

# City of Warren Van Dyke Corridor Plan

PLANNING COMMISSION MEETING

March 25, 2024

# Study Area



## Description

- 5-lane roadway
- 22,892 ADT (2019)
- Bike lanes
- Sidewalks
- Young Street Trees
- Mix of Commercial Development
- No on-street parking
- Dispersed vacancies





# Community Engagement Summary

# Engagement Methodology

- Stakeholder Sessions (4/13/22 & 7/22/22)
  - Business Owners
  - City Staff
  - TIFA Board Members
  - Beautification Commission Members
  - Public School Representatives
- Community Survey was designed to garner the community's vision for the future of the Van Dyke Corridor and gauge their current and future preferences regarding:
  - Land use
  - Business Preference
  - Mobility
  - Infrastructure Improvements
  - Redevelopment



# Survey Methodology

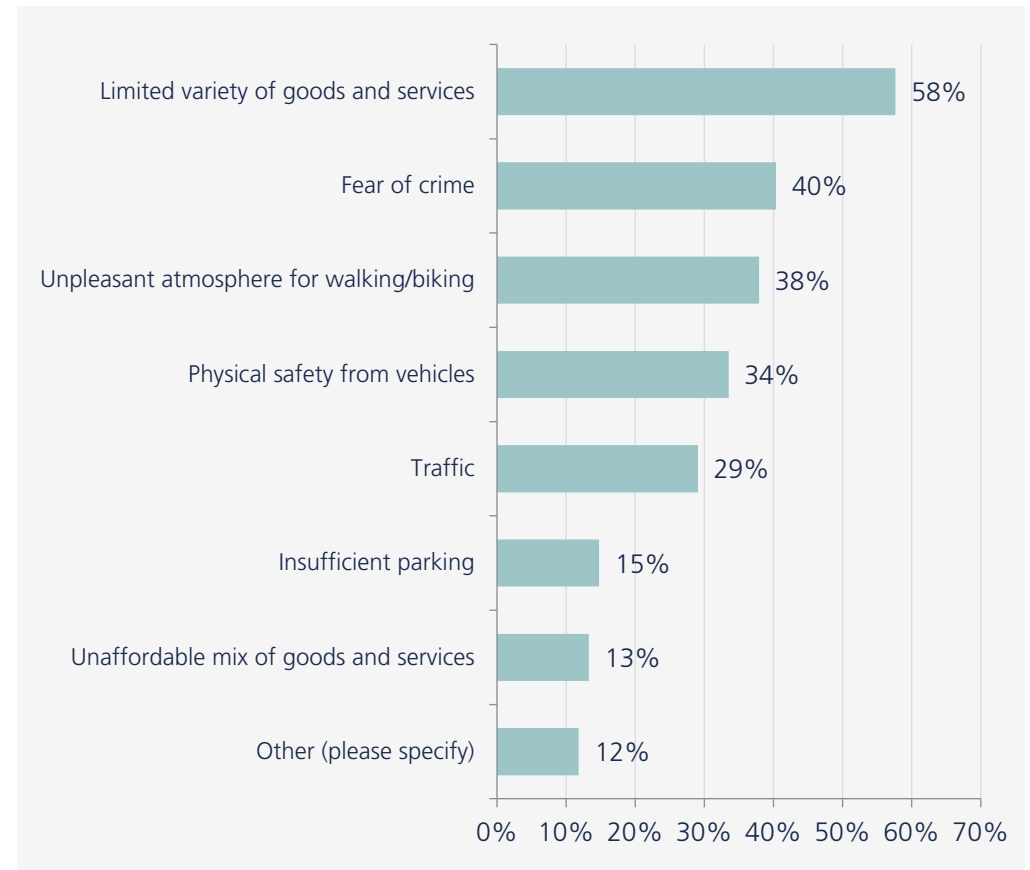
- The survey was hosted on an online platform–SurveyMonkey–and promoted through:
  - Stuffer in Water Tax Statements
  - Social Media
  - Local Newspaper
  - City’s website
- Paper copies of the survey were available at the Public Libraries
- A total of **199 online responses** from respondents with Michigan zip codes and **four paper responses** were collected between August and November 2022 with a completion rate of 86%.



