

DOWNTOWN DEVELOPMENT PLAN

Woodhaven, Michigan

**Woodhaven Downtown
Development Authority**

assisted by
Birchler Arroyo Associates, Inc.

Public Hearing March 18, 2003

TABLE OF CONTENTS

<u>CHAPTER</u>	<u>PAGE</u>
Statutory Compliance	
1 - Analysis of Existing Land Use	1-1 to 1-10
2 - District Analysis	2-1 to 2-8
3 - Retail Potential	3-1 to 3-9
4 - Streetscape Analysis	4-1 to 4-10
5 - Traffic & Access Management	5-1 to 5-9
6 - Implementation Strategies	6-1 to 6-9
7 - Conclusions & Recommendations	7-1 to 7-8
8 - Vision Process	8-1 to 8-8
9 - Streetscape Design Plan	9-1 to 9-19
10 - Façade Enhancement	10-1 to 10-8
11 - Traffic Improvements	11-1 to 11-10
12 - Zoning Plan	12-1 to 12-3
13 - Improvements & Tax Increment Financing	13-1 to 13-8
Appendix A - Sample Zoning Ordinance Outdoor Lighting	
Appendix B - Sign Design Guidelines	
Appendix C - Legal Description	

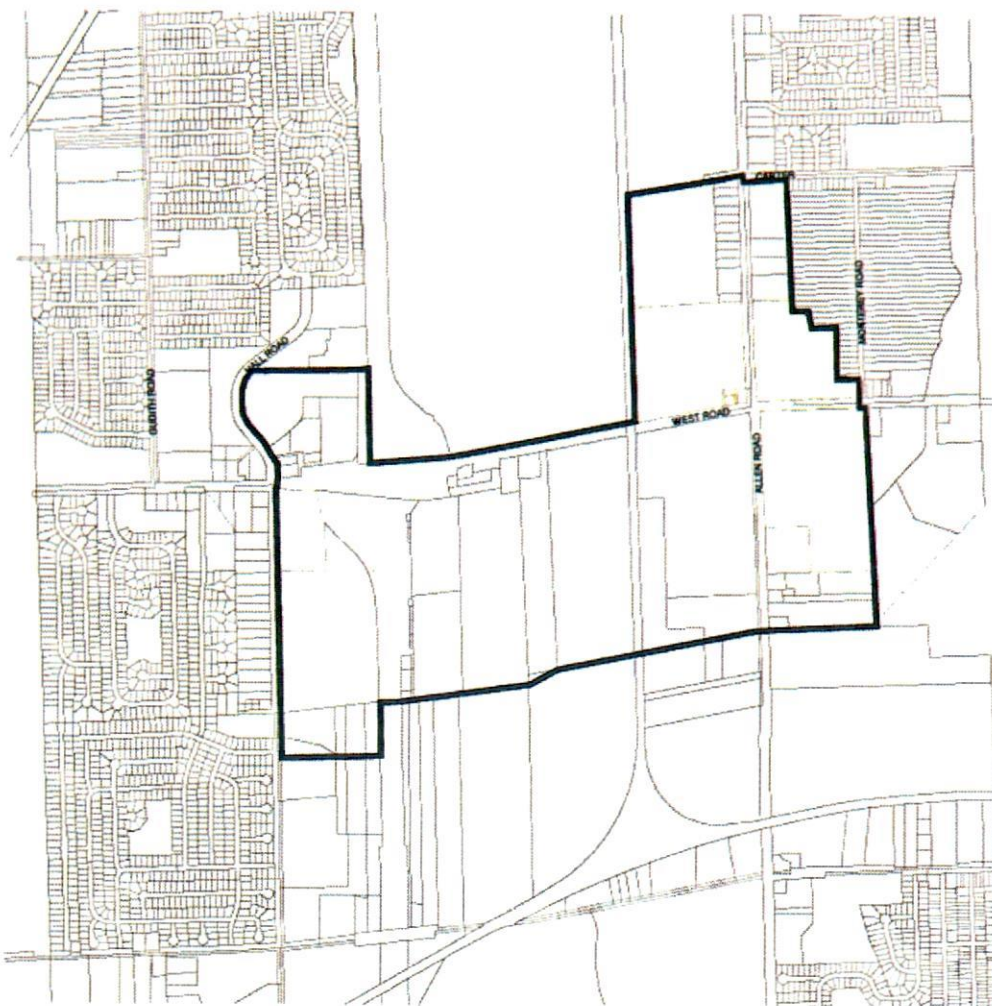
<u>ILLUSTRATIONS</u>	<u>PAGE</u>
Existing Land Use: 2001	1-4
Relationship to Neighborhoods	2-5
Market Area and Competing Centers	3-4
Woodhaven Downtown Access Management Plan	4-4
Figure 1: Hourly Parking Accumulation Curves for Indiv. Land Uses	5-8
Proposed Improvement District	6-8
East Side Recommendations	7-4
West Side Recommendations	7-5
Sites Targeted for Redevelopment	8-4 to 8-7
Feature Areas	9-2
Characteristics of Downtown Woodhaven	9-3
New Street Grid System	9-4
Concept Plan B	9-6
Center Ave. Cross Section	9-8
West-Allen Intersection Corner Detail Concept	9-10
Allen Service Drive Cross Section	9-12
Proposed Improvements for West/Hall Intersection	9-18
Conceptual Redevelopment of Kroger Strip	10-2
Conceptual Redevelopment of Woodhaven Pet Hospital	10-3
Renovation of Façade	10-8
West/Allen Intersection Solution	11-2
Capacity Improvements Concept Plan	11-9



ANALYSIS OF EXISTING LAND USE

DESIGNATION OF DEVELOPMENT AREA

The following map page designates the boundaries of the Downtown Development Authority. The DDA boundaries remain unchanged from the area designated in the original Development Plan approved on August 17, 1999. A legal description of the DDA boundary is also provided within the Appendix.



 DDA Boundary

Downtown Development Authority
City of Woodhaven



EXISTING LAND USE ANALYSIS

The first step in any future planning program is the survey and analysis of the existing uses of land in the District today. In order to accomplish this task, the Planners performed a field survey of existing land use on May 9, 2001. The field survey was preceded by a pre-survey of land uses throughout the District using Summer 2000 aerial photos obtained from Aerodatainc.com. Field verification was then made by a windshield survey. Once the land uses for all of the parcels in the District were identified, they were color coded directly on to a base map of the DDA. It is favored that eventually, GIS will be used to create a land use database that can be linked to the City's parcel map. The resulting Existing Land Use Map will illustrate the land use of each individual parcel, as well as the overall land use patterns throughout the District.

LAND USE CATEGORIES

In order to portray the pattern of land uses on a map of the District, a set of land use categories was developed for the field survey. These categories were chosen to be particularly relevant to the issues in which the Woodhaven Downtown Development Authority is involved. The following is a brief description of each of the categories that are illustrated on the Existing Land Use map.

Single Family Residential. There is no single family development located within the physical boundaries of the Woodhaven DDA. This use is important to the District, however, because it houses many of the residents who are also the market customers of the downtown's businesses. Single family neighborhoods immediately adjoin the Downtown at several locations.

Multiple Family Residential. Included in this category are attached dwelling units, such as rental apartments. This category can also include attached condominiums constructed at higher densities. Multiple family neighborhoods adjoin the edge of the Downtown, west of the I-75 Freeway.

Civic Center / Recreation. This category was applied to the City complex, including City Hall, the Police Department, the major City Park, and other uses at the complex. There is approximately 56 acres of area designated for this type of use within the DDA boundaries.

Schools & Churches. This group includes both public and quasi public uses that involve worship space, education, and in most instances, large meeting places or auditoriums.

Office. This land use group comprises only about 7 acres in the DDA and includes such things as bank branches, real estate offices, general business office buildings, medical / dental clinics, and veterinary hospitals and offices.

Restaurants / Food Service. This category includes full-service restaurants, fast food establishments, coffee shops, and similar uses involved in providing prepared foods directly

to the customer, usually for consumption on the premises. There are approximately 12.5 acres devoted to this type of use.

Entertainment. This use group could include such things as a movie theater, video rental store, bowling alley, roller skating rink, miniature golf, and similar forms of indoor and outdoor entertainment. There are only two parcels for a total of 2.2 acres that meet this use category.

Lodging. This category includes hotels, motels, bed & breakfast inns, and similar uses engaged in providing overnight accommodations for travelers and tourists. All of the land that contains these uses are located on the west side of I-75 and are about 9.4 acres in size.

Comparison Shopping. This group includes discount and department stores (such as Kmart, Meijer, Target, Sears Hardware) as well as large office supply stores, home centers, and other establishments where shoppers usually compare prices on larger items before making their shopping decision. This is by far the largest land area user in the district with approximately 138 acres.

Vehicle Sales. This group is primarily devoted to the several new automobile dealerships found with the Woodhaven DDA, however, it could also include used car dealers, marine dealers, and off-road vehicle sales establishments. There are three vehicle sales businesses in the district and one marina sales use. These business account for 29 acres within the DDA.

