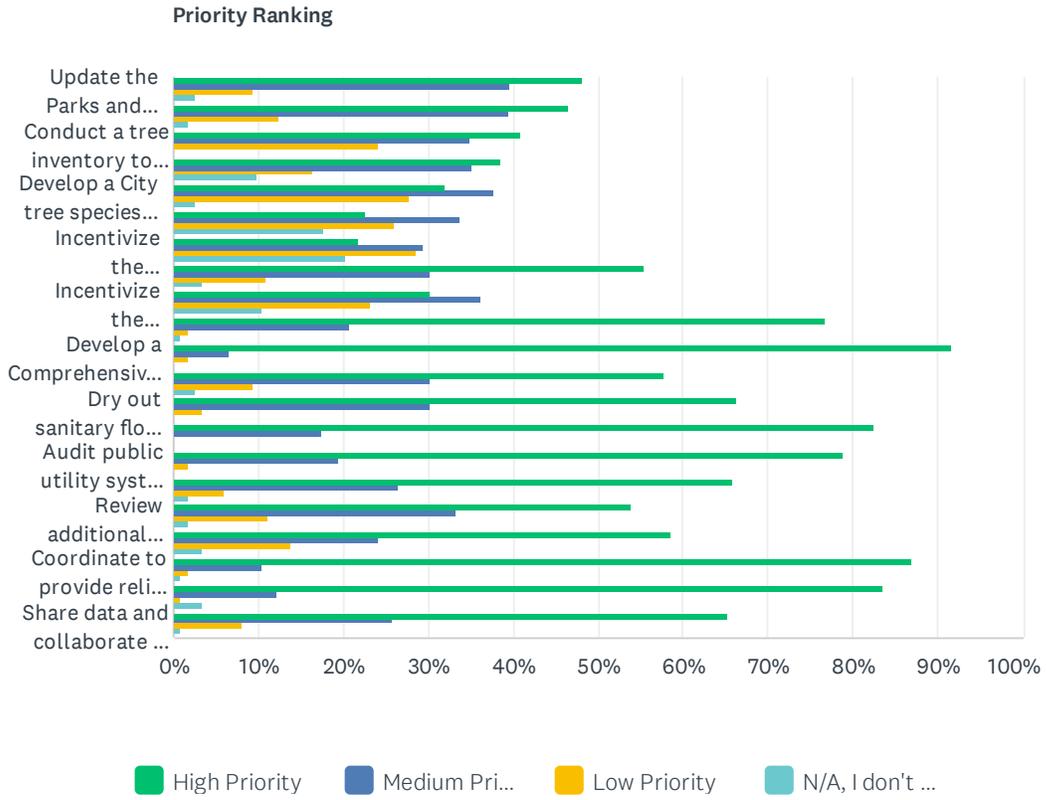
## Grosse Pointe Park Master Plan Priorities

| Priority Ranking   |               |                 |              |   |       |
|--|---------------|-----------------|--------------|---|-------|
|  | HIGH PRIORITY | MEDIUM PRIORITY | LOW PRIORITY | N/A, I DON'T AGREE WITH THIS RECOMMENDATION | TOTAL |
| Create and adopt a Complete Streets Policy for the City of Grosse Pointe Park.   | 21.05%<br>24  | 33.33%<br>38    | 26.32%<br>30 | 19.30%<br>22                                | 114   |
| Improve existing pedestrian crossings along the business districts and near schools.   | 47.50%<br>57  | 30.00%<br>36    | 15.00%<br>18 | 7.50%<br>9                                  | 120   |
| Add new mid block pedestrian crossings and at intersections where crossings do not already exist.  | 20.17%<br>24  | 27.73%<br>33    | 31.09%<br>37 | 21.01%<br>25                                | 119   |
| Construct a 10-12 foot wide shared use path in the existing median of Windmill Pointe Drive.   | 20.00%<br>24  | 20.00%<br>24    | 21.67%<br>26 | 38.33%<br>46                                | 120   |
| Conduct a sidewalk assessment and prioritize high traffic and/or sidewalks in poor condition for maintenance and repair.                   | 59.50%<br>72  | 33.88%<br>41    | 5.79%<br>7   | 0.83%<br>1                                  | 121   |
| Reconfigure the intersection of Wayburn and Kercheval.   | 11.67%<br>14  | 17.50%<br>21    | 31.67%<br>38 | 39.17%<br>47                                | 120   |
| Add additional bike racks to each business district and at main destinations of the City.  | 18.33%<br>22  | 32.50%<br>39    | 40.00%<br>48 | 9.17%<br>11                                 | 120   |
| Add bike sharrows and appropriate bike signage and wayfinding along identified bike routes.  | 12.61%<br>15  | 26.05%<br>31    | 33.61%<br>40 | 27.73%<br>33                                | 119   |
| Construct a shared use path along the north side of Jefferson Avenue between Wayburn and Westchester.                                      | 15.00%<br>18  | 20.00%<br>24    | 34.17%<br>41 | 30.83%<br>37                                | 120   |
| Coordinate on lane repurposing options along Mack Avenue as well as bike lane facilities along Jefferson Avenue.                           | 15.25%<br>18  | 21.19%<br>25    | 25.42%<br>30 | 38.14%<br>45                                | 118   |
| Implement dedicated bike lanes and appropriate buffers along Mack, Jefferson, and Kercheval.   | 21.49%<br>26  | 12.40%<br>15    | 21.49%<br>26 | 44.63%<br>54                                | 121   |
| Partner with MOGO to discuss expanding their services into the City of Grosse Pointe Park and identify potential locations for bike share. | 4.24%<br>5    | 17.80%<br>21    | 36.44%<br>43 | 41.53%<br>49                                | 118   |
| Conduct annual PASER ratings to determine priority roads to repair and replace in Grosse Pointe Park.                                      | 37.61%<br>44  | 52.14%<br>61    | 6.84%<br>8   | 3.42%<br>4                                  | 117   |
| Enhance transit amenities to accommodate and encourage more transit use..  | 19.33%<br>23  | 24.37%<br>29    | 32.77%<br>39 | 23.53%<br>28                                | 119   |
| Invest in public infrastructure upgrades to accommodate emerging advanced transportation technology.                                       | 20.51%<br>24  | 35.04%<br>41    | 25.64%<br>30 | 18.80%<br>22                                | 117   |

**Q10 Please rank each one of the following strategies as high, medium, or low priority for strategies related to sustainability in Grosse Pointe Park. If you disagree with the strategy, please select "I do not agree with this recommendation".**

Answered: 122   Skipped: 1

# Grosse Pointe Park Master Plan Priorities



## Grosse Pointe Park Master Plan Priorities

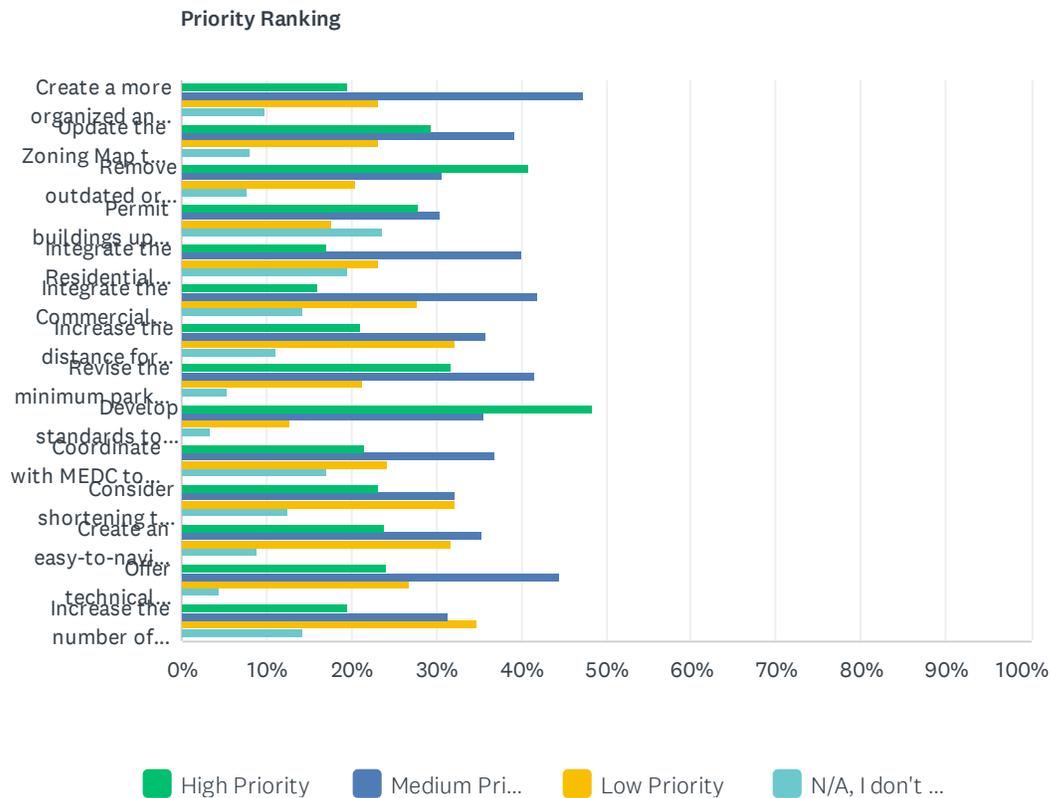
| Priority Ranking   |               |                 |              |   |       |
|--|---------------|-----------------|--------------|---|-------|
|  | HIGH PRIORITY | MEDIUM PRIORITY | LOW PRIORITY | N/A, I DON'T AGREE WITH THIS RECOMMENDATION | TOTAL |
| Update the Parks and Recreation Master Plan to determine priority improvements and funding opportunities.  | 48.28%<br>56  | 39.66%<br>46    | 9.48%<br>11  | 2.59%<br>3                                  | 116   |
| Implement community priority improvements in the parks.  | 46.49%<br>53  | 39.47%<br>45    | 12.28%<br>14 | 1.75%<br>2                                  | 114   |
| Conduct a tree inventory to determine current canopy coverage and identify areas of the City where trees should be planted where there is a substantial lack of trees.             | 40.83%<br>49  | 35.00%<br>42    | 24.17%<br>29 | 0.00%<br>0                                  | 120   |
| Require canopy shade street trees that are native to the area with any new construction.   | 38.52%<br>47  | 35.25%<br>43    | 16.39%<br>20 | 9.84%<br>12                                 | 122   |
| Develop a City tree species list outlining desirable native trees species and recommending appropriate trees for various applications in parks, buffers, yards, and along streets. | 31.93%<br>38  | 37.82%<br>45    | 27.73%<br>33 | 2.52%<br>3                                  | 119   |
| Locate funding and install Electric Vehicle charging stations as part of a pilot project in targeted public parking lots.  | 22.69%<br>27  | 33.61%<br>40    | 26.05%<br>31 | 17.65%<br>21                                | 119   |
| Incentivize the installation of Electric Vehicle charging stations in private parking lots through zoning and/or funding assistance.   | 21.85%<br>26  | 29.41%<br>35    | 28.57%<br>34 | 20.17%<br>24                                | 119   |
| Develop standards to encourage low impact development practices, such as stormwater management, green infrastructure, tree cover, native planting, best management practices, etc. | 55.46%<br>66  | 30.25%<br>36    | 10.92%<br>13 | 3.36%<br>4                                  | 119   |
| Incentivize the construction/rehabilitation of buildings that address accessibility and sustainability.  | 30.17%<br>35  | 36.21%<br>42    | 23.28%<br>27 | 10.34%<br>12                                | 116   |
| Develop a Lead Water Service Line Replacement Plan to replace existing, old lead pipes to meet State regulations.  | 76.86%<br>93  | 20.66%<br>25    | 1.65%<br>2   | 0.83%<br>1                                  | 121   |
| Develop a Comprehensive Maintenance Plan to replace aging water mains.   | 91.74%<br>111 | 6.61%<br>8      | 1.65%<br>2   | 0.00%<br>0                                  | 121   |
| Seek grant funding for digitizing the City's infrastructure asset management program.  | 57.76%<br>67  | 30.17%<br>35    | 9.48%<br>11  | 2.59%<br>3                                  | 116   |
| Dry out sanitary flow by separating parking lots from the sanitary system and into the storm system and conducting inflow and infiltration investigation.                          | 66.39%<br>79  | 30.25%<br>36    | 3.36%<br>4   | 0.00%<br>0                                  | 119   |
| Compile data and resources to provide action plans on storm modeling and short term and long term fixes.   | 82.61%<br>95  | 17.39%<br>20    | 0.00%<br>0   | 0.00%<br>0                                  | 115   |
| Audit public utility systems that handle the sanitary flow.  | 78.95%<br>90  | 19.30%<br>22    | 1.75%<br>2   | 0.00%<br>0                                  | 114   |
| Develop comprehensive educational materials including considerations of backflow prevention devices, sump pump systems and disconnection of downspouts to the sanitary system.     | 65.81%<br>77  | 26.50%<br>31    | 5.98%<br>7   | 1.71%<br>2                                  | 117   |
| Review additional requirements for new-build homes to manage stormwater such as installation of backflow prevent and sump pump.  | 53.85%<br>63  | 33.33%<br>39    | 11.11%<br>13 | 1.71%<br>2                                  | 117   |
| Continue investigations to identify and disconnect illicit   | 58.62%        | 24.14%          | 13.79%       | 3.45%                                       |       |