# Survey Results: General Usage / Conditions

- The greatest number of respondents use the corridor to get somewhere else.
- The top reasons deterring respondents from using the corridor more frequently are:
  - Limited mix of good and services (58%)
  - Fear of crime (40%)
  - Unpleasant walking/biking experience (38%)
  - Physical safety from vehicles (34%)
- Results from the stakeholder engagement sessions also identified “unpleasant experience” along the corridor due to blighted / vacant buildings and crime as major weaknesses.

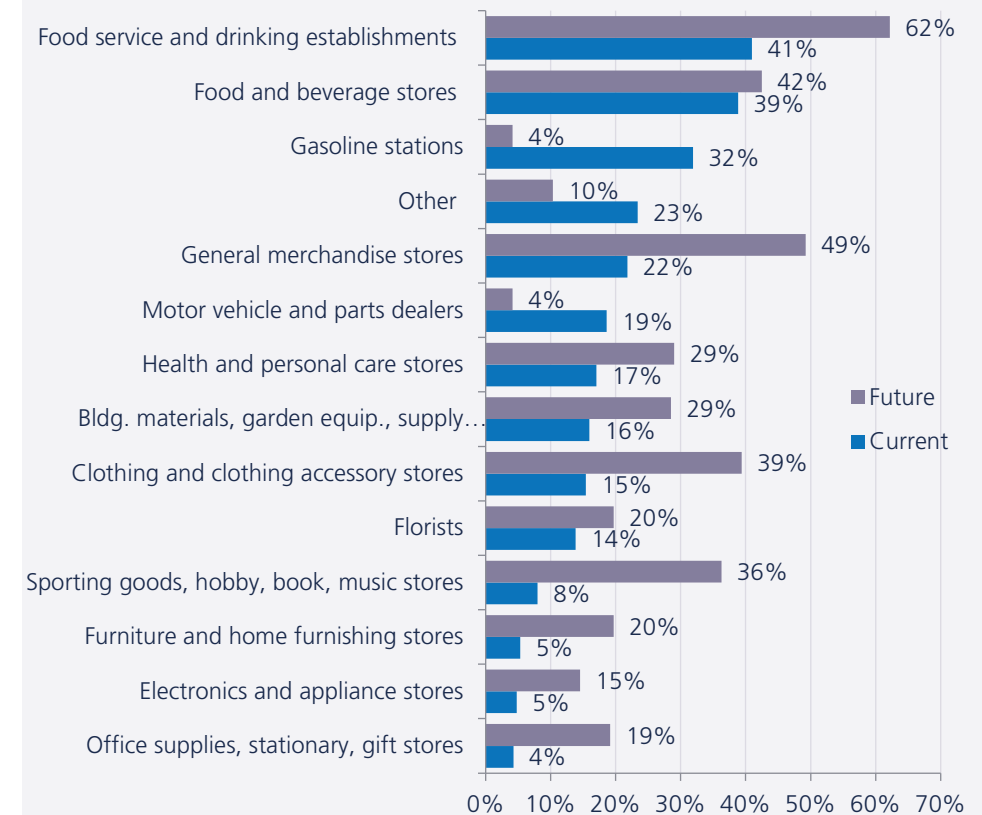
## Reasons Deterring Respondents from Visiting the Van Dyke Corridor



# Survey Results: Land Uses / Businesses Preferences

- Restaurants and drinking establishments and food / beverage stores are the most frequented business currently and have the highest demand in the future as well.
- About one half of survey takers also expressed interest in frequenting general merchandise stores, currently visited only by 22%.
- Respondents also noted that they support an increase in clothing / accessory stores and sporting goods / hobby / book / music stores.
  - The market review (Task 2) also found these two segments to be the "leakiest" retailer segments in Warren reiterating unmet demand which can be fulfilled along the corridor.<sup>1</sup>