Miscellaneous Retail. This group includes all remaining retail and personal service establishments, such as, pharmacies, shoe stores, grocery stores, tanning salons, beauty parlors, and similar businesses. Most of these uses are older and exist predominately along the western boundary of Allen Road. There are about 7 acres within the DDA devoted to this type of use.

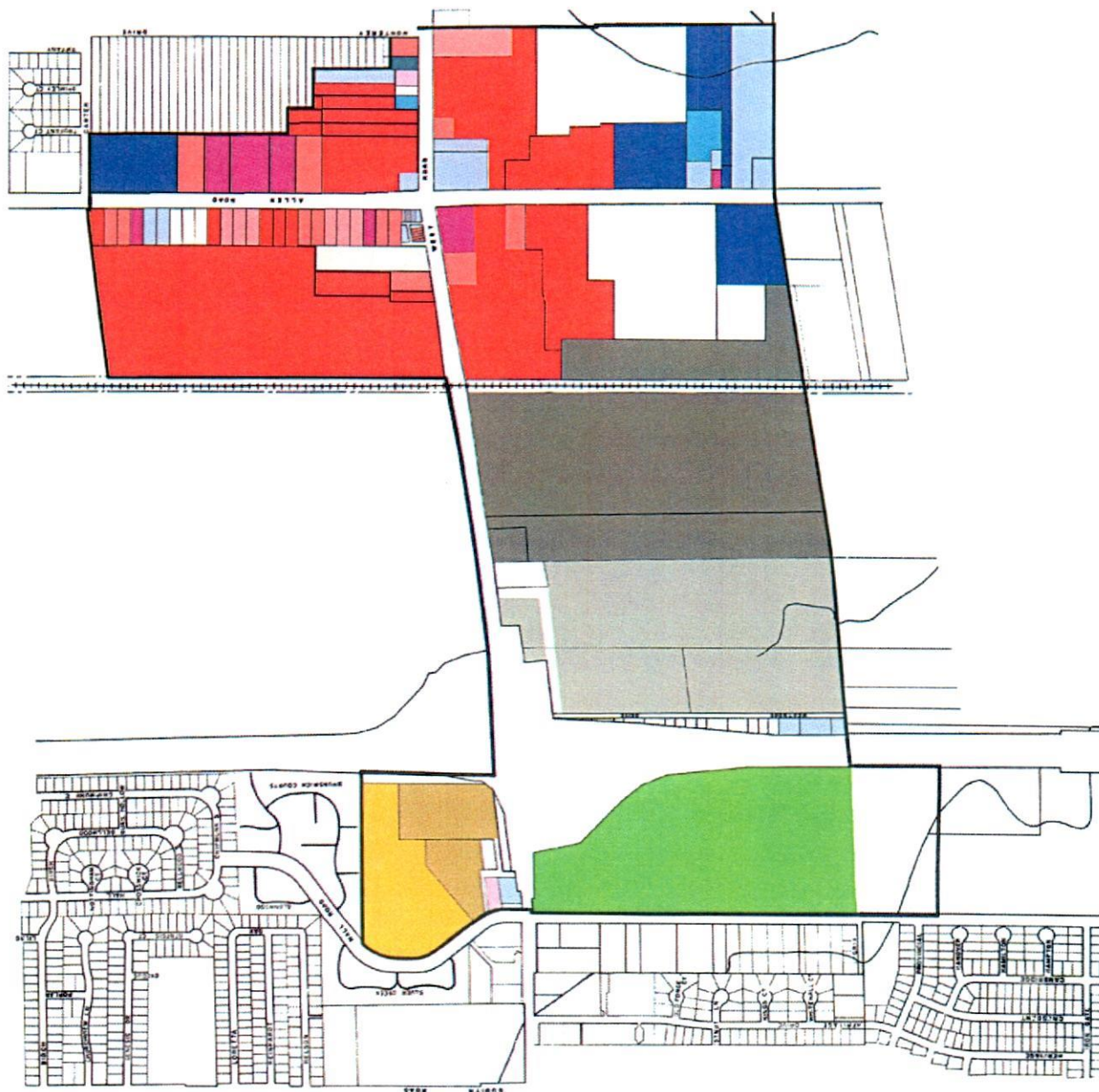
Automotive Service. Included in this group are such things as gasoline stations (including accessory convenience store), tire dealers, auto parts stores, car washes, and auto repair facilities, except those associated with a new vehicle dealer. There are approximately 19 acres within the DDA under this use category.

Warehousing & Storage. This category includes such uses as the pallet distributor, self-storage warehouses, sales office-warehouse uses, and similar facilities. There is only one parcel within the district that meets this land use and is 3.7 acres in size.

Fuel Storage / Distribution. This use is fairly unique, in that most communities do not have large-scale fuel depots, such as the Mobil Oil distributor located in Woodhaven. Similar uses can be found at other Detroit area locations like Metro Airport in the City of

Romulus. This is the second largest use in terms of land area within the district. Over 93 acres of land is within this use category.

Heavy Manufacturing / Trucking. This use group includes large manufacturing plants and over-the-road trucking depots, as well as large truck service plazas that provide food, fuel, parking, service, and sometimes temporary lodging. This is the third largest land use category in terms of land area with 63 acres.



- MULTIPLE FAMILY
- CIVIC CENTER RECREATION
- SCHOOLS/CHURCHES
- OFFICE
- MISCELLANEOUS RETAIL
- RESTAURANT/FOOD SERVICE
- COMPARISON SHOPPING
- AUTO SERVICE
- VEHICLE SALES
- ENTERTAINMENT
- LODGING
- FUEL STORAGE/DISTRIBUTION
- WAREHOUSING/STORAGE
- HEAVY MANUFACTURING
- DDA BOUNDARY

Existing Land Use : 2001

Downtown Development Authority
City of Woodhaven



PERSONS AND FAMILIES RESIDING IN THE DOWNTOWN DISTRICT

As can be seen from a review of the Woodhaven Downtown District boundaries, there are currently no permanent residents living within the district. The only residential use within the district limits is of a transient nature associated with the overnight lodging facilities near the I-75 Interchange.

The City of Woodhaven has a substantial resident population that relies upon its downtown district for everyday retail goods, personal and professional services, and comparison goods purchases of such things as furniture, appliances, and automobiles. The 2000 Census of Population & Housing identified the current population of the City to be 12,530 persons living in 4,708 occupied housing units. Other neighboring communities also rely upon Downtown Woodhaven for retail services, especially department stores and comparison goods shopping. The following table enumerates the population and occupied housing units counts for selected neighboring communities.

Table 1
Population & Occupied Housing Units
Woodhaven and Selected Neighboring Communities

Community	2000 Population	2000 Occupied Housing Units
City of Woodhaven	12,530	4,708
City of Flat Rock	8,488	3,181
City of Gibraltar	4,264	1,728
Grosse Isle Township	10,894	4,122
City of Riverview	13,272	5,352
City of Rockwood	3,442	1,318
City of Trenton	19,584	8,137
Brownstown Township	22,989	8,322
7-Community Sub-Region	95,463	36,868
Wayne County	2,061,162	768,440

Source: 2000 US Census of Population & Housing

While Woodhaven's resident population was only 12,530 persons in the year 2000, the nearby trade area for comparison shopping establishments approaches 95,000. While not all of these residents can be expected to shop in Downtown Woodhaven, the influence of the major merchants, such as the discount stores and automobile dealers, clearly penetrates into the neighboring communities. Access to I-75 at West Road exposes many downriver-area residents to Woodhaven's merchants, as do the major employers like the Ford Woodhaven Stamping Plant.

RELATIONSHIP TO ADJOINING PROPERTIES & NEIGHBORHOODS

Downtown Woodhaven is fairly centrally located in respect to the City's residential neighborhoods. Access to the Downtown, via West Road or Allen Road, is relatively direct from most of the neighborhoods. Traffic is very heavy at certain times of the day, so that access to Downtown may be direct but not always convenient. In general, however, the business district is centrally located and easily accessible to any resident with an automobile.

Pedestrian access to the Downtown is not always convenient, except for those few neighborhoods that directly border the Downtown to the north and east. Pedestrians trying to reach the Downtown from neighborhoods on the west side of the City must contend with the I-75 Expressway and a substantial industrial district between their homes and the shopping area. While the Downtown District extends west of I-75 to include the Civic Center complex and the commercial area to its north, the bulk of the City's shopping opportunities are located east of I-75 along Allen Road.



The Downtown shopping and services are conveniently located for most of the City's major employers, as well as small businesses on the perimeter of the Downtown District. Such services as restaurants, banking, and overnight lodging for customers and vendors are in close proximity to the City's major industries and equally convenient to its small businesses as well.

PRELIMINARY IDENTIFICATION OF AREAS IN NEED OF REHABILITATION

While the City's Downtown is in a generally healthy condition, including recent expansion with the addition of new businesses and shopping centers, there is always room for improvements that could positively impact the entire district and City. The following are some preliminary observations and recommendations regarding areas that would benefit from rehabilitation.

General Conditions Downtown

- ☐ In general, the Downtown exhibits too much visual emphasis on parking lots, often with little landscaping or other enhancements. At the same time, there is too little emphasis on the buildings, their architecture, and the businesses themselves.