## Grosse Pointe Park Master Plan Priorities

|   |               |              |            |            |     |
|---|---------------|--------------|------------|------------|-----|
| connections and downspout discharge to sanitary sewer.  | 68            | 28           | 16         | 4          | 116 |
| Coordinate to provide relief points in the case of large storm events.  | 86.96%<br>100 | 10.43%<br>12 | 1.74%<br>2 | 0.87%<br>1 | 115 |
| Coordinate with local and federal leaders to discuss the need for infrastructure funding and relief assistance. | 83.48%<br>96  | 12.17%<br>14 | 0.87%<br>1 | 3.48%<br>4 | 115 |
| Share data and collaborate on best practice solutions with adjacent communities.                                | 65.18%<br>73  | 25.89%<br>29 | 8.04%<br>9 | 0.89%<br>1 | 112 |

**Q11 Please rank each one of the following strategies as high, medium, or low priority for strategies related to zoning in Grosse Pointe Park. If you disagree with the strategy, please select "I do not agree with this recommendation".**

Answered: 120   Skipped: 3



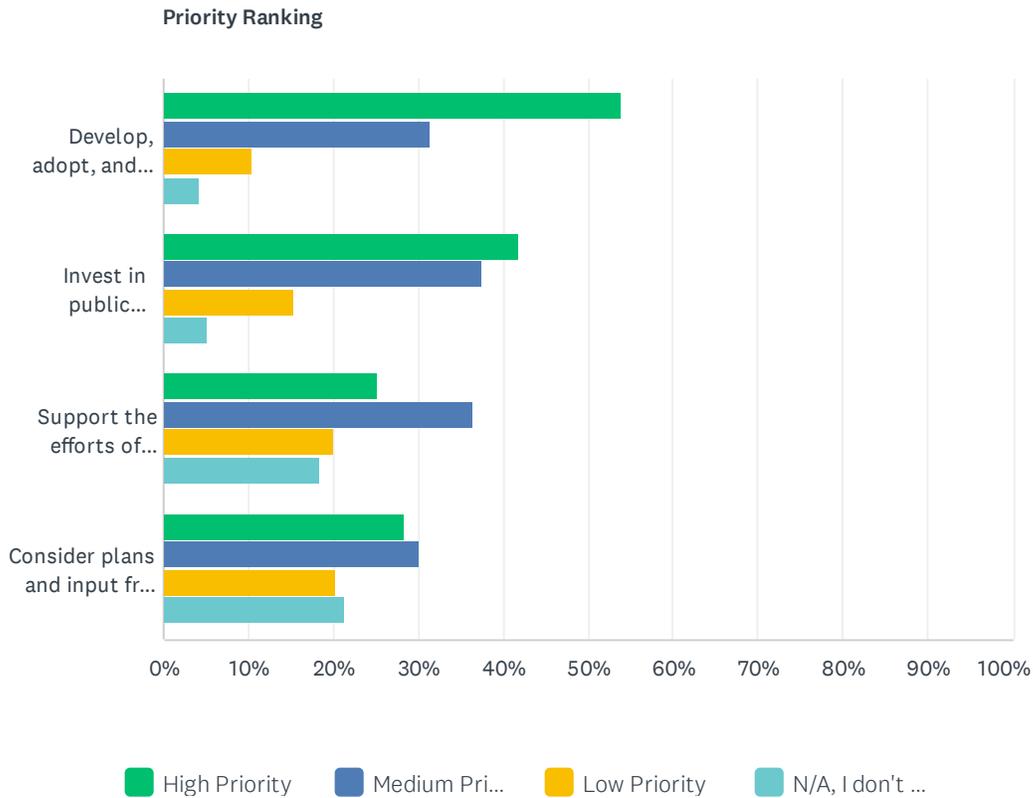
## Grosse Pointe Park Master Plan Priorities

| Priority Ranking  |               |                 |              |   |       |
|---|---------------|-----------------|--------------|---|-------|
|   | HIGH PRIORITY | MEDIUM PRIORITY | LOW PRIORITY | N/A, I DON'T AGREE WITH THIS RECOMMENDATION | TOTAL |
| Create a more organized and user-friendly Zoning Ordinance.   | 19.64%<br>22  | 47.32%<br>53    | 23.21%<br>26 | 9.82%<br>11                                 | 112   |
| Update the Zoning Map to include a new Civic and Parks zoning district to protect existing City, school, church and parks properties. Rezone the southwestern portion of Charlevoix Street from Office to Local Business to provide flexibility for future redevelopment opportunities. | 29.46%<br>33  | 39.29%<br>44    | 23.21%<br>26 | 8.04%<br>9                                  | 112   |
| Remove outdated or incompatible uses from the Zoning Ordinance and add a Mixed-Use category and Daycare Centers to be permitted in the Local Business District.   | 41.03%<br>48  | 30.77%<br>36    | 20.51%<br>24 | 7.69%<br>9                                  | 117   |
| Permit buildings up to 3 stories or 35-40 feet in height in the Office- Service and Local Business zoning districts to capitalize on mixed use redevelopment opportunities.   | 27.97%<br>33  | 30.51%<br>36    | 17.80%<br>21 | 23.73%<br>28                                | 118   |
| Integrate the Residential Buildings Design Guidelines as standards in the Zoning Ordinance.   | 16.96%<br>19  | 40.18%<br>45    | 23.21%<br>26 | 19.64%<br>22                                | 112   |
| Integrate the Commercial Buildings Design Guidelines as standards in the Zoning Ordinance.  | 16.07%<br>18  | 41.96%<br>47    | 27.68%<br>31 | 14.29%<br>16                                | 112   |
| Increase the distance for off-street parking to provide flexibility for new businesses.   | 21.10%<br>23  | 35.78%<br>39    | 32.11%<br>35 | 11.01%<br>12                                | 109   |
| Revise the minimum parking requirements to follow current best practices and decrease the need for numerous variances.  | 31.86%<br>36  | 41.59%<br>47    | 21.24%<br>24 | 5.31%<br>6                                  | 113   |
| Develop standards to encourage low impact development practices, such as stormwater management, green infrastructure, tree cover, native planting, best management practices, etc.  | 48.31%<br>57  | 35.59%<br>42    | 12.71%<br>15 | 3.39%<br>4                                  | 118   |
| Coordinate with MEDC to revise the development review process to ensure the process is streamlined and transparent.   | 21.62%<br>24  | 36.94%<br>41    | 24.32%<br>27 | 17.12%<br>19                                | 111   |
| Consider shortening the approval process for projects that exceed the Design Guidelines criteria.   | 23.21%<br>26  | 32.14%<br>36    | 32.14%<br>36 | 12.50%<br>14                                | 112   |
| Create an easy-to-navigate page on the City's website that encourages an open dialogue with developers.   | 23.89%<br>27  | 35.40%<br>40    | 31.86%<br>36 | 8.85%<br>10                                 | 113   |
| Offer technical assistance to developers and property owners as it relates to the permitting and approval process.  | 24.11%<br>27  | 44.64%<br>50    | 26.79%<br>30 | 4.46%<br>5                                  | 112   |
| Increase the number of Planning Commission meetings to be monthly instead of meeting only four times per year.  | 19.64%<br>22  | 31.25%<br>35    | 34.82%<br>39 | 14.29%<br>16                                | 112   |

**Q12 Please rank each one of the following strategies as high, medium, or low priority for strategies related to priority investments in Grosse Pointe Park. If you disagree with the strategy, please select "I do not agree with this recommendation".**

Answered: 119    Skipped: 4

## Grosse Pointe Park Master Plan Priorities



| Priority Ranking  |               |                 |              |   |       |
|---|---------------|-----------------|--------------|---|-------|
|   | HIGH PRIORITY | MEDIUM PRIORITY | LOW PRIORITY | N/A, I DON'T AGREE WITH THIS RECOMMENDATION | TOTAL |
| Develop, adopt, and maintain a Capital Improvements Program that includes public infrastructure and facilities upgrades needed to implement the Master Plan.  | 53.91%<br>62  | 31.30%<br>36    | 10.43%<br>12 | 4.35%<br>5                                  | 115   |
| Invest in public infrastructure in the business districts to catalyze redevelopment opportunities, including upgrading streetscapes and parking improvements. | 41.88%<br>49  | 37.61%<br>44    | 15.38%<br>18 | 5.13%<br>6                                  | 117   |
| Support the efforts of adjacent communities and agencies in planning for future public infrastructure and facilities needs.                                   | 25.22%<br>29  | 36.52%<br>42    | 20.00%<br>23 | 18.26%<br>21                                | 115   |
| Consider plans and input from adjacent communities and agencies when planning for future public infrastructure and facilities projects.                       | 28.32%<br>32  | 30.09%<br>34    | 20.35%<br>23 | 21.24%<br>24                                | 113   |

**Q13 Is there anything else you would like us to know that wasn't already covered in the survey?**

Answered: 43    Skipped: 80

City of Grosse Pointe Park  
**Retail & Restaurant Market Analysis**  
Grosse Pointe Park, Michigan



*Prepared for:*  
City of Grosse Pointe Park

*Prepared by:*  
Gibbs Planning Group

18 March 2021



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## INTRODUCTION



**Figure 1:** Aerial photo of the Mack Avenue/Cadieux Road business strip and the four Grosse Pointe Park business districts (outlined in white). As shown above, the entire City of Grosse Pointe Park is well connected by a street grid.