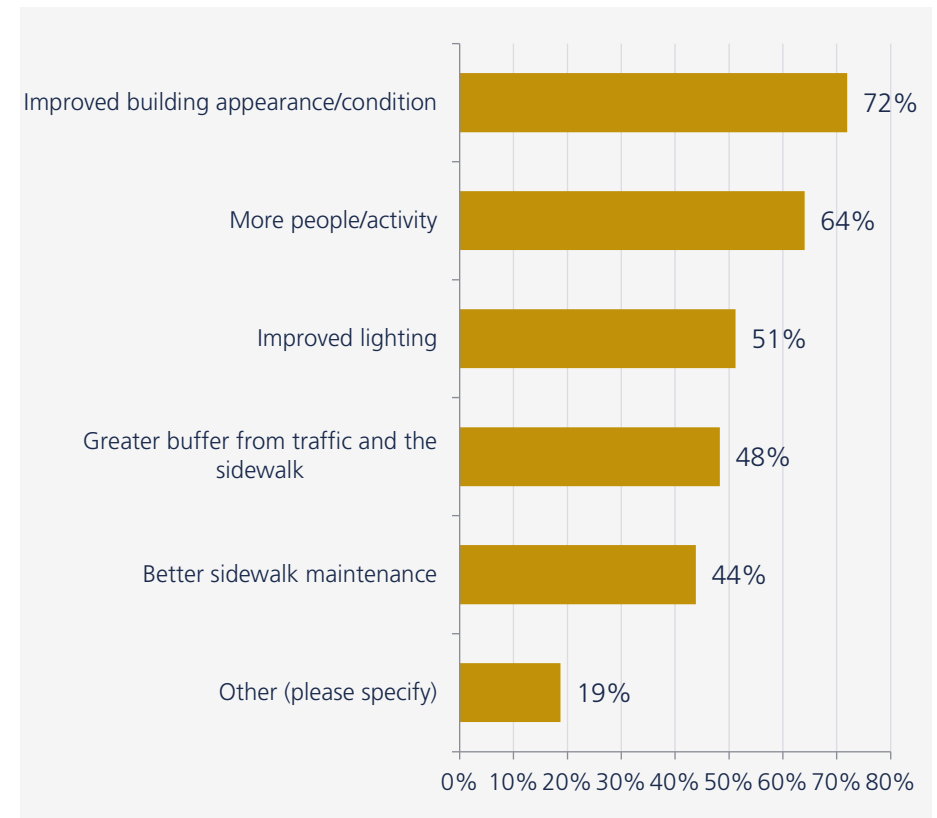
## Current & Future Business Preferences



# Survey Results: Mobility-Walking

- Only a quarter of respondents walk along the corridor and only 12% of those walk everyday.
- Pedestrian safety along the corridor was rated 4 on 10, and experience was rated 3 on 10.
  - More than 50% indicated that adding landscaping elements such as planter boxes and street trees would make walking along the corridor a better experience.
- Top reasons impacting safety of pedestrians include blight and fear of crime.
  - Almost 75% indicated that improving the appearance of buildings would improve the feeling of safety.
- If the suggested improvements were made the percentage of respondents who would “never walk on the corridor” would drop from 70% to 8%.