- ❑ In general, the Downtown is relatively unfriendly to pedestrians. The business district is somewhat spread out, along Allen Road in particular, but there are many individuals who would accomplish at least a part of their shopping trip on foot if appropriate connections and facilities were made available.
- ❑ The large stockpiled mound of soil south of Meijer is a large, centrally located site within the Downtown. This site could potentially support a future retail or entertainment use.
- ❑ Throughout the Downtown, as well as on its perimeter, industrial uses are mixed with the retail, personal and business services, and entertainment uses that are the mainstay of a healthy downtown. Relocation assistance should be pursued to open key properties to downtown development while properly relocating the industries to one of the City's industrial parks or districts.



Industrial Activities

- ❑ The majority of the industrial activities located within the Downtown Development District have an open storage character (auto salvage, truck/trailer storage, fuel depot/above-ground tank storage, palette storage, contractors' storage). Most of these areas are devoid of significant landscaping or screening amenities. As additional properties become available for development and re-development, the City should concentrate on higher technology, office / warehouse, and light manufacturing uses that prefer a modern industrial park or corporate campus setting.



Retail Sales & Personal Services

- ☐ Several major retailers have significant outdoor storage components (Meijer, Kmart). Some of these uses have seasonal sales areas or storage in vehicle trailers. In many cases these activities should be accommodated within an appropriate building expansion, rather than occurring within the parking lot or unimproved portions of the site.



Automobile Dealerships

- ☐ Outdoor product display is the very nature of new and used auto dealers. Most older, and even some newer dealerships, could upgrade their appearance, image, and off-site impacts with: additional landscaping; and sensitive retrofit of outdoor lighting. Advances in illumination technology make it possible to provide appropriate lighting of their products while reducing glare and spill-over of light onto adjoining properties. This is particularly critical when the neighbors are residential homes and apartments.

High Visibility "Signature" Sites

- ☐ The four corners of West Road and Allen Road are, for better or worse, the most visible and identifiable sites in the Downtown District. These will always be the focal point for visitors entering the Downtown. The DDA should promote the development / redevelopment of these sites with "Signature" uses that can become identified with Woodhaven's Downtown and vice versa. As redevelopment occurs, the City should strive to replace fuel pump islands, auto-oriented activities, and pedestrian-unfriendly uses with the Downtown's best architectural examples. Typically, these important corner sites should be occupied by buildings with slightly more height and mass than those located further away from the center of the district.



Northwest Quadrant of West & Allen

- ☐ The Northwest Quadrant of the West / Allen intersection provides a good example of an area that could benefit from redevelopment and benefit the rest of the Downtown District as a result of its improvement. This particular quad is characterized by older uses that are not well integrated with the newer development in the Downtown. For example, newer development to the north benefited from a continuous service drive that stops abruptly when it reaches the older uses nearer the corner.
- ☐ The City and DDA should investigate ways that they might assist in relocating the palette business to an industrial site that better meets its needs, while opening the site for development / redevelopment with a retail or entertainment use. This might be accomplished in conjunction with redevelopment of the property with the large soil mound that was discussed previously (south of Meijer).



STATUTORY COMPLIANCE

The DDA Boundary Map on page 1-1 illustrates the Downtown Development District Boundaries, in compliance with Section 17(2)(a) of the DDA Act. The map also clearly illustrates the extent of existing streets and development throughout the district, in accord with subpart (b). A legal description is included in the Appendix. Page 1-5 establishes that there are no persons or families residing in the district and none who will be displaced, in addressing subpart (l) of the DDA Act. While there are no proposals in Chapter 1 for demolishing existing improvements, pages 1-6 through 1-9 address areas in need of rehabilitation, in compliance with Section 17(2)(c).

WOODHAVEN VILLAGE SQUARE

2

DISTRICT ANALYSIS



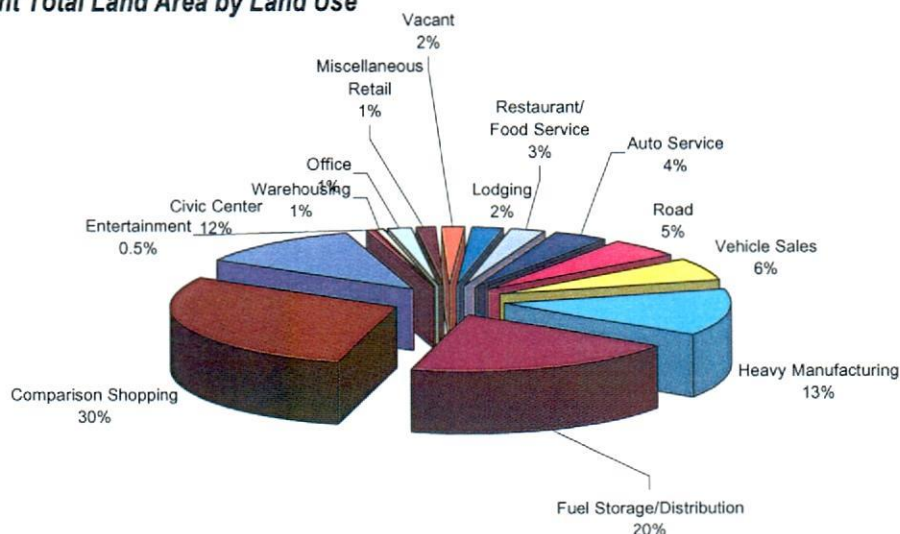
This chapter is intended to provide an overview analysis of the Downtown District of Woodhaven. In order to improve the downtown's competitive advantage and its physical appearance and function, the District Analysis will evaluate the value of improved and unimproved property, its relationship to the City's neighborhoods, the competitive quality of existing development, and constraints to improvement of the downtown.

ANALYSIS OF LAND AND PROPERTY VALUES

An appropriate mix of land uses is critical to the health of the downtown. Retail goods, businesses and professional services, office space, employment generators, entertainment, lodging, dining and a resident population are all keys to the success of the downtown. A balance must be established to ensure that the downtown offers a broad range of goods, services, interesting experiences and living options.

Illustration 2-1 portrays the current mix of land uses in Downtown Woodhaven. Comparison shopping accounts for 30% of the developed acreage downtown, while only 3% is devoted to restaurants, 2% to overnight accommodations and 1% to other miscellaneous retail. At present there are little entertainment uses in the downtown. A skating rink and video store comprise the entire entertainment venue in the downtown. There are no permanent residences in the downtown area.

Illustration 2-1 Percent Total Land Area by Land Use



The financial health of downtown business relies upon many factors, including keeping customers in the district throughout the day and evening. Entertainment uses, dining establishments, theaters, district employees, and downtown district housing are all important components in planning for a strong downtown.

Illustration 2-2 provides a graphic picture of the percentage of total assessed value in the district, by land use category. When taken in combination with the land area occupied by each use as identified in Illustration 2-3, a picture emerges of uses that have high value in relation to the land area they occupy.