### Executive Summary

This study finds that the entire City of Grosse Pointe Park can presently support up to 45,000 square feet (sf) of additional retail and restaurant space, which could generate as much as \$15.5 million in annual sales by 2026. When broken down by the city's four business districts and the Mack Avenue/Cadieux Road business strip, this new commercial development could include any combination of the following:

- Jefferson Avenue: 3,000 sf to 5,000 sf of retailers; 10,000 sf to 15,000 sf of restaurants
- Charlevoix Street: 5,000 sf to 10,000 sf of retailers; 5,000 sf to 10,000 sf of restaurants
- Kercheval Avenue: 8,000 sf to 10,000 sf of retailers; 10,000 sf to 15,000 sf of restaurants
- Mack Avenue: 15,000 sf to 20,000 sf of retailers; 15,000 sf to 20,000 sf of restaurants
- Mack/Cadieux Strip: 5,000 sf to 6,000 sf of retailers; 3,000 to 4,000 sf of restaurants

Additional retail development in these Grosse Pointe Park districts can provide needed goods and services for the existing surrounding consumer base of nearby residents, employees and regional visitors. Furthermore, adding to the critical mass of retailers and restaurants can increase the vibrancy of the business districts and strengthen the pull of trade area consumers. The demographics of the trade area represent a pent up market for traditional main street commerce furthering the potential for sustainable retail development. The leading categories of supportable retail growth are pharmacy, full-service restaurants and bars, breweries or pubs.

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With frontage on Lake Saint Clair, Grosse Pointe Park is the westernmost of the noted Grosse Pointe suburbs, with the oldest overall housing stock of the five cities. The neighborhoods in Grosse Pointe Park are built on a standard grid street pattern which flows out of Detroit. The housing ranges from tightly-packed single- and multi-family brick houses on the far west side of the Park, to rows of traditionally-styled single family homes, to multimillion-dollar mansions on the lakeshore. Many of the houses in the Park were built prior to World War II, and many of these were designed by noted architects using the finest materials.

### **Background**

Gibbs Planning Group, Inc. (GPG) has been retained by the City of Grosse Pointe Park to conduct a retail feasibility analysis for the Mack Avenue/Cadioux Road business strip and for the city's four business districts: the Mack Avenue Business District, Charlevoix Business District, Kercheval Business District and the Jefferson Avenue Business District. This study is being done in conjunction with the City of Grosse Pointe Park's Master Plan Revision and Update led by MKSK.

GPG addressed the following issues in this study:

- What is the existing and planned retail market in the study and trade area?
- What is the primary trade area for the Grosse Pointe Park study areas?
- What are the population, demographic and lifestyle characteristics in the primary trade area, currently and projected for 2026?
- What is the current and projected growth for retail expenditures in the primary trade area, now and for the next five years?
- How much additional retail square footage is supportable in the Grosse Pointe Park study areas and what retail uses should be encouraged? What sales volumes can development achieve in or near the study areas?



*Figure 2: Compact pre-war neighborhoods and unique shops and restaurants make Grosse Pointe Park a desirable place to live for families, young couples and singles.*

### **Methodology**

To address the above issues, GPG defined a trade area that would serve the retail in the study areas based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths and weaknesses of the competition, concentrations of daytime

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employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Esri (Environmental Systems Research Institute).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of the Grosse Pointe Park study areas. Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the study area.

For the purposes of this study, GPG has assumed the following:

- Other major community retail centers may be planned or proposed, but only the existing retail is considered for this study. The quality of the existing retail trade in the study areas is projected to remain constant. Gains in future average retail sales per square feet reflect higher sales per square feet in newly developed retail and selected increases in sales per square feet by individual retail categories.
- No major regional retail centers will be developed within the trade area of this analysis through 2026 for the purposes of this study.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
- The subject districts are properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.
- Annual population growth for the primary trade area is estimated to be -0.17 percent throughout the five-year period of this study.
- Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.
- The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the U.S. Census Bureau, Esri, CBRE and local brokerage services.
- Any new construction in the subject business districts will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, International Council of Shopping Centers and The Urban Land Institute.

- Parking for new development projects or businesses will meet or exceed industry standards.
- Visibility of any new retail is also assumed very good, with signage as required to assure easy visibility of the retailers.
- Infill or redevelopment projects in the study area will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.



**Figure 3:** The Grosse Pointe Park primary trade area is shown above outlined in blue; the total trade area is outlined in purple. The primary trade area consists of the five Grosse Pointe municipalities, Detroit and St. Clair Shores.

### Trade Area

Based on GPG’s site evaluation, the existing retail hubs, population clusters, highway access, and the retail gravitation in the market, as well as our experience defining trade areas for similar

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communities throughout the United States, it was determined that consumers in the primary trade area generate demand to support a variety of retailers. This potential will continue to increase over the next five years, sustained by continued economic recovery and average annual household income growth of 1.24 percent.

The primary trade area is the consumer market where the study areas have a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns. This competitive advantage equates to a potential windfall in the capture of consumer expenditure by the retailers in the study areas.

GPG defined a primary trade area by topography, vehicular access, strength of retail competition and residential growth patterns instead of standardized “drive-times.” Consumers inside the primary trade area will account for up to 60 to 75 percent of the total sales captured by retailers in the study areas. Due to the strong retail gravitational pull of downtown Detroit and suburban shopping destination throughout the metro area, GPG finds that the primary trade area accounts for a nearly 40-acre area inclusive of the five Grosse Pointe municipalities and parts of Detroit and St. Clair Shores. Residents of the primary trade area likely drive by the study areas on a daily basis. The following borders approximately delineate the primary trade area:

- North - 11 Mile Road
- South - Detroit River
- East - Lake St. Clair
- West - Beaconsfield Street / East Grand Boulevard

The total or community-oriented trade area extends six to 15 miles in all directions to include many neighborhoods with easy access to I-94. This draw area encompasses downtown and Midtown Detroit, Detroit’s east side, and parts of Macomb County. Residents who live in the total, but not within the primary, trade area will shop or dine in the study area periodically, but the area will not be their primary shopping destination. Residents in the total trade area will likely account for 10 to 20 percent of the total sales captured by retailers in the study area.

### **Demographic Characteristics**

Using data from Esri (Environmental Systems Research Institute) and the U.S. Census Bureau, GPG obtained the most recent population and demographic characteristics (2021), and those projected for 2026 for the defined trade area, as well as regional and statewide statistics.

The primary trade area has an estimated 2021 population of 158,400 persons, which will nominally decrease at an annual rate of -0.17 percent to 157,100 by 2026. This annual population loss is in contrast to modest growth rates projected for the total trade area, state and U.S. The number of households in the primary trade area will decrease from 64,800 in 2021 to 64,400 in 2026, while each household will average 2.42 persons. Median household income is \$56,400 and is expected to increase to \$59,900 by 2026. Average income in the primary trade area is \$87,300, while 39.2 percent of households earn over \$75,000 per year - which is similar to state and national figures. Displaying higher levels of education than the state, 36.2 percent of residents over the age of 25 have earned a bachelor’s degree or higher. The median age trends older at 42.7.

In the total trade area, there are 532,00 residents increasing by 0.09 percent annually to 534,200 by 2026. The number of households is 216,000 increasing to 218,700 by 2026. Median household income in the area is \$43,100 and the average household income is \$63,200, both of which are

lower than the primary trade area. Median incomes are expected to increase to \$45,900 by 2026, when the average income will have grown to \$69,000. Educational attainment is the lowest of the comparison geographies and 22.7 percent of households earn more than \$75,000 annually. The median age is 39.3.

**Table 1: Demographic Comparisons**

| Characteristics                         | Grosse Pointe Park | Primary Trade Area | Total Trade Area | Michigan   | USA         |
|---|--------------------|--------------------|------------------|------------|-------------|
| 2021 Population                         | 11,700             | <b>158,400</b>     | 532,000          | 10,115,000 | 333,793,100 |
| 2026 Population                         | 11,600             | <b>157,100</b>     | 534,200          | 10,238,500 | 346,021,300 |
| 2021-26 Projected Annual Growth Rate    | -0.09%             | <b>-0.17%</b>      | 0.09%            | 0.24%      | 0.72%       |
| 2021 Households                         | 4,600              | <b>64,800</b>      | 216,000          | 4,002,100  | 126,083,800 |
| 2026 Households                         | 4,500              | <b>64,400</b>      | 218,700          | 4,063,000  | 130,658,500 |
| 2021-26 Projected Annual HH Growth Rate | -0.02%             | <b>-0.10%</b>      | 0.25%            | 0.30%      | 0.72%       |
| Persons Per Household 2021              | 2.52               | <b>2.42</b>        | 2.42             | 2.47       | 2.58        |
| Median Age                              | 43.5               | <b>42.7</b>        | 39.3             | 40.6       | 38.5        |
| 2021 Median Household Income            | \$113,200          | <b>\$56,400</b>    | \$43,100         | \$57,100   | \$62,200    |
| 2021 Average Household Income           | \$165,300          | <b>\$87,300</b>    | \$63,200         | \$79,800   | \$90,100    |
| 2026 Median Household Income            | \$124,900          | <b>\$59,900</b>    | \$45,900         | \$61,200   | \$67,300    |
| 2026 Average Household Income           | \$186,100          | <b>\$96,700</b>    | \$69,000         | \$88,400   | \$99,500    |
| % Households w. incomes \$75,000+       | 66.8%              | <b>39.2%</b>       | 27.4%            | 38.5%      | 42.7%       |
| % Bachelor's Degree                     | 33.6%              | <b>20.4%</b>       | 13.8%            | 18.4%      | 20.2%       |
| % Graduate Degree or higher             | 35.6%              | <b>15.8%</b>       | 8.9%             | 11.7%      | 12.9%       |

**Table 1:** This side-by-side table compares and contrasts the primary trade area demographic statistics with those of the total trade area, Grosse Pointe Park, Michigan and the USA.

Approximately 91.6 percent of primary trade area homes are occupied and the median home value is estimated to be \$133,400. Of all households, 42.5 percent are owner-occupied, a number that has decreased 1.7 percent since 2010 and is expected to continue downward to 41.5 percent by 2026. Renter-occupied households have decreased from 49.5 percent in 2010 to 49.1 percent in 2021; this statistic is projected to continue to decline to 48.1 percent by 2026. The vacancy rate has increased from 6.3 percent in 2010 to 8.4 percent in 2021, and is expected to trend towards 10.4 percent through 2026. Of the nearly 2,000 vacant housing units, 66.7 percent are actively for sale or rent while 6.3 percent are used seasonally. The percentage of housing units valued at over \$200,000 is expected to increase from 17.1 percent to 27.9 percent - coinciding with an increase in the median home value to \$145,500 by 2026.

Grosse Pointe Park exhibits the most favorable demographics of the comparison geographies. Consequently, each of the four districts benefit from an ample supply of nearby high-earning residents. There will be a slight decline of population from 11,700 in 2021 to 11,600 in 2026; based on age cohort data this is likely attributed to young adults leaving home for college and retirees migrating to warmer climates. The median income is \$113,200 and the average income is \$165,300, significantly higher than the comparison geographies. Similarly, 66.8 percent of households earn over \$75,000 annually and 69.2 percent of adults over the age of 25 have earned a bachelor's degree or higher. With a median age of 43.5 years, this is the oldest demographic group.