## Features that would Improve the Pedestrian Safety Along the Corridor

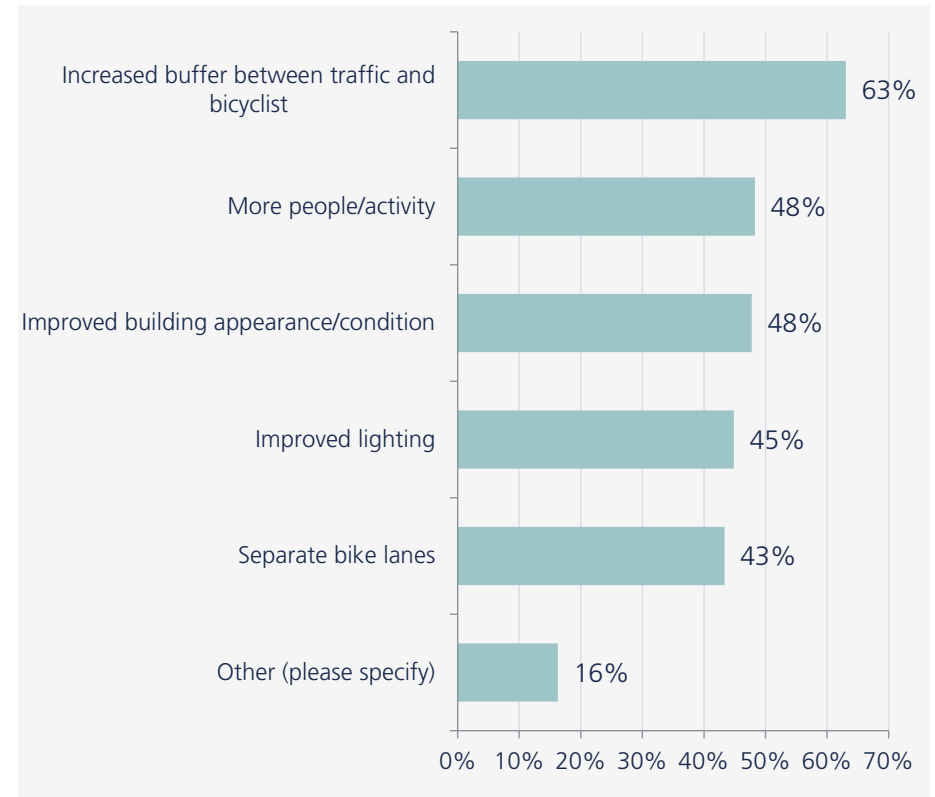




# Survey Results: Mobility-Biking

- Only 21% of respondents bike along the corridor and only 13% of those bike everyday.
- Bicyclist safety and experience were rated 3 on 10.
- Traffic was the main safety concern: speed, volume, and lack of barrier between bike lane and traffic.
  - About 65% of the respondents indicated that increasing the buffer between traffic and the bicyclists would improve the feeling of safety.
- About 70% indicated that adding bicycle amenities such as benches and bike racks would make the corridor more appealing for bicyclists.
- If the suggested improvements were made the percentage of respondents who would never bike on the corridor would drop from 74% to 26%.

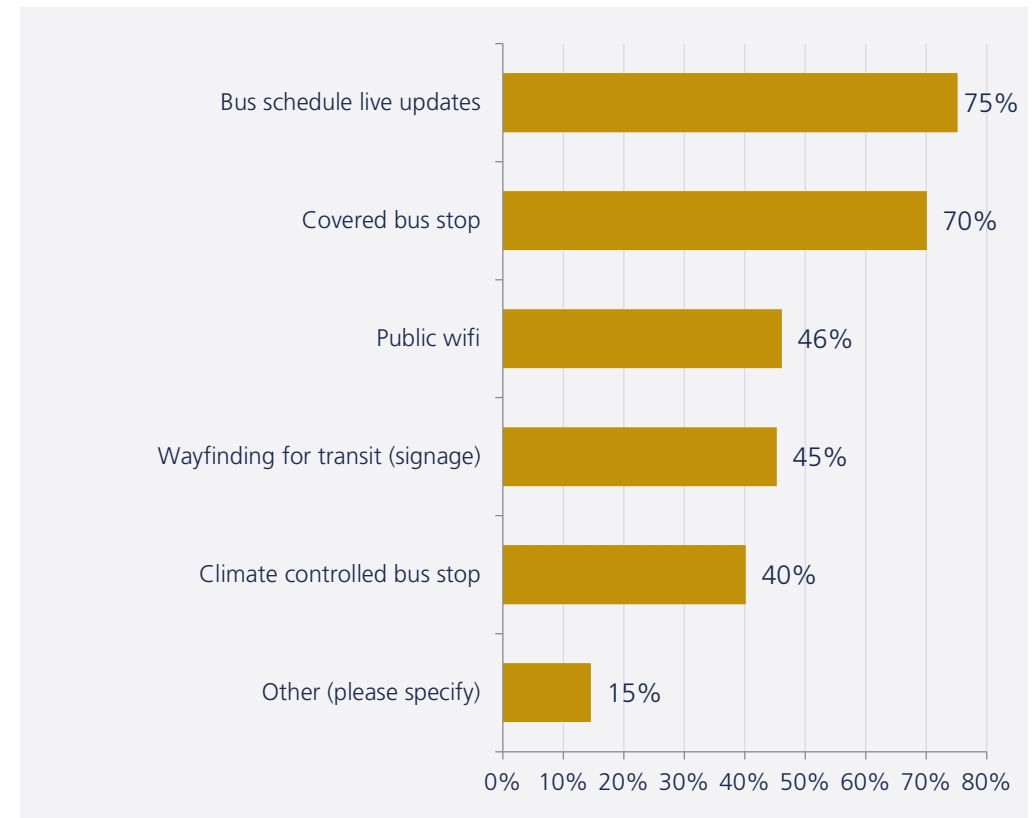
## Features that would Improve the Safety of Bicyclists Along the Corridor



# Survey Results: Mobility-Transit

- Only 16% of the survey takers use the SMART bus services from the corridor.
- On an average respondents rated safety and comfort while accessing transit on the corridor a 4 on 10.
- The top-rated upgrades that will improve the experience at bus stops include:
  - Live bus schedule updates (75%)
  - Covered bus stops (70%)
  - Public Wi-Fi (46%).