Illustration 2-2 Percent of Total Assessed Value by Land Use

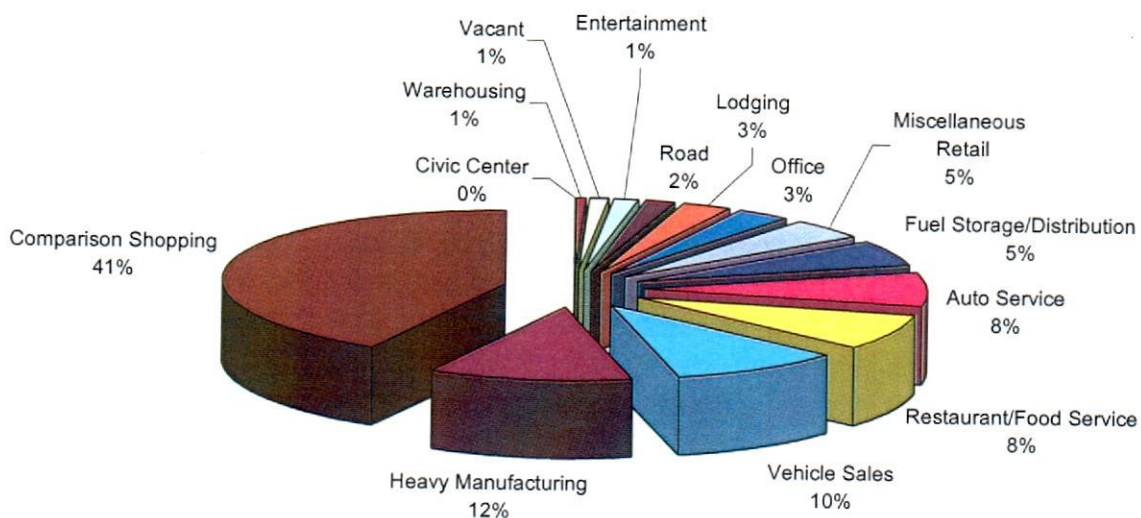
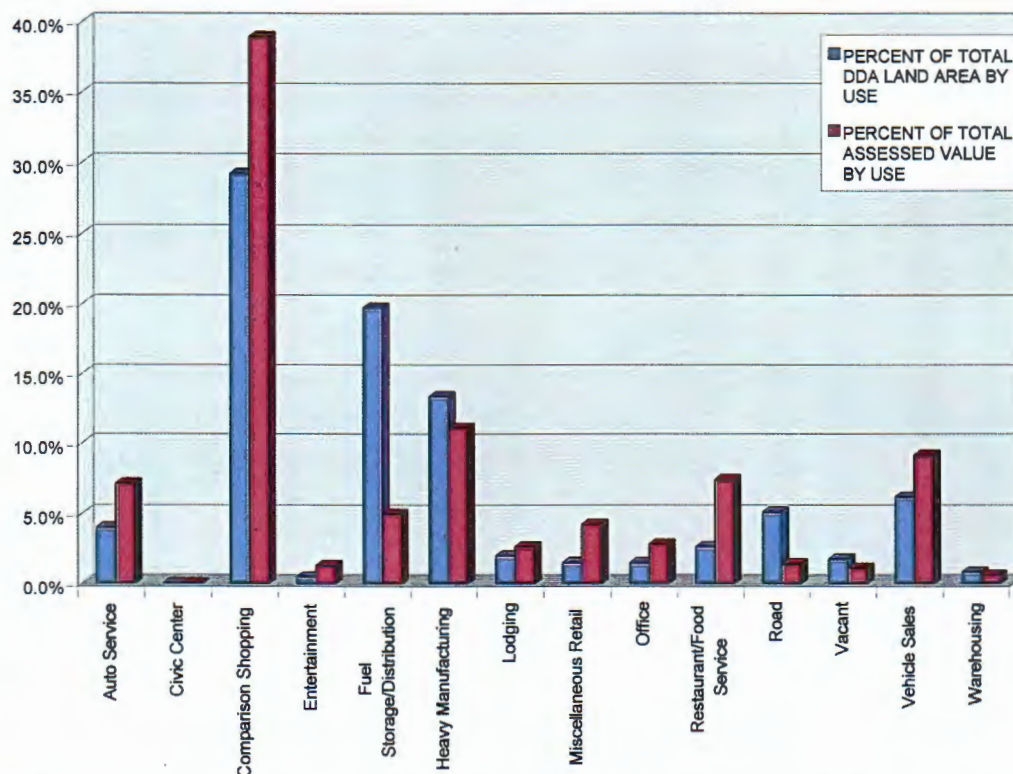


Illustration 2-3 Comparison Percent of Total Area by Use With Percent of Total Assessment by Use



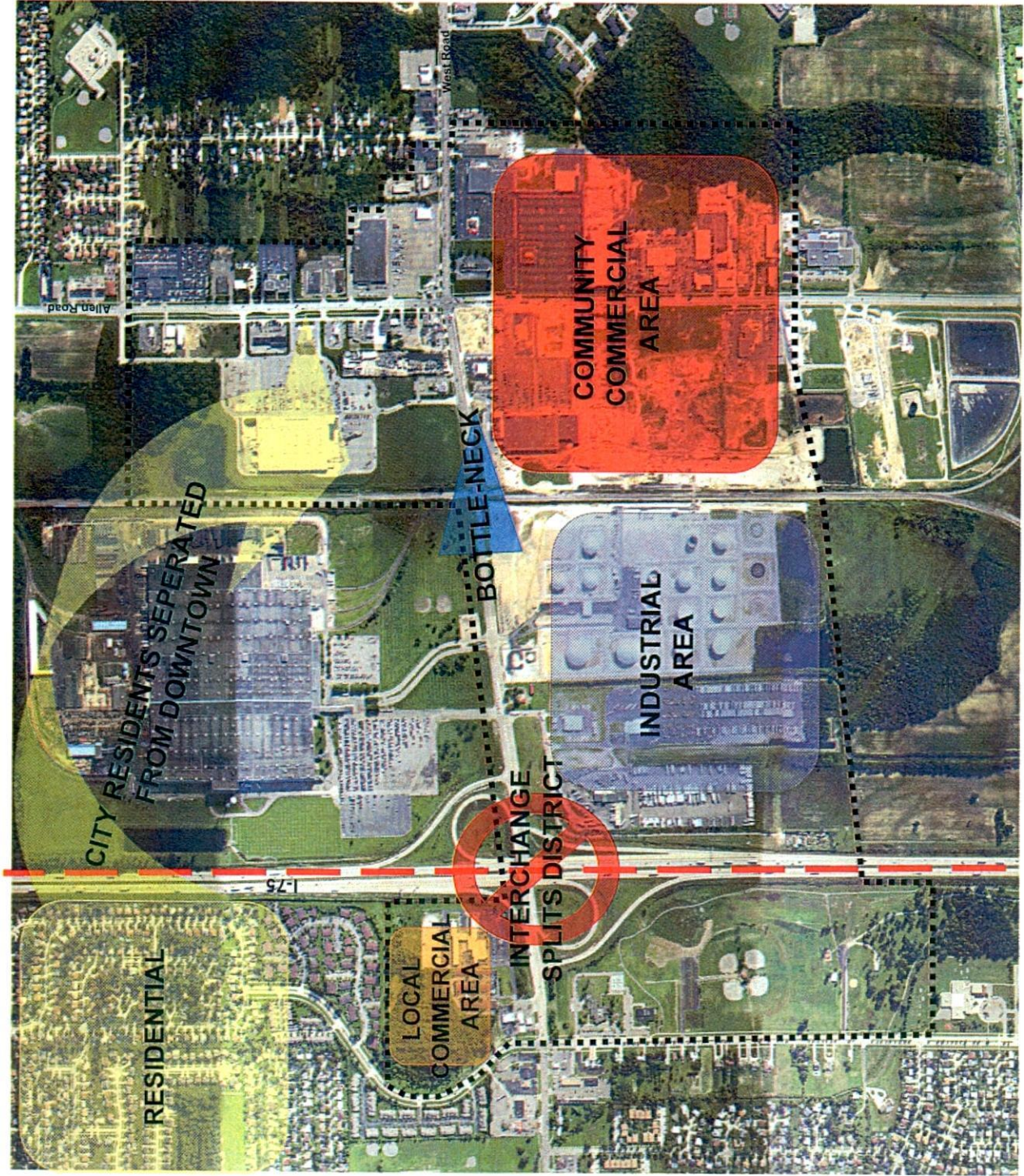
Fuel Storage uses in the district occupies nearly 20% of the total land area while producing only 5% of the taxable value. In comparison, miscellaneous retail uses occupy approximately 1% of the land area but produce nearly 5 times this in taxable value. Obviously there are other factors to consider besides just taxable value. Uses such as municipal office, parks, post office and the like are very important to the health of the downtown. While they produce no taxable value, they are essential to the mix of services, events and activities that contribute to a healthy downtown.

PHYSICAL RELATIONSHIPS TO ADJOINING NEIGHBORHOODS

One of the most serious challenges to Downtown Woodhaven is its physical isolation from some of the City's most populous neighborhoods. As can be seen from Illustration 2-4, I-75 splits Woodhaven in two. While West Road provides the connecting link between the west side of the City (including the west portion of Downtown) with the primary retail portion of Downtown, even this junction has a number of constraints. Constraints between the physical relationships between uses in within the Downtown District include:

- ☐ Narrow railroad underpass creates a bottleneck for traffic capacity.
- ☐ Very heavy industrial land uses along West Road result in a generally unpleasant visual corridor.

- ☐ Pedestrian facilities are non-existent or disconnected and the route from west Woodhaven to the primary retail half of the Downtown is fairly distant for a pedestrian.
- ☐ Heavy commuter traffic to and from Ford's Woodhaven Stamping Plant makes travel to and from the downtown difficult near shift change times.
- ☐ I-75 physically divides the Downtown Development District.
- ☐ The east side of I-75 includes the heart of the City's downtown while the civic center and several small neighborhood businesses are located on the west side with the City's larger neighborhoods.



Relationship To Neighborhoods

Downtown Development Authority
City of Woodhaven



DISCOVER WOODHAVEN
MICHIGAN, INC.

COMPETITIVE QUALITY OF THE DOWNTOWN

Small, community downtowns must compete with a wide variety of sophisticated retail and mixed use development. Many of these modern shopping facilities provide amenities, product variety, entertainment options, and personal services that few downtowns can match. As a starting point toward improving its competitive advantage, a preliminary analysis of the downtown's business mix must be accomplished.

Those areas where downtown Woodhaven already has a strong position include:

- ☐ Home center, lumber and hardware
- ☐ Discount department stores
- ☐ Junior department stores
- ☐ Grocery stores
- ☐ Pharmacies
- ☐ New Auto dealerships
- ☐ Auto service, minor repairs and accessories
- ☐ Fast food restaurants
- ☐ Family style restaurants
- ☐ Office supplies and furniture.

Those areas where the preliminary evaluation has identified weaknesses include:

- ☐ Men's, women's and children's clothing
- ☐ Entertainment uses, such as movie theaters, indoor sports & game uses, restaurants with live entertainment, festivals and events
- ☐ Gathering places, such as an upscale coffee shop or after work meeting places, as well as outdoor spaces such as a downtown park or "village green".
- ☐ Offices
- ☐ Downtown residences.