### Employment Base

The employment picture found in the primary trade area reflects a concentrated Services and Retail sector foundation, comprising 78.9 percent of total employment. For both categories, this represents a higher proportion than in the state or nation. With the exception of Transportation, all other categories show lesser proportions than the comparisons. Overall, the primary trade area economy is 66.9 percent white-collar.

**Table 2: Employment Comparison by Sector (SIC)**

| Sector                           | Primary Trade Area | Total Trade Area | Michigan | USA   |
|----------------------------------|--------------------|------------------|----------|-------|
| Agriculture and Mining           | 1.0%               | 0.6%             | 1.5%     | 2.2%  |
| Construction                     | 2.4%               | 3.0%             | 4.0%     | 5.3%  |
| Manufacturing                    | 1.9%               | 11.9%            | 12.5%    | 9.6%  |
| Transportation                   | 3.7%               | 3.4%             | 2.6%     | 3.4%  |
| Communication                    | 0.3%               | 1.0%             | 0.7%     | 1.1%  |
| Utility                          | 0.1%               | 0.4%             | 0.6%     | 0.7%  |
| Wholesale Trade                  | 1.4%               | 3.1%             | 4.8%     | 4.2%  |
| Retail Trade                     | 21.2%              | 16.5%            | 21.3%    | 16.7% |
| Finance, Insurance & Real Estate | 6.0%               | 6.8%             | 6.2%     | 6.4%  |
| Services                         | 57.7%              | 46.0%            | 39.9%    | 41.8% |
| Government                       | 3.6%               | 6.9%             | 5.4%     | 8.7%  |
| Unclassified                     | 0.7%               | 0.5%             | 0.6%     | 0.0%  |

*Table 2: Services and Retail Trade comprise the bulk of primary trade area employment.*

As shown in Table 4 above, the Services sector accounts for the majority of employment (57.7 percent) in the primary trade area. Accounting for a significant share of the Services employment, Health Services is 27.3 percent of the total primary trade area employment. This is followed by Other Services (17.6 percent) and Educational Institutions and Libraries (8.4 percent). Health Services and Education employees are likely candidates to leave the workplace for lunch and support study area restaurants, as well as shop in the evening on the way home from work.

As the second leading category of employment, retail workers account for 21.2 percent of employment within the primary trade area - nearly five percent higher participation than the nation. However, this is similar to estimated employment figures in the state. Within this category, Eating and Drinking Places are the leading subcategory of employment comprising 8.8 percent of total employment, followed by Auto Dealers, Gas Stations and Auto Aftermarket (3.2 percent) Miscellaneous Retail (3.1 percent) and Food Stores (2.9 percent). Notably, General Merchandise

Stores and Apparel and Accessory Stores are not among the prevalent retail categories, containing just 0.9 percent and 0.8 percent of total employment respectively.

**Table 3: Trade Area Employment by Industry Sector**

| Employment Sector                            | Grosse Pointe Communities | Primary Trade Area | Total Trade Area |
|--|---------------------------|--------------------|------------------|
| Agriculture & Mining                         | 130                       | 490                | 1,910            |
| Construction                                 | 310                       | 1,190              | 9,110            |
| Manufacturing                                | 170                       | 920                | 35,640           |
| Transportation                               | 80                        | 1,830              | 10,100           |
| Communication                                | 40                        | 150                | 2,870            |
| Utility                                      | 10                        | 30                 | 1,150            |
| Wholesale Trade                              | 150                       | 680                | 9,220            |
| <b>Retail Trade</b>                          | <b>2,910</b>              | <b>10,410</b>      | <b>49,400</b>    |
| Home Improvement                             | 90                        | 440                | 2,730            |
| General Merchandise Stores                   | 30                        | 430                | 3,360            |
| Food Stores                                  | 470                       | 1,430              | 5,950            |
| Auto Dealers, Gas Stations, Auto Aftermarket | 100                       | 1,590              | 5,580            |
| Apparel & Accessory Stores                   | 190                       | 390                | 1,910            |
| Furniture & Home Furnishings                 | 70                        | 320                | 2,110            |
| Eating & Drinking Places                     | 1,320                     | 4,290              | 20,600           |
| Miscellaneous Retail                         | 640                       | 1,520              | 7,160            |
| <b>Finance, Insurance &amp; Real Estate</b>  | <b>1,320</b>              | <b>2,940</b>       | <b>20,230</b>    |
| Banks, Savings, & Lending Institutions       | 230                       | 530                | 6,650            |
| Securities Brokers                           | 440                       | 540                | 980              |
| Insurance Carriers & Agents                  | 120                       | 400                | 4,870            |
| Real Estate, Holding, Other Investment       | 530                       | 1,470              | 7,730            |
| <b>Services</b>                              | <b>10,230</b>             | <b>28,260</b>      | <b>137,510</b>   |
| Hotels & Lodging                             | 10                        | 30                 | 2,230            |
| Automotive Services                          | 60                        | 630                | 3,410            |
| Motion Pictures & Amusements                 | 410                       | 1,050              | 11,650           |
| Health Services                              | 5,150                     | 13,350             | 53,400           |
| Legal Services                               | 170                       | 460                | 5,330            |
| Education Institutions & Libraries           | 1,600                     | 4,120              | 17,820           |
| Other Services                               | 2,830                     | 8,620              | 43,670           |
| Government                                   | 980                       | 1,760              | 20,650           |
| Unclassified Establishments                  | 100                       | 320                | 1,400            |
| <b>Total Employment</b>                      | <b>16,430</b>             | <b>48,980</b>      | <b>299,190</b>   |

**Table 3:** The Grosse Pointe communities contain one-third of the primary trade area employment.

Daytime employment plays a large role in supporting retail. The primary trade area is estimated to have over 48,980 employees; an estimated 19,500 of them are office employees who are known to expend at much higher rates, often eating out for lunch and shopping on the way to and from work. The mix of employees within the Grosse Pointe communities resembles the primary trade area; however, Services is responsible for a larger majority of employment (10,230 workers), followed by Retail (2,910 workers) and Finance, Insurance and Real Estate (1,320 workers). In total, there are over 16,400 workers within the five Grosse Pointes. Furthermore, there are approximately 48,980 workers within the primary trade area, providing a considerable supply of captive daytime consumers nearest the study site. GPG estimates study area merchants frequently capture expenditure from community workers and regularly, though less frequently, capture expenditure from workers within the primary trade area.

**Table 4: Primary Trade Area Worker Expenditure**

| Category  | Weekly Expenditure | Annual Expenditure | Office Worker Expenditure | Non-Office Worker Expenditure | Total Expenditure    |
|---|--------------------|--------------------|---------------------------|-------------------------------|----------------------|
| <b>Prepared Food &amp; Beverage</b>                         |                    |                    |                           |                               |                      |
| Limited & Full Service Restaurants                          | \$44               | \$2,288            | \$44,616,000              | \$24,956,589                  | \$69,572,589         |
| Drinking Places   | \$17               | \$884              | \$17,238,000              | \$9,642,318                   | \$26,880,318         |
| <b>Retail Goods</b>   |                    |                    |                           |                               |                      |
| General Merchandise, Apparel, Home Furnishings, Electronics | \$70               | \$3,640            | \$70,980,000              | \$39,703,664                  | \$110,683,664        |
| Grocery   | \$30               | \$1,560            | \$30,420,000              | \$17,015,856                  | \$47,435,856         |
| Convenience Items   | \$20               | \$1,040            | \$20,280,000              | \$11,343,904                  | \$31,623,904         |
| <b>Total</b>  | <b>\$181</b>       | <b>\$9,412</b>     | <b>\$183,534,000</b>      | <b>\$102,662,331</b>          | <b>\$286,196,331</b> |

**Table 4:** Employees within the primary trade area expend over \$286.1 million dollars annually.

Consumer expenditure from daytime employment compliments that captured in the evenings and on weekends by households in the trade area. “*Office Worker Retail Spending in a Digital Age*”, published by the International Council of Shopping Centers in 2012, provides insight into the impact of office worker employment. Weekly office worker expenditure, adjusted for 201 dollars, is estimated at \$181. Weekly non-office worker expenditure is estimated at 37 percent of office workers. Non-office workers are estimated to have slightly less disposable income, to have multiple work locations including at home, and typically are on the road more during their workweek. Retail purchases (general merchandise, apparel, home furnishings, electronics, grocery and convenience items) make up the majority of the office worker dollars, at \$120 per week. Restaurant expenditures (full service, limited service and drinking places) account for the balance at \$61 per week. Annualized, each office worker expends \$9,412 before, during and after work.

The annual impact of over 48,980 workers within the primary trade area is \$286.1 million. This expenditure breaks down to include \$96.4 million in prepared food and beverage establishments, \$47.4 million in grocery purchases, \$110.6 million in retail sales and \$31.6 million in convenience items.

## TRADE AREA CHARACTERISTICS

### Location

The primary trade area is located in southeastern Michigan approximately three miles east of downtown Detroit. Similarly, the study area is just three miles from an international border crossing with Canada and 20 miles east of Detroit Metropolitan Airport. The primary trade area is mainly served by I-94 with local access supplied by Mack Avenue and Jefferson Avenue.

As the home for many auto industry executives in the first half of the 20<sup>th</sup> century and due to the vintage of city and home building found in the trade area, the neighborhoods have retained considerable value and at a density not always characteristic of Detroit’s other wealthy suburbs. For instance, the Grosse Pointe communities average 1,750 households per square mile, while Bloomfield Hills in Oakland County averages just over 300 households per square mile. Alternatively, Birmingham, also in Oakland County, averages 1,950 households per square mile. Household density, especially when involving high-earning households, is an important metric for

retailers because it translates into the depth of the spending power and the overall efficiency of a potential retail location.

**Table 5: Traffic Counts**

| Location                        | Traffic Count |
|---------------------------------|---------------|
| I-94 & Moross Road              | 127,200       |
| Mack Avenue & Moross Road       | 30,000        |
| Moross Road & Mack Avenue       | 27,700        |
| Mack Avenue & Vernier Road      | 21,000        |
| Mack Avenue & Cadieux Road      | 18,800        |
| Jefferson Avenue & Cadieux Road | 17,700        |
| Alter Road & Kercheval Avenue   | 11,900        |
| Jefferson Avenue & Alter Road   | 10,900        |
| Cadieux Road & Mack Avenue      | 8,900         |
| Kercheval Avenue                | 7,000         |

*Table 5: The traffic chart shows heavy traffic along Mack Avenue, fed by I-94 via Moross, Vernier and Cadieux (Source: MDOT, SEMCOG).*

### Access

Regional linkage is available to the study area, although Grosse Pointe Park is not easily reached by Detroit’s northern or western suburbs. Interstate-94 carries over 127,000 daily vehicles and serves as the main regional access to the Grosse Pointe communities via Vernier, Moross, Cadieux or Outer Drive/Alter.

Traffic volumes seen in Table 8 confirm the routes with the best local access: Mack Avenue, Moross Road and Jefferson Avenue. Mack and Jefferson serve as the primary connections to Detroit and are the main routes for Grosse Pointe residents working in Detroit. Kercheval Avenue, the main street to the study area, does not have readily available traffic counts, but SEMCOG estimates the route to have 7,000 average daily cars. A traffic study is recommended to better understand the amount of traffic traveling through the study area and is a valuable resource for retailers.