## Improvements that would Improve Experience at the Bus Stop

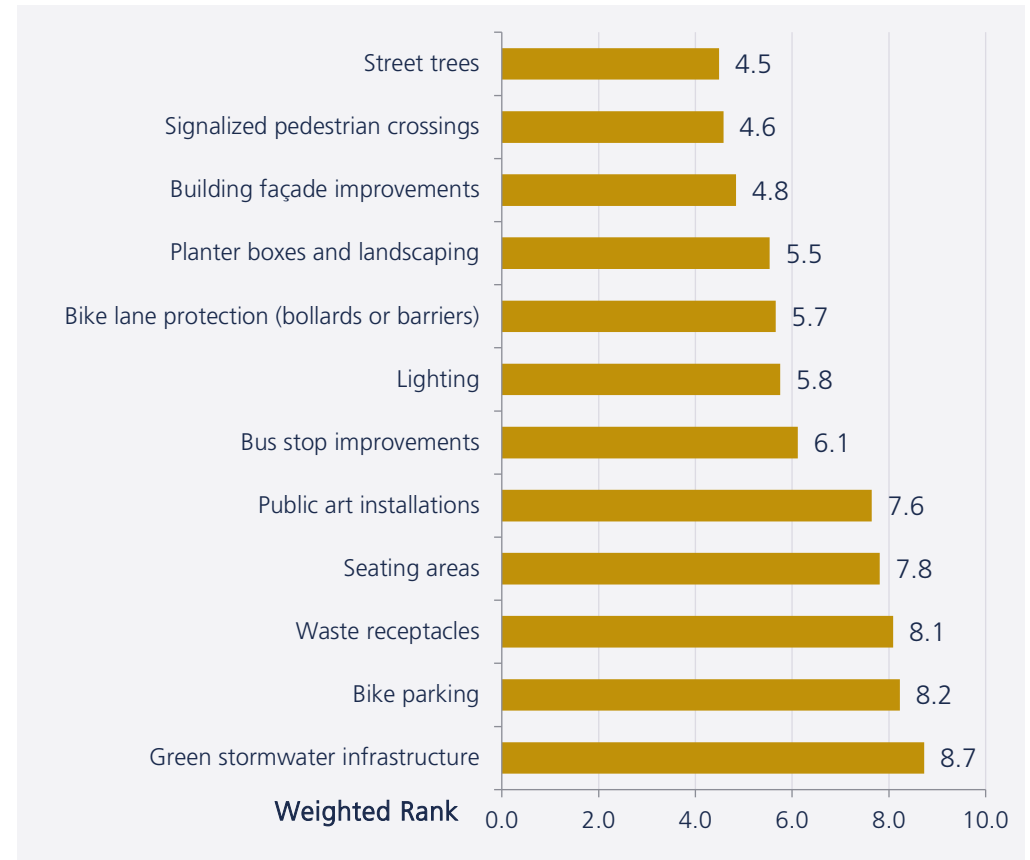


# Survey Results: Design

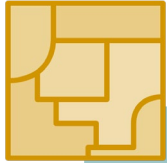
## ➤ Top priorities to improve along the Van Dyke Corridor:

- Street Trees
- Signalized crossings
- Building façade improvements
- Landscaping
- Bike lane protection

## Improvement Priorities Along the Corridor



# Takeaways



## Land Use

- Historic building stock
- Shortage of destinations
- Restaurants and general retail most frequented, and most desired
- Activate corridor with storefronts & programming



## Mobility

- Traffic speed and lack of separation from vehicles impact safety
- Lack of appeal and perception of crime impact mobility
- Improved Pedestrian / Bike amenities are desired



## Design

- Street trees and landscaping are most appealing and desired
- Revitalizing blighted / vacant properties is a priority
- Improved street lighting to create a safer environment
- Stormwater management is necessary



## Branding

- Strong agreement that a new image is needed



# Study Recommendations

# Land Use Strategies

- Ordinances to support Mixed-Use & Housing
- Tools for Historic Redevelopment
- Bike Hub (Iron Belle)
- Entertainment District
- Youth Zone