DOWNTOWN EVOLUTION

Downtown Woodhaven began its existence as a collection of individual businesses in a fairly typical, linear commercial district. If this suburban strip development is to truly evolve into a viable downtown, it must be ready to accommodate change and capable of anticipating change. As the downtown Development Authority works to assemble its plan for Downtown Woodhaven, several important characteristics of downtowns must be evident in the plan and the DDA's action, including:

- ☐ Be prepared to respond to changes in consumer preferences. This must include the growing interest in pedestrian-friendly, walkable retail development often based on the principles of "town centers".
- ☐ Adapt the older, linear retail to emerging lifestyles, particularly the growing interest in mixed retail/residential development. Downtown residents constitute a captive market for retailers, service providers, and restaurants.
- ☐ Encourage a sense of community by incorporating public gathering places. This may be as formal as a city park or as informal as a strategically placed coffee shop.
- ☐ Strive to bring new amenities to the district, concentrating on balancing the mix of uses to include recreational opportunities, entertainment, cultural activities, public services, and dining out.
- ☐ Adopt policies designed to prevent downtown from becoming obsolete by being responsive to emerging trends.

DISPLACED INDIVIDUALS

At the present time, there are no permanent residences of any kind within the Woodhaven downtown district. For that reason, no development or redevelopment that might occur would result in displacing individuals from their homes.

The more important consideration is the need for permanent residents within the downtown. A shopping area is not truly a downtown without people being present 24 hours a day. A resident population provides not only a captive market for the shops and services but also the vitality that comes from having people "on the street". This will become a major challenge to the DDA as it moves forward with a development plan for downtown Woodhaven.

STATUTORY COMPLIANCE

Page 2-6 provides an overview of the competitive quality of the DDA with regard to the retail needs currently being met by the district in comparison with those areas which are under served. Combined with the analysis of land and property values within the DDA, the requirements outlined in Section 17(2)(d) and (e) of the DDA Act have been addressed. More specific timelines with regards to individual improvements will be handled within Chapter 13 of this plan. As stated in the preceding section, there are no residences within the boundaries of the DDA therefore no families or individuals will be displaced. Since no families or individuals will be displaced a relocation plan is not required and there are no

costs associated with relocation. Section 17(2)(l) through (n) of the DDA Act has been addressed.



3 RETAIL POTENTIAL

The retail potential of Downtown Woodhaven is related to many factors. Some of these are under the City's control, while others are outside influences. The Woodhaven DDA's economic potential is determined by:

- ☐ trade area population and spending potential
- ☐ location of competing centers and their business mix
- ☐ accessibility of Downtown Woodhaven
- ☐ the prospects for certain types of retail in the district
- ☐ site and location characteristics

POPULATION & SPENDING POTENTIAL

As illustrated in Table 3-1 on the following page, the eight community trade area around Woodhaven had a 2000 population of 95,463. Table 3-2 on the next page outlines the numbers of households within the trade area (34,868), their median household and per capita income in 1990, and a comparison of population growth from 1990 to 2000. The tables illustrate strong population and household growth in the Market Area, with Woodhaven growing at a slightly faster rate than the Market Area. Woodhaven has one of the youngest populations in the Market Area with the second highest median household income, surpassed only by Grosse Ile.

TABLE 3.1

COMMUNITY	1990 POP	2000 POP	% CHANGE
Woodhaven	11,631	12,530	7.70%
Brownstown Twp.	18,811	22,989	22.2
Flat Rock	7,290	8,488	16.40%
Gibraltar	4,297	4,264	-0.80%
Grosse Ile Twp.	9,781	10,894	11.40%
Riverview	13,894	13,272	-4.50%
Rockwood	3,141	3,442	9.60%
Trenton	20,586	19,584	-4.90%
MARKET AREA	89,431	95,463	7%

TABLE 3.2

COMMUNITY	# HOUSEHOLDS (2000)	MEDIAN HOUSEHOLD INCOME (1990)	PER CAPITA INCOME (1990)	MEDIAN AGE (1990)
Woodhaven	4,708	\$47,513	\$17,438	31.9
Brownstown Twp.	8,322	\$38,186	14,085	29.5
Flat Rock	3,181	\$35,000	\$13,328	31.3
Gibraltar	1,728	\$41,291	\$16,832	33.4
Grosse Ile Twp.	3,506	\$62,619	\$29,006	39
Riverview	5,352	\$39,735	\$17,860	36.3
Rockwood	1,318	\$37,609	\$16,619	33.1
Trenton	8,137	\$41,129	\$17,341	37.7
MARKET AREA	36,252	\$42,885	\$17,814	34.0

COMPETING CENTERS

Each of the communities within Woodhaven's market area has a variety of competing retail concentrations. Some are poised to present serious competition, others have character features that make them attractive, while another group presents little in the way of competition and functions exclusively as a convenience shopping area for a single community.

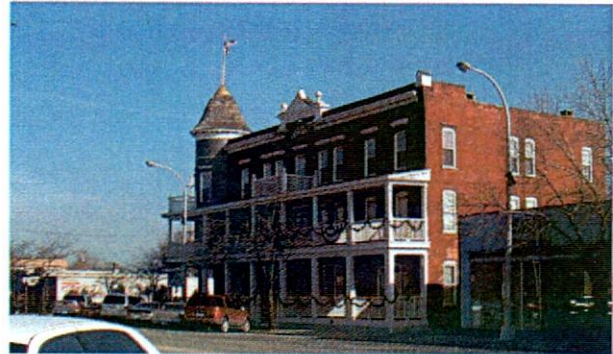
Grosse Ile has a small DDA and the early beginnings of a true downtown shopping character. Its extremely small size, however, suggests that it will not produce serious competition for the comprehensive variety of businesses found in Woodhaven. Rockwood, Gibraltar, and to a lesser degree Flat Rock fall into a similar



Downtown Grosse Ile

category. Flat Rock does have the advantages of a small, traditional retail core that can take advantage of proximity to the Huron River, combined with the drawing power of an expanding linear retail development along Telegraph. Flat Rock's Huron River Park provides a unique recreation feature that at least one local business already employs to its advantage (Michael's On The River). Flat Rock's Telegraph Road corridor is not concentrated in a manner that constitutes strong competition for Woodhaven. One unique feature in Flat Rock is the Community Service Organization Center, located in a former school building on Gibraltar Road, where local service clubs are headquartered together. This facility is somewhat removed, however, from both the core downtown and the Telegraph corridor businesses.

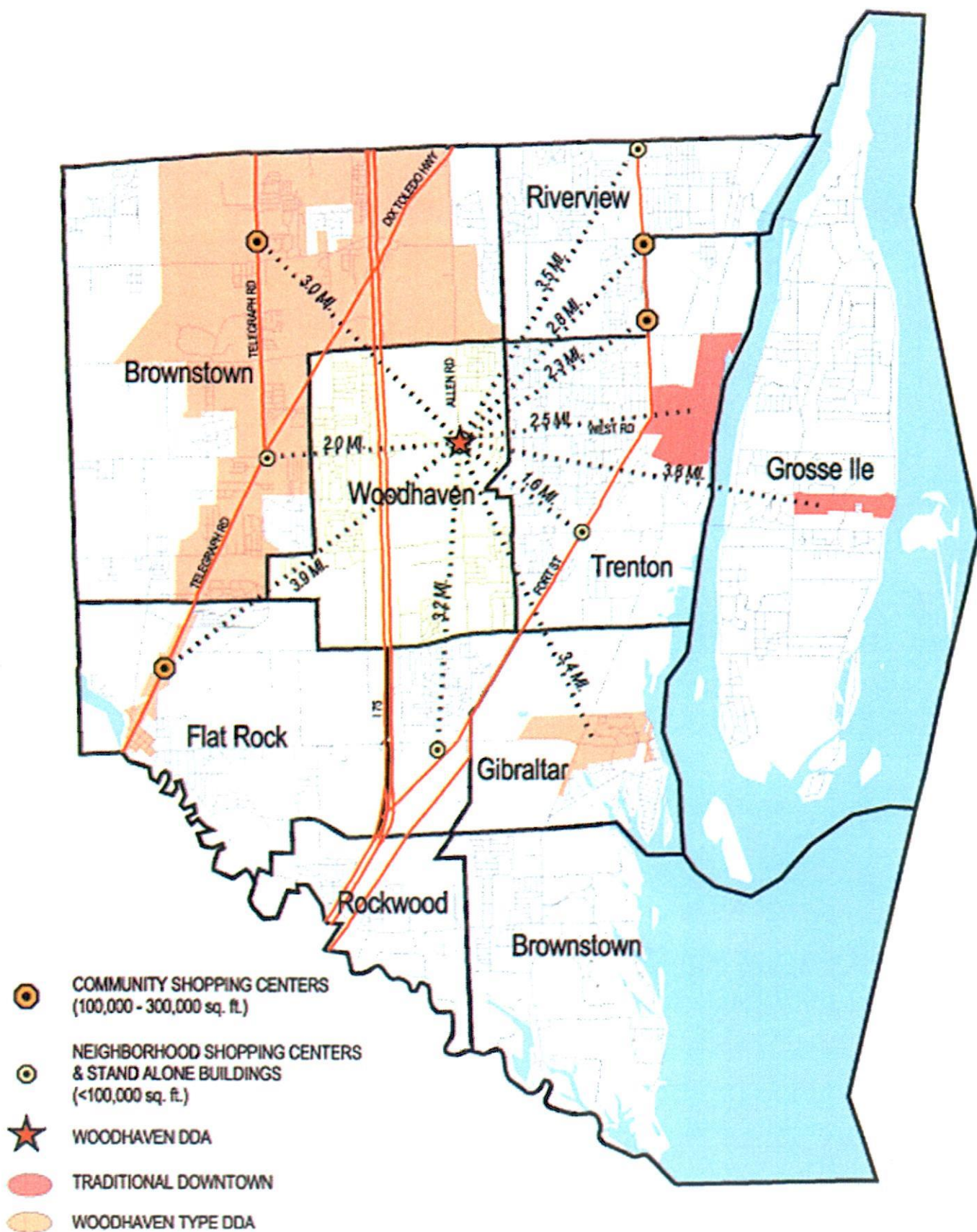
Trenton has the greatest potential within the trade area for a traditional downtown that can offer extensive opportunities to specialty retailers. It also enjoys a physical relationship to the Detroit River that benefits recreation and entertainment destination businesses, as well as significant new residential developments that are at higher densities. At the same time, it cannot provide large sites geared toward the big box retailers and so-called category killers that have been successful in Woodhaven. These types of uses would have to locate outside the downtown core along Fort Street. Such a separation of the major business uses may not be conducive to the ultimate health of the Trenton downtown.