Parking in the study area appears to be adequate; however, retail expansion will likely create demand for additional capacity and comprehensive parking management. Individual parking studies are recommended for each of the study areas to ensure adequate supply and updated parking management policies to promote vehicle turnover and convenient availability.

### Other Shopping Areas

As part of GPG’s evaluation, neighborhood, community and regional shopping centers near Grosse Pointe were identified, visited and studied to assess their retail appeal, strength of tenant mix, general maintenance and accessibility. In addition to on-site assessment, GPG used information from the International Council of Shopping Centers’ Global Shopping Center Directory.

For primary trade area residents, the most convenient shopping destination is the **Pointe Plaza Shopping Center** in Grosse Pointe Woods, built in 1990. Located on the corner of Mack Avenue and Moross Road, this 70,400 sf neighborhood center is conveniently situated next door to St. John Hospital. Retail offerings include Rite Aid and Barnes & Noble, Bath & Body, Claire’s, Dress Barn, GNC and SVS Vision, as well as a Buddy’s Pizza restaurant.



**Figure 4:** *Pointe Plaza Shopping Center (left) and Mack Alter Square (right) are neighborhood centers closest to the subject study areas.*

Two grocery-anchored centers round out the primary trade area's neighborhood retail competition. **Mack-Alter Square**, developed in 2005, is a 59,200 sf center anchored by an Aldi grocery store and a Rite Aid. Other retail includes America's Best, Family Dollar and Foot Locker, with supporting service-oriented tenants. **Riverbend Plaza Shopping Center**, located on East Jefferson Avenue and Piper Blvd. in Detroit, is situated in a growing commercial corridor and in close proximity to the city of Grosse Pointe Park and downtown Detroit's business district. The 72,000 sf center, built in 1984, is anchored by Parkway Foods, with Dollar Tree, GameStop, O'Reilly Auto Parts and Sneaker Villa.

Significant additional retail and restaurant concentrations can be had within ten miles of the study area. **Eastgate Shopping Center** is a 120,000 sf community center located at 10 ½ Mile Rd. and Gratiot Ave. in Roseville. Noted as the first strip mall in Michigan, it is anchored by Kroger and TJ Maxx, with retailers including Ace Hardware, Avenue, Citi Trends, GNC, Payless Shoe Source, Rainbow Apparel, Subway, Sherwin Williams and Shoe Time. Approximately three miles west of Eastgate is **Hoover Eleven Shopping Center**, at 26417 Hoover Road in Warren. The 290,000 sf community center is anchored by a Kroger grocery store, and offers Bath & Body Works, CVS, Dots, Dress Barn Women, GameStop, Hallmark, Marshalls, OfficeMax, Payless Shoes, Quiznos and Subway. Finally, **Gratiot Plaza** offers 217,000 sf of retail and restaurant space, including several outlot buildings along both Gratiot Avenue and 13 Mile Road. Anchored by Kroger, other retail includes Bed Bath & Beyond, Best Buy, Catherine's, DSW Shoe Warehouse, GameStop, Hallmark Cards and Tuesday Morning, with restaurants Logan's Roadhouse, Ruby Tuesday and Tim Hortons.

**Eastland Center**, a 1,400,000 sf regional center located in Harper Woods at the intersection of 8 Mile Road and Beaconsfield Avenue, is the closest regional center for primary trade area residents. Anchored by Macy's Target and Burlington Coat Factory, features over 88 stores including K& G Fashion Superstore, Shoppers World. Also: Ashley Stewart, Bath and Body Works, Claire's Champs Sports, Finish Line, Foot Locker, Kay Jewelers, Lids and Victoria's Secret. Eastland opened in 1993 as an open-air shopping center and was later enclosed. Faced with declining occupancy, it was bought by Spinosa in July 2015 and underwent a major renovation and expansion.



**Figure 5:** Eastland Center houses a celebrated work of public sculpture, "The Lion and Mouse," by Marshall Fredericks (left). Macomb Mall's 2013 renovation brought in other new retailers such as Dick's Sporting Goods (right).

**Macomb Mall** is a 933,500 sf regional center in Roseville that offers 100 stores and services, including national retailers including Dick's Sporting Goods, Kohl's, Sears, Shoe Carnival and ULTA Beauty. Opened in 1964, it was developed by Schostak Brothers and sold to Lormax Stern in 2013, whose \$30 million in improvements have seen year-over-year sales shoot up 50 percent in 2015. The 40-acre mall offers retailers Babies R Us, Bath and Body Works, H&M, Old Navy, rue21, White Barn Candles and Zales, with dining options including 1000 Degrees Pizzeria, Chipotle Mexican Grill and Potbelly Sandwich Shop. 32233 Gratiot Avenue Roseville, MI 48066

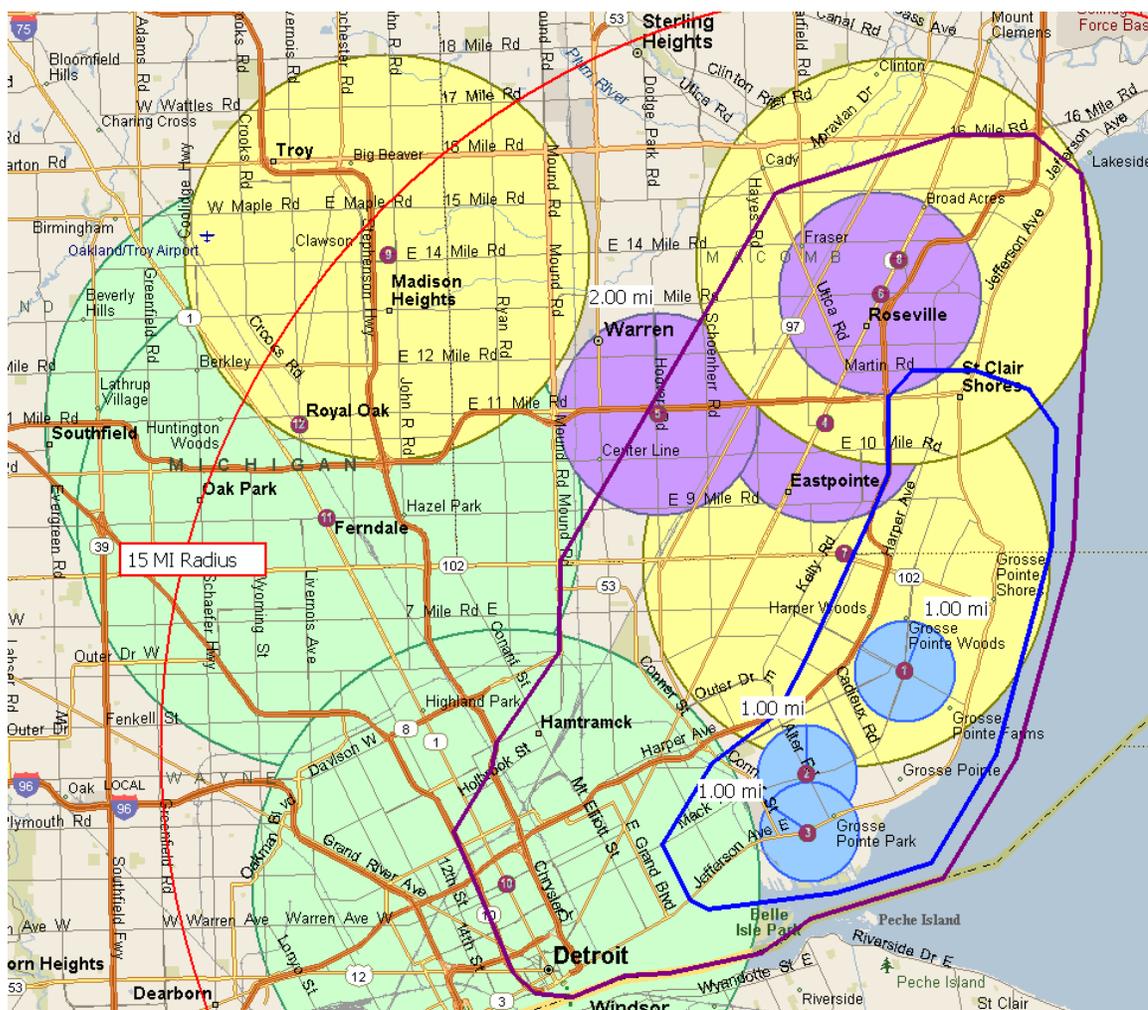
**Oakland Mall** is a 1,500,000 sf regional mall located in Troy. Built in 1965, it is owned by Urban Retail Properties and has over 1.5 million sf of leasable area. It is anchored by JCPenney, Macy's and Sears, and a new freestanding Field and Stream. It has over 120 stores, including Champs Sports, Charlotte Russe, Dick's Sporting Goods, Express and Express Men, Forever 21, H&M, Kay's Jewelers (one of five jewelry stores), Lane Bryant, Land's End, Victoria's Secret and PINK.

Several notable walkable downtown shopping venues are proximate to the study area:

**Detroit's Midtown** neighborhood beckons shoppers as they attract national and destination retailers back into the city. M-1 Rail construction on Woodward and the efforts of Bedrock Real Estate Services and other owners along the Woodward corridor is building an infrastructure that is fostering a retail and restaurant resurgence to complement the city's world-renowned cultural institutions. National retailers on Woodward such as Barnes & Noble, John Varvatos, Moosejaw and Nike join a plethora of local, independent names including Artloft, Detroit Bikes, Henry the Hatter, RUNDetroit, Shinola, Third Man Records and Will's Leather Goods, and restaurants Jolly Pumpkin Pizzeria & Brewery, Traffic Jam & Snug, Selden Standard, Slows to Go and The Whitney.

**Ferndale's** downtown district, centered on Woodward Avenue and 9 Mile Road, offers the authentic book and antique stores, coffee shops and custom retail that make it a destination for neighborhood, community and tourism retail. In lieu of national tenants, downtown businesses include art galleries, a comic book store, retro-themed antique, clothing and candy stores, health foods, a record store and several independent bookstores. Dining includes many small, ethnic-themed restaurants and several full-service bar and grilles. Unique cocktail lounges are abundant in lieu of traditional bars.