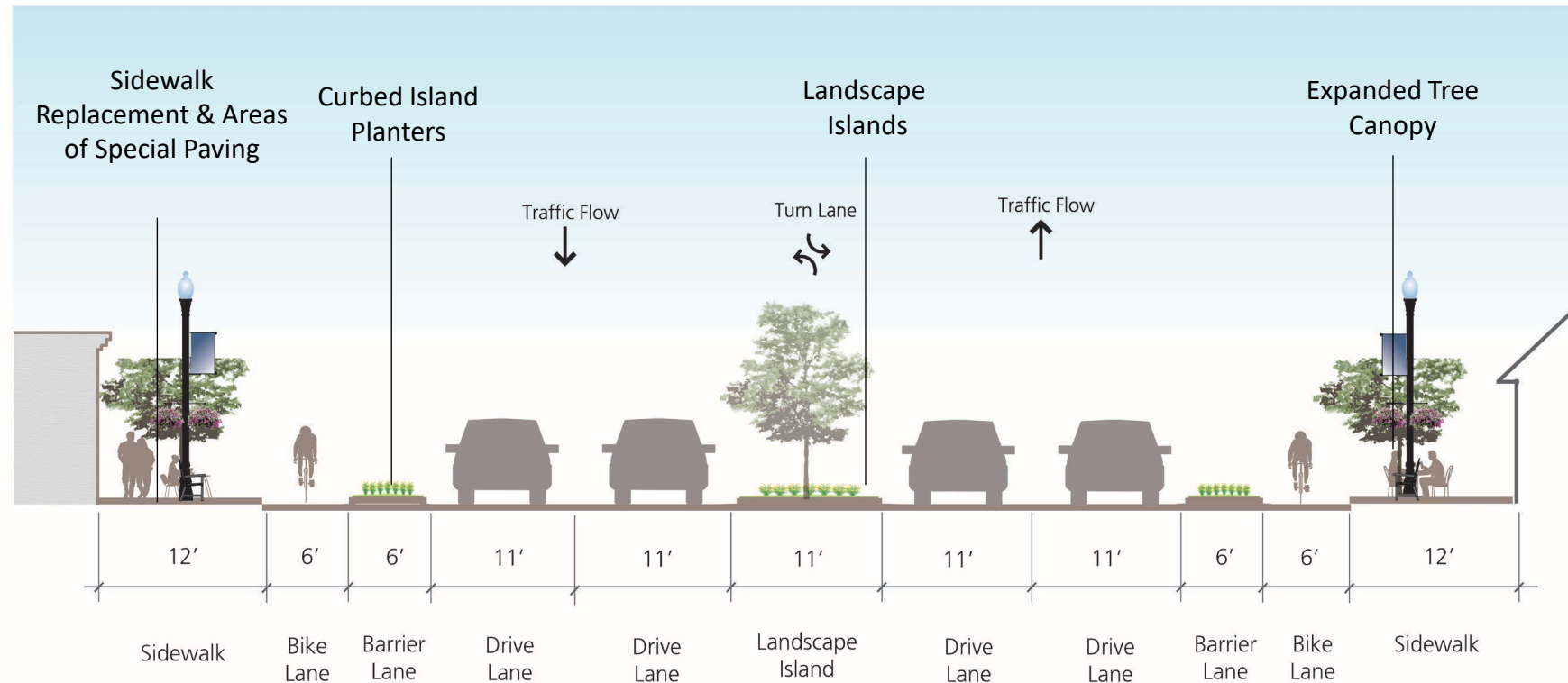
Industry Group	Supply	Demand	Gap
Other General Merchandise Stores	\$40,466,242	\$70,219,650	\$29,753,408
Clothing Stores	\$19,196,988	\$48,209,928	\$29,012,940
Sporting Goods/Hobby/Musical Instr Stores	\$15,488,090	\$31,680,506	\$16,192,416
Shoe Stores	\$2,270,490	\$10,350,632	\$8,080,142
Electronic Shopping & Mail-Order Houses	\$13,029,157	\$20,779,233	\$7,750,076
Jewelry, Luggage & Leather Goods Stores	\$5,474,014	\$13,104,816	\$7,630,802
Home Furnishings Stores	\$12,187,497	\$17,726,387	\$5,538,890
Department Stores Excluding Leased Depts.	\$144,676,282	\$150,191,365	\$5,515,083
Lawn & Garden Equip & Supply Stores	\$4,467,079	\$9,185,063	\$4,717,984
Other Miscellaneous Store Retailers	\$27,207,818	\$31,174,135	\$3,966,317
Office Supplies, Stationery & Gift Stores	\$6,811,204	\$10,462,831	\$3,651,627
Used Merchandise Stores	\$5,478,664	\$8,752,606	\$3,273,942
Beer, Wine & Liquor Stores	\$16,888,807	\$18,551,878	\$1,663,071
Vending Machine Operators	\$426,429	\$1,510,228	\$1,083,799
Book, Periodical & Music Stores	\$5,203,212	\$6,100,333	\$897,121
Special Food Services	\$3,498,308	\$4,270,754	\$772,446