Downtown Trenton

Brownstown has established an extremely large DDA, in terms of its physical boundaries. This offers the advantage of a large base for tax collections to offset operating revenues but makes the creation of a recognizable downtown difficult. Brownstown does offer competition to Woodhaven in terms of available site sizes and a larger resident population. Much of Brownstown's population, however, is physically closer to Downtown Woodhaven than to the Brownstown DDA. The Market Area map illustrates the relationship of Central Brownstown and South Brownstown to Woodhaven, via Allen Road.

Riverview has new shopping developments along Fort Street that can compete directly with the types of businesses found in Downtown Woodhaven. In particular, the segment from Sibley to Pennsylvania includes such uses as Super Kmart, Lowes, Meijer, and major auto dealerships that compete directly with Downtown Woodhaven. As a result, the market area between Woodhaven and Riverview will likely be divided based on distance to the competing center.



Data collected from SEMCOG's nonresidential development survey and adjacent community information.

0 0.9 1.8 2.7 Miles

MARKET AREA AND COMPETING CENTERS



BIRCHLER ARROYO
ASSOCIATION, INC.

ACCESSIBILITY OF DOWNTOWN WOODHAVEN

West and Allen Road have traffic problems that will require evaluation in the next chapter. High traffic volumes, however, should not be considered a "problem" for the downtown development district. In fact, each of those automobiles brings one or more potential customers into the downtown. The secret to a successful downtown is encouraging them to leave their cars and shop at the downtown businesses. West and Allen Roads nearly form the crosshairs of a bulls eye through the trade area communities. West Road



provides a good connection to Telegraph, hence a way to draw Flat Rock and Brownstown residents downtown. West also provides a connection to Trenton, as well as Riverview via Fort. Grosse Ile, Gibraltar and Trenton residents wishing to access I-75 must frequently pass through the downtown along their route. Rockwood and central Brownstown have an Allen Road or I-75 connection directly to the downtown.

None of the other communities within the trade area can boast such direct connections to each of the other 7 member towns.

RETAIL PROSPECTS IN DOWNTOWN WOODHAVEN

Downtown Woodhaven is already home to over one million square feet of retail development. While the total floor area can be compared with some of the region's enclosed malls, the business mix is considerably different and not as well-rounded as it could be. The larger junior and discount department stores in Woodhaven, such as Kmart, Meijer and Target, function similar to the large department stores at a mall or the anchor stores in a downtown. These larger stores are the primary destination for most shoppers. The smaller specialty stores and restaurants rely upon these anchor tenants to draw the customer base to the downtown. This is the function of Marshall Field's or Sears at the mall and is the same function played by downtown department stores, such as Mitzelfeld's in Rochester. Locally, Flat Rock has a Big Kmart, however, it is outside the boundaries of its historic downtown. As such, it is not likely to serve as a major anchor drawing customers for the downtown stores.



Mitzelfeld's - Rochester

Rounding out the business mix would help position Downtown Woodhaven to compete with both the regional malls and the neighboring downtowns. The major elements that should be present to help ensure the vitality of downtown include:

- ☐ department stores
- ☐ clothing stores
- ☐ supermarket or specialty food markets
- ☐ customer service oriented, specialty retailers
- ☐ personal, medical / dental, and business services
- ☐ convenience food services for shoppers
- ☐ finer dining opportunities
- ☐ entertainment opportunities
- ☐ public gathering space(s)
- ☐ seasonal and recreation-oriented events

As described in Chapter 2, Woodhaven's downtown is well represented in a number of retail and service categories, including: home center, lumber and hardware stores; discount department stores; junior department stores; grocery stores; pharmacies; new auto dealerships; auto service, including minor repairs and accessories; fast-food restaurants; family style restaurants; and office supplies and office furniture. Those areas where Woodhaven could improve its business mix, allowing it to compete more strongly with neighboring shopping areas and downtowns, include:

- ☐ Men's, women's and children's clothing specialty stores
- ☐ Fine dining restaurant
- ☐ Entertainment uses: movie theaters, indoor sports & game uses, restaurants with live entertainment
- ☐ Additional specialty retailers with customer service orientation, such as: outdoor clothing and equipment suppliers; books and music shop; and the like
- ☐ Offices for general and professional occupants to increase the numbers of workers within the district
- ☐ Gathering places, such as an upscale coffee shop or after work meeting places to keep shoppers and workers in the district longer

- ☐ Outdoor spaces such as a downtown park or “village green” to provide spaces for events or just informal gathering and people watching during warm weather
- ☐ Festivals and events, designed to attract new shoppers to the downtown
- ☐ Downtown residences, particularly at higher densities than are prevalent in the City’s single family neighborhoods, in order to provide a resident customer base right in the downtown

SITE AND LOCATION CHARACTERISTICS

Each of the business types listed above has certain site and location characteristics that are essential to the success of that type of establishment. Some of these relate to physical site requirements, some depend upon companion businesses, while others are more a factor of the trade or market area.

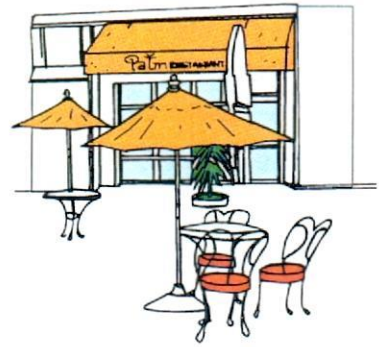
Clothing specialty stores are typically dependent upon a location in proximity to a larger anchor store. In that regard, they would be most likely to associate with one of the City’s larger retail developments, such as Woodhaven Village Square. They are also more likely to be found within the primary grouping of stores, rather than on one of the outlot sites.

Fine dining restaurants are most likely to require either a freestanding site or an outlot in a larger retail center. These types of restaurants require convenient customer parking near to the building and often need to be able to offer valet services. In a traditional downtown setting, they would require a location close to entertainment venues as well as a municipal parking lot or structure. Woodhaven would most likely attract fine dining restaurants to an outlot site at Woodhaven Village Square or perhaps at a new outlot created from surplus space at an existing development such as the Big Kmart.

Entertainment uses have varying site and location characteristics, depending upon the specific use. The nearest cinema developments to Woodhaven are found at Taylor (Star Theater on Eureka Road) and Allen Park (Allen Park Theater on Allen Road). A typical multi-screen cinema would require a site that is close to eating and drinking establishments, large enough to accommodate the building and parking, or adjoining another use where shared parking is feasible because of differences in their peak operating hours. A location within or adjoining a large office complex, for example, can permit shared parking between the cinema and the office buildings. Entertainment opportunities play a vital role in the health of a downtown. A site with multi-screen cinema possibilities, especially one that could be developed in phases, could play an important role in the future of Downtown Woodhaven.

Other types of entertainment uses, such as indoor recreation or restaurants with entertainment, may have different locational needs.

Specialty retailers will typically follow a locational path similar to that discussed above for clothing stores. Those with a “gathering place” adjunct, however, may be most interested in a highly visible, signature site. A books and music store with a café adjunct may prefer a high visibility corner site within the downtown. Another use in this category might be an outdoor equipment and clothing specialist. While West and Allen is the only existing intersection downtown, Chapter 5 will present recommendations for creating other intersection locations along Allen Road that could provide additional, high visibility “corners” for certain of these larger-scale specialty shops.



General and professional offices can play important roles, particularly on the perimeter of the downtown. Large office buildings can provide a captive customer base for local retailers and food service establishments, as well as for the gathering place uses in the district. Locations in the heart of the downtown can be counterproductive if they break up the streetscape and interfere with pedestrian exploration. On the perimeter of the district, however, they provide a welcome buffer between residential and commercial uses while concentrating customers close to retail shops and services.