## Existing Shopping Centers



| Map | Retail Center Name              | Shopping Center Type | Size SF      | Driving Distance to Study Area |
|-----|---------------------------------|----------------------|--------------|--------------------------------|
| 1   | Pointe Plaza Shopping Center    | Neighborhood Center  | 70,400 sf    | 3.3 miles                      |
| 2   | Mack-Alter Square               | Neighborhood Center  | 59,200 sf    | 1.2 miles                      |
| 3   | Riverbend Plaza Shopping Center | Neighborhood Center  | 72,000 sf    | 2.5 miles                      |
| 4   | Eastgate Shopping Center        | Regional Center      | 1,400,000 sf | 9.6 miles                      |
| 5   | Hoover Eleven Shopping Center   | Community Center     | 290,000 sf   | 10.5 miles                     |
| 6   | Gratiot Plaza                   | Community Center     | 217,000 sf   | 12.0 miles                     |
| 7   | Eastland Center                 | Community Center     | 120,000 sf   | 5.9 miles                      |
| 8   | Macomb Mall                     | Regional Center      | 933,500 sf   | 12.5 miles                     |
| 9   | Oakland Mall                    | Regional Center      | 1,500,000 sf | 23.0 miles                     |
| 10  | Midtown Detroit                 | Downtown District    | NA           | 11.0 miles                     |
| 11  | Downtown Ferndale               | Downtown District    | NA           | 18.0 miles                     |
| 12  | Downtown Royal Oak              | Downtown District    | NA           | 21.0 miles                     |

**Figure 6 & Table 6:** The majority of competing shopping areas lie to the north and west of Grosse Pointe Park.

Downtown **Royal Oak**, centered on Main Street, 4<sup>th</sup> Street and Washington Avenue, hosts a trendy mix of more than 40 local, regional and national retailers. American Apparel, GameStop

and several eclectic boutiques have locations in the downtown district. Coffee houses, casual upscale bistros and wine bars coexist with a full range of quick service and casual dining restaurants, including bd’s Mongolian Grill, Noodles & Co., and Qdoba Mexican Grill. A 10-screen first-run theater and 16-lane bowling alley opened in 2011, complementing a long-standing art theater on Main Street.

A detailed examination of the supportable sf of retail uses and potential tenants is found in the following Table 7:

**Table 7: 2021 & 2026 Supportable Retail Table**  
City of Grosse Pointe Park

| Retail Category                         | Est. Support. SF | 2021 Sales/SF | 2021 Est. Retail Sales | 2026 Sales/SF | 2026 Est. Retail Sales | No. of Stores  |
|---|------------------|---------------|------------------------|---------------|------------------------|----------------|
| <b>Retailers</b>                        |                  |               |                        |               |                        |                |
| Apparel Stores                          | 1,200 sf         | \$325         | \$390,000              | \$340         | \$408,000              | 1              |
| Craft Beer, Spirits & Fine Wine Stores  | 1,700 sf         | \$385         | \$654,500              | \$405         | \$688,500              | 1              |
| Department Store Merchandise            | 1,100 sf         | \$210         | \$231,000              | \$220         | \$242,000              | 1              |
| Florists                                | 1,600 sf         | \$410         | \$656,000              | \$430         | \$688,000              | 1              |
| Jewelry Stores                          | 1,200 sf         | \$335         | \$402,000              | \$350         | \$420,000              | 1              |
| Miscellaneous Store Retailers           | 1,900 sf         | \$275         | \$522,500              | \$290         | \$551,000              | 1              |
| Gift Stores                             | 1,900 sf         | \$225         | \$427,500              | \$235         | \$446,500              | 1              |
| Pharmacy                                | 9,600 sf         | \$350         | \$3,360,000            | \$370         | \$3,552,000            | 1 - 2          |
| Specialty Food: Bakery, Coffee, Ice     | 2,500 sf         | \$225         | \$562,500              | \$235         | \$587,500              | 1 - 2          |
| <b>Retailer Totals</b>                  | <b>22,700 sf</b> | <b>\$304</b>  | <b>\$7,206,000</b>     | <b>\$319</b>  | <b>\$7,583,500</b>     | <b>9 - 11</b>  |
| <b>Restaurants</b>                      |                  |               |                        |               |                        |                |
| Bars, Breweries & Pubs                  | 6,900 sf         | \$420         | \$2,898,000            | \$440         | \$3,036,000            | 2 - 3          |
| Full-Service Restaurants                | 6,900 sf         | \$370         | \$2,553,000            | \$390         | \$2,691,000            | 2 - 3          |
| Limited-Service Eating Places           | 4,300 sf         | \$295         | \$1,268,500            | \$310         | \$1,333,000            | 2              |
| Special Food Services                   | 3,100 sf         | \$265         | \$821,500              | \$280         | \$868,000              | 1 - 2          |
| <b>Restaurant Totals</b>                | <b>21,200 sf</b> | <b>\$338</b>  | <b>\$7,541,000</b>     | <b>\$355</b>  | <b>\$7,928,000</b>     | <b>7 - 10</b>  |
| <b>Retailer &amp; Restaurant Totals</b> | <b>43,900 sf</b> | <b>\$315</b>  | <b>\$14,747,000</b>    | <b>\$330</b>  | <b>\$15,511,500</b>    | <b>16 - 21</b> |

*Table 7: Sales stated in constant 2021 dollars.*

### Retail Category Definitions

Retail categories in the Supportable Retail Table correspond to the North American Industry Classification System (NAICS), the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. The following NAICS codes and definitions are provided by the U.S. Census Bureau:

#### Retail

**Auto Supply Stores (4411):** establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories,

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automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; establishments primarily engaged in retailing and installing automotive accessories; and establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

**Furniture Stores (4421):** establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings and/or floor coverings.

**Home Furnishings Stores (4422):** establishments primarily engaged in retailing new home furnishings (except furniture).

**Electronics and Appliance Stores (4431):** establishments primarily engaged in retailing the following new products: household-type appliances (refrigerator, dishwasher, oven), cameras, computers/software, televisions and other electronic goods.

**Hardware Stores (4441):** establishments primarily engaged in retailing new building materials and supplies (lumber, plumbing, electrical, tools, housewares, hardware, paint, and wallpaper).

**Lawn and Garden Supply Stores (4442):** establishments primarily engaged in retailing new lawn and garden equipment and supplies. (Nursery, farm and garden products, outdoor power equipment).

**Grocery Stores (4451):** establishments primarily engaged in retailing a general line of food products (canned/frozen food, fruits and vegetables, meat, fish, poultry, milk, bread, eggs, soda).

**Specialty Food Stores (4452):** establishments primarily engaged in retailing specialized lines of food (meat, fish/seafood, fruits/vegetables, baked goods, candy, nuts, confections, popcorn, ice cream, items not made on the premises).

**Beer, Wine, and Liquor Stores (4453):** establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine and liquor.

**Health & Personal Care Stores (4461):** establishments primarily engaged in retailing health and personal care products (pharmacies/drug stores, first aid, beauty products, household supplies, candy, prepackaged snacks, optical goods, vitamins/supplements).

**Clothing stores (4481):** men's and boys' clothing stores; women's and girls' clothing stores; children's and infants' clothing stores; family clothing stores; clothing accessories stores.

**Shoe Stores (4482):** Shoes (men's, women's, child/infant, athletic).

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**Jewelry Stores (4483):** Jewelry, luggage, and leather goods (silverware, watches, clocks, handbags, briefcases, belts, gloves).

**Sporting Goods Stores (4511):** establishments primarily engaged in retailing new sporting goods (fitness equipment, bikes, camping, uniforms and footwear).

**Book & Music Stores (4512):** establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

**Department Stores (4521):** establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel; furniture; appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys and sporting goods. Merchandise lines are normally arranged in separate departments.

**General Merchandise Stores (4529):** establishments primarily engaged in retailing new goods in general merchandise stores (except department stores) (warehouse clubs, supercenters, apparel, auto parts, dry goods, hardware, groceries, housewares, no line predominating).

**Florists (4531):** establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

**Office Supplies & Gift Stores (4532):** establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers; and (4) retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations and curios.

**Miscellaneous Retailers (4539):** establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores). Pet supplies, art dealers, manufactured home dealers, tobacco/cigar stores,

### **Restaurants**

**Full-Service Restaurants (7221):** establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide these types of food services to patrons with any combination of other services, such as carryout services are classified in this industry.

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**Limited-Service Restaurants (7222):** establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery (cafeterias, snack/ juice bar, ice cream/soft serve shops, cookie shops, popcorn shops, donut shops, coffee shops, bagel shops).

**Special Food Services (7223):** establishments primarily engaged in providing one of the following food services (2) a location designated by the customer; or (3) from motorized vehicles or non-motorized carts.

- **Food Service Contractors:** Establishments may be engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based (cafeteria, restaurant, and fast food eating-place) on contractual arrangements with these types of organizations for a specified period of time. Management staff is always provided by the food services contractor.
- **Caterers:** providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons and trade shows.
- **Mobile Food Services:** establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or non-motorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle, or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog carts and ice cream trucks.

**Drinking Places (Alcoholic Beverages) (7224):** establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption (bars, taverns, nightclubs).

### **Shopping Center Definitions**

This study utilizes the shopping centers typologies defined by the International Council of Shopping Centers (ICSC) as follows:

- **Convenience Centers:** Convenience centers are 30,000 sf or less, unanchored, and generally will service a trade area of up to one mile. These centers include banking, carryout foods, florists, mail centers, small restaurants, small food markets, and professional services such as real estate and financial consulting. The centers typically include six to eight businesses.
- **Neighborhood Centers:** Neighborhood centers are anchored with a full-sized supermarket and typically range from 60,000 to 100,000 sf. They service a trade area of two to three miles and can include apparel, banks, carryout food, hardware, mail centers, restaurants, sporting goods and professional services such as financial consulting and real estate.
- **Community Centers:** Community centers typically range from 150,000 to 300,000 sf and are almost always anchored with a full-sized department store. They also include

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junior anchor retailers selling books, crafts, shoes, and sporting goods. Community centers often include large home improvement stores and medium-sized discount apparel stores. Their service area is typically five to seven miles in suburban locations.

- **Lifestyle Centers:** Lifestyle centers average 150,000 to 200,000 sf and feature popular apparel, book, and home furnishing stores, as well as cinemas and a wide selection of themed restaurants. The centers are frequently planned as walkable areas with main streets. Recently, lifestyle centers have included large anchors such as department stores, public libraries, and supermarkets. These centers typically have a trade area of four to six miles when developed in suburban settings. Lifestyle centers that include civic, employment, and residential buildings along with the retail land use are defined as ‘town centers.’
- **Regional Centers:** Regional centers average trade areas of eight to 12 miles and are anchored with multiple department stores. The centers can range from 800,000 to 1,500,000 sf, and often include cinemas along with 200,000 sf of national brand fashion.

### **Limits of Study**

The findings of this study represent GPG’s best estimates for the amounts and types of retail projects that should be supportable in the study area. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives. This study is designed as objective third party research and GPG does not recommend that any or all of the supportable retail be developed in the study area.

No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of 26 January 2021 and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG’s view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted.

The actual amounts of supportable retail could be significantly higher or lower depending on multiple market and not market variables including the type, design and quality of the new development. It is plausible that a walkable town center, with well-designed buildings and public realm, could draw visitors from beyond this study’s estimated trade area boundaries and considerably outperform the site’s location and limited market potential. This would require an extraordinary development team and retailer mix unique to the market, including anchor retailers. On the other hand, a poorly implemented commercial center or badly managed businesses could underperform the location.

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Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study should not be the sole basis for programming, planning, designing, financing, or development of any commercial center. This study is for the use of *The City of Grosse Pointe Park* for general planning purposes only, and is void for other site locations or developers.