Source: ESRI Retail Market Potential

# Mobility Strategies



- Complete Streets Rebalancing for all transportation modes
- Midblock & Signalized Pedestrian Crossings
- Pedestrian Refuge Areas
- Protected Bike Lanes
- Transit User Amenities



# Mobility Strategies



- Complete Streets Rebalancing for all transportation modes
- Midblock & Signalized Pedestrian Crossings
- Pedestrian Refuge Areas
- Protected Bike Lanes
- Transit User Amenities





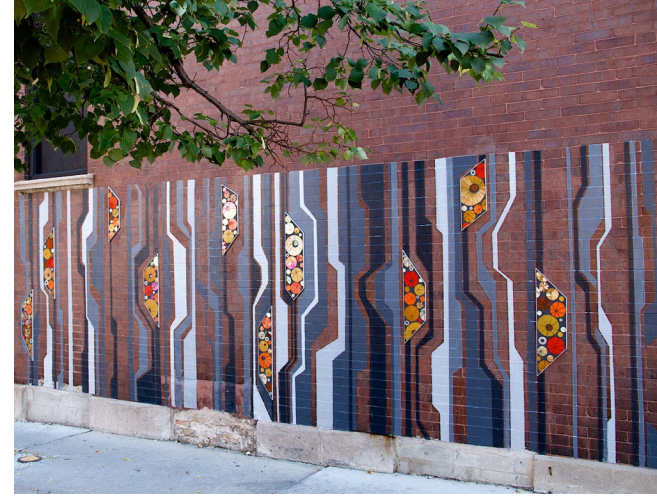
# Design & Activation Strategies

- Green Stormwater Infrastructure
- Diversity of Landscaping Elements
- Enhanced Urban Tree Canopy
- Landscape Screening for Parking Areas



# Design & Activation Strategies

- Public Sculpture, Murals
- Community Branding, Wayfinding
- Outdoor Dining
- Vacant Lot & Streetscape Activation
- Restored Pavement & Special Paving
- Branding



# Implementation Strategies

- Incremental Steps
- Phasing Strategies
- Funding Opportunities

Tier 1  
\$

## Paving

- Sidewalk Repair

## Landscaping

- Street Tree Replacement

## Bicycle Infrastructure

- Painted Bike Lane

## Pedestrian Experience

- Crosswalk Striping

## Furnishings & Lighting

- Furnishing Cohesion
- Public Art

Tier 2  
\$\$

## Paving

- Sidewalk Replacement
- Extra Drive Approach Removal

## Landscaping

- Expanded Tree Canopy
- Landscape Screening

## Bicycle Infrastructure

- Pylon & Striping Protected Bike Lanes

## Pedestrian Experience

- Crosswalks Enhancements

## Furnishings & Lighting

- Public Art
- Public Wifi
- Additional bus stop amenities

Tier 3  
\$\$\$

## Paving

- Sidewalk Replacement with Areas of Special Paving
- Extra Drive Approach Removal

## Landscaping

- Expanded Tree Canopy
- Landscape Screening
- Mid-Block Median Islands

## Bicycle Infrastructure

- Curbed Island Protected Bike Lane
- Green Stormwater Infrastructure

## Pedestrian Experience

- Public Art
- Public Wifi
- Additional Signalized Crosswalks
- Vacant Lot Activation

## Mass Transit

- Climate Controlled Bus Stops
- Live Bus Schedule Updates
- Additional Pedestrian-Scale Lighting



# Thank You!

Questions