Gathering places can seldom be created by design, except where total control can be exercised over the placement and relationship of uses. Gathering places result more from experience than from design. Where shoppers or workers or residents discover a good time, that is where the gathering place is most likely to evolve.

A downtown park or “village green” needs, more than anything else, a central location that is highly visible. In order to function effectively during festival and events, it is also important that a downtown park be within a modest walk of a large parking field.

Festivals and events will likely be most successful when they incorporate use of public as well as private spaces in the district. Use of the public walk or a theme tie-in with retail and entertainment uses should be planned. “Sidewalk days” sales or gallery crawls are good examples, as are summertime art in the park or weekly music festivals.



Downtown residences need to be truly downtown. This may require a new vision of where residences ought to be located. Apartments on upper floors of retail developments were once common in traditional downtowns. They have made a striking comeback both in traditional downtowns and in some recent “new urban” developments. In any event, the key factors are close proximity to businesses, entertainment, and services and higher densities designed to bring a strong customer base into town.

STATUTORY COMPLIANCE

This chapter of the Woodhaven DDA Plan provides an overview of the retail potential within the District including an analysis of the trade area and spending potential within the trade area, which would qualify as additional information under Section 17(2)(p) of the DDA Act.



4 STREETScape ANALYSIS

There are many physical characteristics of a city's downtown that make it an inviting place for residents and visitors to shop, work, dine and enjoy recreation or entertainment opportunities. Some of these physical characteristics are part of the public realm, while the remainder are features of the private property located in the downtown district. Taken together, they are often referred to as the "streetscape". The word was coined as a way of relating the positive aspects of the man-made improvements in a way similar to the combination of plant materials that form what we recognize as the "landscape" of a community.

The streetscape of a downtown district is typically composed of a combination of elements that may include:

- ☐ Signs, both business and municipal
- ☐ Lighting for pedestrians, parking, and streets
- ☐ Landscaping of private property and public spaces
- ☐ Pedestrian amenities, including: benches, artwork, trash containers, and physical spaces, in addition to walkways and cross walks
- ☐ Building facades
- ☐ Site maintenance



CHARACTERISTICS OF A TRADITIONAL DOWNTOWN

Terms like "downtown" or "uptown" or "town center" conjure a variety of memories based upon individual experience. Successful, traditional downtowns do have certain common characteristics, however, and these have been frequently imitated by regional malls, shopping centers, new towns, and even new urbanism projects. These characteristics typically include a mix of the following.

- ☐ Pedestrian-oriented, with a lively streetscape

- ☐ Walkable, with minimal or no spacing between storefronts to encourage "exploration"
- ☐ Parking on-street, in structures, or in centrally-located lots that is visually secondary to the stores themselves
- ☐ Complete cross section of businesses that provide goods, services, dining, and entertainment
- ☐ First floor retail with second floor office or residential units
- ☐ Resident support population, often in or very near the business district, at somewhat higher density than outlying areas
- ☐ A unique character – may be an architectural theme, a reputation for avant garde shops, a gathering place with entertainment or other complements to retail shops
- ☐ Ability to stage events in public spaces, such as art shows, ice sculpture competitions, dancing in the streets
- ☐ Serves as the community's cultural and governmental center, in addition to being its retail and service center



Shopping center with downtown character



Shopping center or downtown?

CHARACTERISTICS OF DOWNTOWN WOODHAVEN

Downtown Woodhaven has experienced considerable new development over the past few years, particularly in retail groups characterized by large footprint stores specializing in a single category of merchandise. These so-called "category killer" stores are common in power centers on the fringes of regional malls. Only recently have they begun to reach into more traditional shopping areas associated with individual communities.

The long-range health of Downtown Woodhaven will depend upon many factors, such as redevelopment of marginal properties, improving the business mix, expanding entertainment options, and the like. One initial step in this process is to identify Woodhaven's downtown characteristics and analyze them in the same light as successful downtowns elsewhere.

Some of Downtown Woodhaven's most identifiable characteristics include:

- ☐ Heavy representation in the "category killer", warehouse store, and discount department store sectors
- ☐ Only minimally walkable, typically within a given retail sub-center. There is too much distance between individual destination stores to park once and walk
- ☐ Very few entertainment-oriented establishments
- ☐ Limited specialty shopping (such as the bicycle shop or electronics store)
- ☐ Few service-oriented, local retailers
- ☐ No local street system serving as the back bone of the downtown. Lack of physical connection between key sites.
- ☐ Long stretches on Allen Road without cross streets or traffic lights results in excessively high speeds that interfere with access to and from local businesses
- ☐ Wide 5-lane cross section of West and Allen Roads leaves inadequate time for safe pedestrian crossings
- ☐ Parking lot lighting, business signs, parking lots, and building setbacks exhibit characteristics more similar to a strip center than to a downtown
- ☐ DDA street lights begin to introduce a visual indicator of a uniform district
- ☐ New restaurant development is expanding opportunities for combining dining and shopping into one trip
- ☐ New Murray's Auto Parts / Panera Bread development introduces several characteristics of traditional downtowns at a key intersection



Lack of physical connection
between key sites



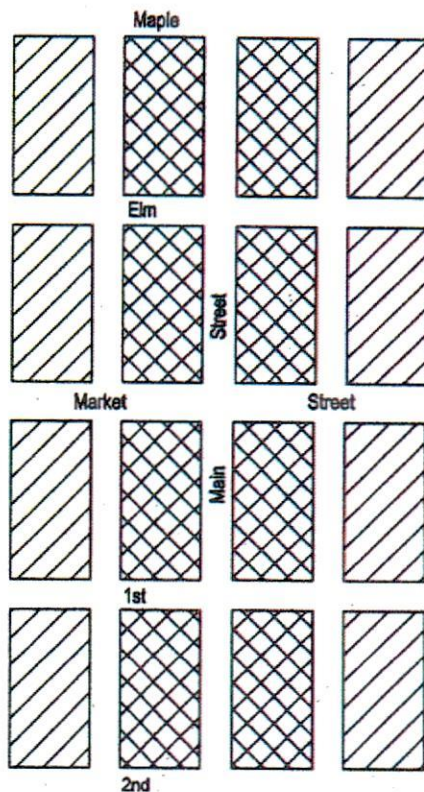
Difficult pedestrian
environment

As competition for retail, dining, and entertainment dollars has intensified, downtowns have imitated the successful merchandising strategies of the malls and the malls have imitated the successful design characteristics of the downtowns. Downtown Woodhaven will very likely develop as a hybrid of these two, employing the best characteristics of traditional development and modern design and merchandising methods that our 21st Century population demands.

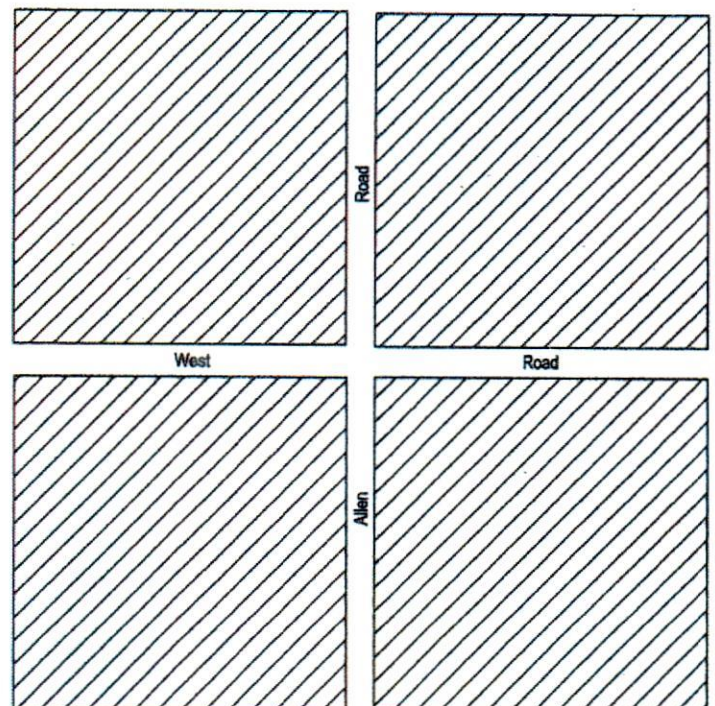


New dining opportunities downtown

Traditional Small Block Downtown Form



Woodhaven's Super Block Downtown Form



ANALYSIS OF INDIVIDUAL ELEMENTS

As the above discussion regarding downtown characteristics noted, Woodhaven is currently experiencing mixed results in exhibiting the physical features of a true downtown within the framework of a more suburban culture that demands lively marketing techniques. The following analysis looks at each individual component of the downtown streetscape.

Signs

In a traditional downtown, most signs are wall-mounted, directly over the retail space they identify. Because buildings are at or very near the sidewalk, there is little room available for free-standing pole signs, making them much less effective than the building wall signs. The wall-mounted signs for individual businesses in Woodhaven typically reflect either simple identification by dimensional letters or sign board style with borders, logos, and product information.