-- END OF ANALYSIS -



## Appendix A1: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 37.84 square miles

Prepared by Esri

|                                |           |
|--------------------------------|-----------|
| <b>Population Summary</b>      |           |
| 2000 Total Population          | 190,887   |
| 2010 Total Population          | 163,813   |
| 2020 Total Population          | 158,421   |
| 2020 Group Quarters            | 1,697     |
| 2025 Total Population          | 157,091   |
| 2020-2025 Annual Rate          | -0.17%    |
| 2020 Total Daytime Population  | 150,787   |
| Workers                        | 52,852    |
| Residents                      | 97,935    |
| <b>Household Summary</b>       |           |
| 2000 Households                | 74,444    |
| 2000 Average Household Size    | 2.53      |
| 2010 Households                | 66,050    |
| 2010 Average Household Size    | 2.45      |
| 2020 Households                | 64,767    |
| 2020 Average Household Size    | 2.42      |
| 2025 Households                | 64,440    |
| 2025 Average Household Size    | 2.41      |
| 2020-2025 Annual Rate          | -0.10%    |
| 2010 Families                  | 41,521    |
| 2010 Average Family Size       | 3.14      |
| 2020 Families                  | 39,864    |
| 2020 Average Family Size       | 3.11      |
| 2025 Families                  | 39,440    |
| 2025 Average Family Size       | 3.11      |
| 2020-2025 Annual Rate          | -0.21%    |
| <b>Housing Unit Summary</b>    |           |
| 2000 Housing Units             | 79,999    |
| Owner Occupied Housing Units   | 66.8%     |
| Renter Occupied Housing Units  | 26.3%     |
| Vacant Housing Units           | 6.9%      |
| 2010 Housing Units             | 77,547    |
| Owner Occupied Housing Units   | 58.9%     |
| Renter Occupied Housing Units  | 26.3%     |
| Vacant Housing Units           | 14.8%     |
| 2020 Housing Units             | 77,371    |
| Owner Occupied Housing Units   | 55.5%     |
| Renter Occupied Housing Units  | 28.2%     |
| Vacant Housing Units           | 16.3%     |
| 2025 Housing Units             | 77,606    |
| Owner Occupied Housing Units   | 55.3%     |
| Renter Occupied Housing Units  | 27.8%     |
| Vacant Housing Units           | 17.0%     |
| <b>Median Household Income</b> |           |
| 2020                           | \$56,403  |
| 2025                           | \$59,897  |
| <b>Median Home Value</b>       |           |
| 2020                           | \$167,973 |
| 2025                           | \$197,469 |
| <b>Per Capita Income</b>       |           |
| 2020                           | \$35,698  |
| 2025                           | \$39,704  |
| <b>Median Age</b>              |           |
| 2010                           | 40.3      |
| 2020                           | 42.7      |
| 2025                           | 43.5      |

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

## Appendix A2: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 37.84 square miles

Prepared by Esri

|   |           |
|---|-----------|
| <b>2020 Households by Income</b>                  |           |
| Household Income Base                             | 64,766    |
| <\$15,000   | 14.5%     |
| \$15,000 - \$24,999                               | 9.2%      |
| \$25,000 - \$34,999                               | 8.7%      |
| \$35,000 - \$49,999                               | 12.2%     |
| \$50,000 - \$74,999                               | 16.2%     |
| \$75,000 - \$99,999                               | 11.5%     |
| \$100,000 - \$149,999                             | 13.3%     |
| \$150,000 - \$199,999                             | 6.4%      |
| \$200,000+  | 8.0%      |
| Average Household Income                          | \$87,275  |
| <b>2025 Households by Income</b>                  |           |
| Household Income Base                             | 64,439    |
| <\$15,000   | 13.2%     |
| \$15,000 - \$24,999                               | 8.6%      |
| \$25,000 - \$34,999                               | 8.4%      |
| \$35,000 - \$49,999                               | 11.9%     |
| \$50,000 - \$74,999                               | 16.1%     |
| \$75,000 - \$99,999                               | 11.6%     |
| \$100,000 - \$149,999                             | 13.7%     |
| \$150,000 - \$199,999                             | 7.1%      |
| \$200,000+  | 9.3%      |
| Average Household Income                          | \$96,749  |
| <b>2020 Owner Occupied Housing Units by Value</b> |           |
| Total   | 42,932    |
| <\$50,000   | 14.0%     |
| \$50,000 - \$99,999                               | 16.6%     |
| \$100,000 - \$149,999                             | 15.0%     |
| \$150,000 - \$199,999                             | 12.2%     |
| \$200,000 - \$249,999                             | 7.7%      |
| \$250,000 - \$299,999                             | 7.7%      |
| \$300,000 - \$399,999                             | 10.7%     |
| \$400,000 - \$499,999                             | 6.8%      |
| \$500,000 - \$749,999                             | 6.3%      |
| \$750,000 - \$999,999                             | 2.0%      |
| \$1,000,000 - \$1,499,999                         | 0.6%      |
| \$1,500,000 - \$1,999,999                         | 0.2%      |
| \$2,000,000 +                                     | 0.2%      |
| Average Home Value                                | \$234,468 |
| <b>2025 Owner Occupied Housing Units by Value</b> |           |
| Total   | 42,878    |
| <\$50,000   | 10.9%     |
| \$50,000 - \$99,999                               | 13.4%     |
| \$100,000 - \$149,999                             | 14.3%     |
| \$150,000 - \$199,999                             | 12.0%     |
| \$200,000 - \$249,999                             | 7.5%      |
| \$250,000 - \$299,999                             | 8.8%      |
| \$300,000 - \$399,999                             | 13.1%     |
| \$400,000 - \$499,999                             | 8.9%      |
| \$500,000 - \$749,999                             | 7.7%      |
| \$750,000 - \$999,999                             | 2.4%      |
| \$1,000,000 - \$1,499,999                         | 0.7%      |
| \$1,500,000 - \$1,999,999                         | 0.1%      |
| \$2,000,000 +                                     | 0.2%      |
| Average Home Value                                | \$262,333 |

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

## Appendix A3: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 37.84 square miles

Prepared by Esri

|                               |         |
|-------------------------------|---------|
| <b>2010 Population by Age</b> |         |
| Total                         | 163,814 |
| 0 - 4                         | 5.8%    |
| 5 - 9                         | 6.5%    |
| 10 - 14                       | 7.3%    |
| 15 - 24                       | 13.5%   |
| 25 - 34                       | 10.4%   |
| 35 - 44                       | 12.9%   |
| 45 - 54                       | 15.7%   |
| 55 - 64                       | 13.3%   |
| 65 - 74                       | 6.9%    |
| 75 - 84                       | 5.3%    |
| 85 +                          | 2.5%    |
| 18 +                          | 75.4%   |
| <b>2020 Population by Age</b> |         |
| Total                         | 158,419 |
| 0 - 4                         | 5.2%    |
| 5 - 9                         | 5.8%    |
| 10 - 14                       | 6.5%    |
| 15 - 24                       | 12.0%   |
| 25 - 34                       | 11.7%   |
| 35 - 44                       | 11.5%   |
| 45 - 54                       | 13.0%   |
| 55 - 64                       | 14.9%   |
| 65 - 74                       | 11.2%   |
| 75 - 84                       | 5.3%    |
| 85 +                          | 2.9%    |
| 18 +                          | 78.6%   |
| <b>2025 Population by Age</b> |         |
| Total                         | 157,093 |
| 0 - 4                         | 5.2%    |
| 5 - 9                         | 5.6%    |
| 10 - 14                       | 6.2%    |
| 15 - 24                       | 11.1%   |
| 25 - 34                       | 11.6%   |
| 35 - 44                       | 12.1%   |
| 45 - 54                       | 12.1%   |
| 55 - 64                       | 13.5%   |
| 65 - 74                       | 12.8%   |
| 75 - 84                       | 6.9%    |
| 85 +                          | 2.8%    |
| 18 +                          | 79.2%   |
| <b>2010 Population by Sex</b> |         |
| Males                         | 77,083  |
| Females                       | 86,730  |
| <b>2020 Population by Sex</b> |         |
| Males                         | 74,700  |
| Females                       | 83,720  |
| <b>2025 Population by Sex</b> |         |
| Males                         | 74,184  |
| Females                       | 82,907  |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

## Appendix A4: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 37.84 square miles

Prepared by Esri

| 2010 Population by Race/Ethnicity                  |         |
|--|---------|
| Total  | 163,813 |
| White Alone  | 52.6%   |
| Black Alone  | 43.9%   |
| American Indian Alone                              | 0.3%    |
| Asian Alone  | 1.1%    |
| Pacific Islander Alone                             | 0.0%    |
| Some Other Race Alone                              | 0.3%    |
| Two or More Races                                  | 1.8%    |
| Hispanic Origin                                    | 1.5%    |
| Diversity Index                                    | 54.4    |
| 2020 Population by Race/Ethnicity                  |         |
| Total  | 158,421 |
| White Alone  | 53.3%   |
| Black Alone  | 41.9%   |
| American Indian Alone                              | 0.3%    |
| Asian Alone  | 1.7%    |
| Pacific Islander Alone                             | 0.0%    |
| Some Other Race Alone                              | 0.4%    |
| Two or More Races                                  | 2.4%    |
| Hispanic Origin                                    | 1.9%    |
| Diversity Index                                    | 55.7    |
| 2025 Population by Race/Ethnicity                  |         |
| Total  | 157,092 |
| White Alone  | 53.2%   |
| Black Alone  | 41.3%   |
| American Indian Alone                              | 0.3%    |
| Asian Alone  | 2.1%    |
| Pacific Islander Alone                             | 0.0%    |
| Some Other Race Alone                              | 0.4%    |
| Two or More Races                                  | 2.7%    |
| Hispanic Origin                                    | 2.2%    |
| Diversity Index                                    | 56.6    |
| 2010 Population by Relationship and Household Type |         |
| Total  | 163,813 |
| In Households                                      | 98.9%   |
| In Family Households                               | 81.7%   |
| Householder  | 25.3%   |
| Spouse   | 15.3%   |
| Child  | 34.4%   |
| Other relative                                     | 4.4%    |
| Nonrelative  | 2.1%    |
| In Nonfamily Households                            | 17.2%   |
| In Group Quarters                                  | 1.1%    |
| Institutionalized Population                       | 0.7%    |
| Noninstitutionalized Population                    | 0.3%    |

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

## Appendix A5: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 37.84 square miles

Prepared by Esri

|  |         |
|--|---------|
| <b>2020 Population 25+ by Educational Attainment</b> |         |
| Total  | 111,809 |
| Less than 9th Grade                                  | 2.0%    |
| 9th - 12th Grade, No Diploma                         | 6.9%    |
| High School Graduate                                 | 20.6%   |
| GED/Alternative Credential                           | 3.8%    |
| Some College, No Degree                              | 22.5%   |
| Associate Degree                                     | 8.1%    |
| Bachelor's Degree                                    | 20.4%   |
| Graduate/Professional Degree                         | 15.8%   |
| <b>2020 Population 15+ by Marital Status</b>         |         |
| Total  | 130,799 |
| Never Married  | 39.7%   |
| Married  | 42.3%   |
| Widowed  | 7.1%    |
| Divorced   | 10.9%   |
| <b>2020 Civilian Population 16+ in Labor Force</b>   |         |
| Civilian Population 16+                              | 79,164  |
| Population 16+ Employed                              | 76.8%   |
| Population 16+ Unemployment rate                     | 23.2%   |
| Population 16-24 Employed                            | 9.5%    |
| Population 16-24 Unemployment rate                   | 40.0%   |
| Population 25-54 Employed                            | 61.1%   |
| Population 25-54 Unemployment rate                   | 22.3%   |
| Population 55-64 Employed                            | 20.3%   |
| Population 55-64 Unemployment rate                   | 18.0%   |
| Population 65+ Employed                              | 9.1%    |
| Population 65+ Unemployment rate                     | 17.5%   |
| <b>2020 Employed Population 16+ by Industry</b>      |         |
| Total  | 60,778  |
| Agriculture/Mining                                   | 0.1%    |
| Construction   | 4.8%    |
| Manufacturing  | 15.4%   |
| Wholesale Trade                                      | 1.8%    |
| Retail Trade   | 7.1%    |
| Transportation/Utilities                             | 4.2%    |
| Information  | 1.9%    |
| Finance/Insurance/Real Estate                        | 8.2%    |
| Services   | 51.4%   |
| Public Administration                                | 4.9%    |
| <b>2020 Employed Population 16+ by Occupation</b>    |         |
| Total  | 60,778  |
| White Collar   | 66.2%   |
| Management/Business/Financial                        | 16.8%   |
| Professional   | 27.5%   |
| Sales  | 8.7%    |
| Administrative Support                               | 13.3%   |
| Services   | 15.5%   |
| Blue Collar  | 18.3%   |
| Farming/Forestry/Fishing                             | 0.1%    |
| Construction/Extraction                              | 3.5%    |
| Installation/Maintenance/Repair                      | 2.4%    |
| Production   | 7.8%    |
| Transportation/Material Moving                       | 4.5%    |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

## Appendix A6: Primary Trade Area Community Profile

Gibbs Planning Group

### Community Profile

PTA  
Area: 37.84 square miles

Prepared by Esri

|  |              |
|--|--------------|
| <b>2010 Households by Type</b>                       |              |
| Total  | 66,050       |
| Households with 1 Person                             | 32.4%        |
| Households with 2+ People                            | 67.6%        |
| Family Households                                    | 62.9%        |
| Husband-wife Families                                | 38.1%        |
| With Related Children                                | 16.1%        |
| Other Family (No Spouse Present)                     | 24.8%        |
| Other Family with Male Householder                   | 5.0%         |
| With Related Children                                | 2.4%         |
| Other Family with Female Householder                 | <b>19.8%</b> |
| With Related Children                                | 12.5%        |
| Nonfamily Households                                 | 4.7%         |
| All Households with Children                         | 31.3%        |
| Multigenerational Households                         | 4.3%         |
| Unmarried Partner Households                         | 5.6%         |
| Male-female  | 4.9%         |
| Same-sex   | 0.6%         |
| <b>2010 Households by Size</b>                       |              |
| Total  | 66,051       |
| 1 Person Household                                   | 32.4%        |
| 2 Person Household                                   | 29.9%        |
| 3 Person Household                                   | 15.5%        |
| 4 Person Household                                   | 11.9%        |
| 5 Person Household                                   | 6.0%         |
| 6 Person Household                                   | 2.4%         |
| 7 + Person Household                                 | 1.8%         |
| <b>2010 Households by Tenure and Mortgage Status</b> |              |
| Total  | 66,050       |
| Owner Occupied                                       | 69.1%        |
| Owned with a Mortgage/Loan                           | 46.4%        |
| Owned Free and Clear                                 | 22.8%        |
| Renter Occupied                                      | 30.9%        |
| <b>2020 Affordability, Mortgage and Wealth</b>       |              |
| Housing Affordability Index                          | 144          |
| Percent of Income for Mortgage                       | 12.4%        |
| Wealth Index   | 110          |
| <b>2010 Housing Units By Urban/ Rural Status</b>     |              |
| Total Housing Units                                  | 77,547       |
| Housing Units Inside Urbanized Area                  | 100.0%       |
| Housing Units Inside Urbanized Cluster               | 0.0%         |
| Rural Housing Units                                  | 0.0%         |
| <b>2010 Population By Urban/ Rural Status</b>        |              |
| Total Population                                     | 163,813      |
| Population Inside Urbanized Area                     | 100.0%       |
| Population Inside Urbanized Cluster                  | 0.0%         |
| Rural Population                                     | 0.0%         |

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

## Appendix B1: Primary Trade Area Housing Profile

Gibbs Planning Group

### Housing Profile

PTA  
Area: 37.84 square miles

Prepared by Esri

| Population            |         | Households                   |  |          |  |
|-----------------------|---------|------------------------------|--|----------|--|
| 2010 Total Population | 163,813 | 2020 Median Household Income |  | \$56,403 |  |
| 2020 Total Population | 158,421 | 2025 Median Household Income |  | \$59,897 |  |
| 2025 Total Population | 157,091 | 2020-2025 Annual Rate        |  | 1.21%    |  |
| 2020-2025 Annual Rate | -0.17%  |                              |  |          |  |

| Housing Units by Occupancy Status and Tenure | Census 2010 |         | 2020   |         | 2025   |         |
|--|-------------|---------|--------|---------|--------|---------|
|  | Number      | Percent | Number | Percent | Number | Percent |
| Total Housing Units                          | 77,547      | 100.0%  | 77,371 | 100.0%  | 77,606 | 100.0%  |
| Occupied                                     | 66,050      | 85.2%   | 64,767 | 83.7%   | 64,440 | 83.0%   |
| Owner  | 45,672      | 58.9%   | 42,935 | 55.5%   | 42,881 | 55.3%   |
| Renter                                       | 20,378      | 26.3%   | 21,832 | 28.2%   | 21,559 | 27.8%   |
| Vacant                                       | 11,497      | 14.8%   | 12,604 | 16.3%   | 13,166 | 17.0%   |

| Owner Occupied Housing Units by Value | 2020   |         | 2025   |         |
|---------------------------------------|--------|---------|--------|---------|
|                                       | Number | Percent | Number | Percent |
| Total                                 | 42,931 | 100.0%  | 42,877 | 100.0%  |
| <\$50,000                             | 6,027  | 14.0%   | 4,682  | 10.9%   |
| \$50,000-\$99,999                     | 7,132  | 16.6%   | 5,726  | 13.4%   |
| \$100,000-\$149,999                   | 6,424  | 15.0%   | 6,127  | 14.3%   |
| \$150,000-\$199,999                   | 5,237  | 12.2%   | 5,165  | 12.0%   |
| \$200,000-\$249,999                   | 3,298  | 7.7%    | 3,207  | 7.5%    |
| \$250,000-\$299,999                   | 3,299  | 7.7%    | 3,794  | 8.8%    |
| \$300,000-\$399,999                   | 4,595  | 10.7%   | 5,619  | 13.1%   |
| \$400,000-\$499,999                   | 2,933  | 6.8%    | 3,823  | 8.9%    |
| \$500,000-\$749,999                   | 2,714  | 6.3%    | 3,299  | 7.7%    |
| \$750,000-\$999,999                   | 854    | 2.0%    | 1,018  | 2.4%    |
| \$1,000,000-\$1,499,999               | 267    | 0.6%    | 280    | 0.7%    |
| \$1,500,000-\$1,999,999               | 67     | 0.2%    | 62     | 0.1%    |
| \$2,000,000+                          | 84     | 0.2%    | 75     | 0.2%    |

|               |           |           |
|---------------|-----------|-----------|
| Median Value  | \$167,973 | \$197,469 |
| Average Value | \$234,468 | \$262,333 |

| Census 2010 Housing Units | Number | Percent |
|---------------------------|--------|---------|
| Total                     | 77,547 | 100.0%  |
| In Urbanized Areas        | 77,547 | 100.0%  |
| In Urban Clusters         | 0      | 0.0%    |
| Rural Housing Units       | 0      | 0.0%    |

Data Note: Persons of Hispanic Origin may be of any race.  
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

## Appendix B2: Primary Trade Area Housing Profile

Gibbs Planning Group

### Housing Profile

PTA  
Area: 37.84 square miles

Prepared by Esri

| Census 2010 Owner Occupied Housing Units by Mortgage Status |        |         |
|---|--------|---------|
|   | Number | Percent |
| Total   | 45,673 | 100.0%  |
| Owned with a Mortgage/Loan                                  | 30,637 | 67.1%   |
| Owned Free and Clear  | 15,036 | 32.9%   |

| Census 2010 Vacant Housing Units by Status |        |         |
|--|--------|---------|
|  | Number | Percent |
| Total                                      | 11,519 | 100.0%  |
| For Rent                                   | 3,620  | 31.4%   |
| Rented- Not Occupied                       | 189    | 1.6%    |
| For Sale Only                              | 1,771  | 15.4%   |
| Sold - Not Occupied                        | 579    | 5.0%    |
| Seasonal/Recreational/Occasional Use       | 375    | 3.3%    |
| For Migrant Workers                        | 0      | 0.0%    |
| Other Vacant                               | 4,985  | 43.3%   |

| Census 2010 Occupied Housing Units by Age of Householder and Home Ownership |                |                      |               |
|---|----------------|----------------------|---------------|
|   | Occupied Units | Owner Occupied Units |               |
|   |                | Number               | % of Occupied |
| Total   | 66,049         | 45,671               | 69.1%         |
| 15-24   | 1,664          | 388                  | 23.3%         |
| 25-34   | 7,671          | 3,754                | 48.9%         |
| 35-44   | 11,620         | 7,280                | 62.7%         |
| 45-54   | 14,732         | 10,581               | 71.8%         |
| 55-64   | 13,597         | 10,279               | 75.6%         |
| 65-74   | 7,590          | 5,974                | 78.7%         |
| 75-84   | 6,148          | 5,017                | 81.6%         |
| 85+   | 3,027          | 2,398                | 79.2%         |

| Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership |                |                      |               |
|--|----------------|----------------------|---------------|
|  | Occupied Units | Owner Occupied Units |               |
|  |                | Number               | % of Occupied |
| Total  | 66,050         | 45,673               | 69.1%         |
| White Alone  | 37,955         | 32,319               | 85.2%         |
| Black/African American   | 26,416         | 12,303               | 46.6%         |
| American Indian/Alaska   | 162            | 96                   | 59.3%         |
| Asian Alone  | 622            | 457                  | 73.5%         |
| Pacific Islander Alone   | 4              | 3                    | 75.0%         |
| Other Race Alone   | 132            | 83                   | 62.9%         |
| Two or More Races  | 759            | 412                  | 54.3%         |
| Hispanic Origin  | 703            | 483                  | 68.7%         |

| Census 2010 Occupied Housing Units by Size and Home Ownership |                |                      |               |
|---|----------------|----------------------|---------------|
|   | Occupied Units | Owner Occupied Units |               |
|   |                | Number               | % of Occupied |
| Total   | 66,048         | 45,671               | 69.1%         |
| 1-Person  | 21,421         | 13,066               | 61.0%         |
| 2-Person  | 19,757         | 15,162               | 76.7%         |
| 3-Person  | 10,242         | 7,368                | 71.9%         |
| 4-Person  | 7,835          | 5,810                | 74.2%         |
| 5-Person  | 3,991          | 2,718                | 68.1%         |
| 6-Person  | 1,582          | 941                  | 59.5%         |
| 7+ Person   | 1,220          | 606                  | 49.7%         |

| 2020 Housing Affordability  |       |
|-----------------------------|-------|
| Housing Affordability Index | 144   |
| Percent of Income for       | 12.4% |

Data Note: Persons of Hispanic Origin may be of any race.  
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.