Some of the downtown's newest businesses provide a clear demonstration of the visual impact of simple, straightforward signage. Compare the effectiveness of the sign at Applebee's or Radio Shack, for example, to the older sign for Christoff's Restaurant. The newer, wall-mounted signs can be read from a block or two away. The older sign, however, requires the viewer to be nearly on the site before it becomes legible, particularly from a moving automobile.

Downtown Woodhaven has developed along the lines of a suburban shopping center model. Most businesses are situated on their own site or within a planned shopping center. The typical business identification sign is free-standing and identifies a single establishment. Even the newer centers, like Woodhaven Village Square, list the largest tenants on their monument signs. These centers also provide wall-mounted signs for all tenants.

The proliferation of free-standing, pole-type signs can cause competition for visibility between neighboring businesses. As the shopper's view becomes increasingly cluttered with more and larger signs, individual business identity becomes blurred. Visibility of the store itself, with a well designed wall sign that is physically related to the space, is a more efficient means of identifying each business downtown. For centers with limited exposure to the street, entrance location and anchor tenant identification are important to the success of the smaller stores.

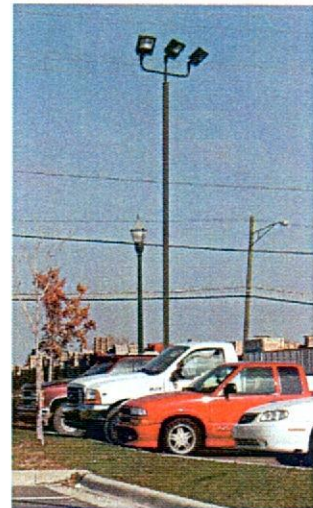
Lighting

Lighting is important for a number of reasons, including: business identification, pedestrian safety, conveying an inviting appearance, customer security, and the like. The four basic elements of a downtown's lighting include pedestrian areas, parking lots, streets, and building facades.

Pedestrian lighting should: utilize visually attractive fixtures, concentrate on illuminating the path that walkers will follow, and increase the pedestrians feeling of well-being and security.

Pedestrian lighting in the public realm received a big shot in the arm with the installation of the new lights along West and Allen Roads. This character has been extended into some newer developments, for example, the Home Depot store. Many of the older retail developments, however, have no specific lighting designed to enhance the pedestrian spaces on their sites or linking their sites to the public space.

Poorly designed parking lot lighting can produce glare that interferes with driver visibility, hampers business identification at night, and frustrates law enforcement. Parking lot lighting varies dramatically from business to business. In this case, however, age of the business is not the key factor. Parking lot lighting should always employ fully shielded fixtures, with a cut-off angle of less than 90 degrees. These design features eliminate glare by shielding the light source from direct view and control the unwanted spread of light onto adjoining properties and roadways. It is also suggested that parking lot lighting employ metal halide bulbs for their white light and truer color rendition. These features can be very helpful to public safety officers by affording them a clear view of the property and permitting accurate descriptions of vehicles, clothing, and the like.



Inappropriate flood-lighting of parking area

The downtown has good examples of older and newer lighting that includes shielded fixtures (Target and Murray's) as well as newer businesses that have substituted glare producing, adjustable flood lights for quality shielded fixtures (Bob Evans). Soft lighting of building facades from soffit fixtures or landscape areas is preferable to high intensity spot lights mounted on poles.

Street lighting should be designed with a single criterion in mind – safety. In that regard, elimination of glare is very important as is illumination levels that are specifically designed for safety. Generally, these levels should be 3 foot candles at intersections and not more than 1 foot candle on straight sections of the roadway.

Existing lighting issues in the downtown that will require future attention include:

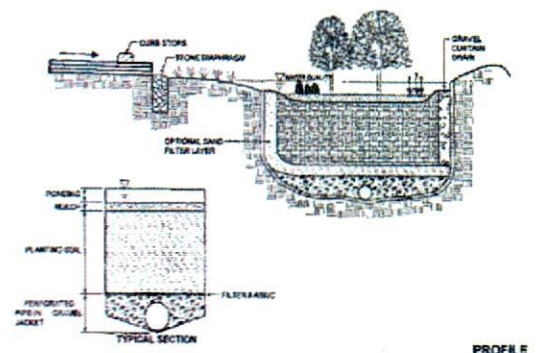
- ☐ Many older parking lot fixtures produce significant glare on and off-site
- ☐ Some newer fixtures, such as those at Bob Evans, are adjustable flood lights that are out of place in the downtown setting
- ☐ Major new developments should incorporate a pedestrian fixture that echoes the theme established by the DDA
- ☐ More attention is required in properly illuminating building facades, particularly in older sections of the downtown district

Landscaping

Landscaping in the Downtown has two principal components: private business properties and public spaces and rights-of-way. Many of Downtown Woodhaven's older businesses, such as the Big Kmart store, have excessive amounts of off-street parking and very little in the way of landscaping. Some of the newer developments have extensive landscaping that includes street trees, parking lot islands, and foundation plantings.



Appropriate landscaping of new developments in the downtown can be implemented through the City's site plan review and approval process. Many of the older areas could be retrofitted with landscaping, chiefly within large, underutilized parking areas. A new planning / development technique known as "bio-retention rain gardens" may be applicable. This storm water management tool results in increases in on-site landscaping and improved storm water filtration prior to reaching the local receiving waterway. Many of the older parking areas in the downtown would benefit from landscaped end islands and tree planting spaces. These would beautify the business property, make them more attractive to shoppers, and can even reduce summer temperatures in the parking areas.



Bioretention system diagram



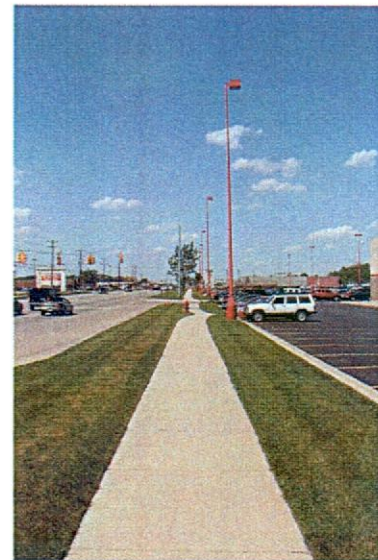
Eventually, the DDA will want to develop proposals for improved landscaping of public spaces. These activities can result in improvements in the appearance of the district. They can also be used to identify the physical boundaries of the downtown by establishing a unique visual theme. Major challenges exist along West and Allen Roads because of the significant quantities of above-ground electric, cable, telephone and similar wires that adjoin or occupy the rights-of-way.

Pedestrian Amenities

The list of amenities designed to make the downtown attractive for pedestrians includes lighting, street furniture, public spaces, and landscaping, in addition to sidewalks and pathways. At the present time, public walkways exist along segments of the two principal arterial streets, while private walks serve the interiors of certain of the shopping developments. In some cases, adjoining businesses have no physical connection for autos or pedestrians, for example, between the Murray's site and the Bally's / Target property.

The City's pedestrian lighting program along West and Allen is a good start. The lighting should be supplemented with other features designed to encourage greater pedestrian activity in the district. These might include benches at key locations where shoppers may need to rest, landscaping to make pedestrian areas more attractive and provide shade, additional lighting near cross walks, and improved safety through better identification of pedestrian cross walks.

The one major pedestrian amenity lacking in the shopping district is a public space that can be used as a daily, informal gathering place or for scheduled events of the City, the DDA, or the merchants' association. Gathering places can be as informal as the corner coffee shop or as structured as a downtown pocket park or plaza.



Limited Pedestrian Amenities

Building Facades

Retail building facades are a customer's first impression of a particular downtown business. While shop owners may change their interior merchandising displays weekly, some will allow the exterior of their store to become tired and dated over time. Americans are

accustomed to a vibrant, visual environment as evidenced by their love for movies, sporting events, video games, theme parks, and the like. Retail store facades typically fall into three broad categories:

- ☐ Those that employ a high quality, timeless design using long-lasting or permanent materials
- ☐ Those that employ a modern, trendy design using exterior finishes that are easily updated in the future
- ☐ Those that selected a style associated with a short period in history and implemented it with permanent materials, such as art deco

Unless an entire business district has adopted a uniform style, the use of permanent materials to achieve a character like art deco is ill advised. The City should promote timeless design and use of high quality materials to avoid "dating" its business district. Existing businesses should be encouraged to update their facades similar to those of the Murray's development, Applebee's, or the new Comerica branch office. Corner developments should emphasize greater building mass near the street intersection and all developments should use variations in roof line to add interest. The Murray's and Panera building is a good, current example as compared to the Big Kmart store with its long, low profile set back hundreds of feet from the street.



Quality design & materials

Site Maintenance

Hand-in-hand with maintaining the attractive character of a business's signs, landscaping, and building façade is the nature of the district, shopping center or individual store's site maintenance. Overflowing trash containers, pot-holed and weed-choked parking lots, blowing debris, burned out lights, and the like detract from the competitive quality of the downtown district. Given the choice between two shopping districts with the same basic goods and services, a customer is likely to choose a pleasant, well-maintained shopping area over a run down district.



Positive qualities of landscaping & pedestrian lights overshadowed by outdoor storage

STATUTORY COMPLIANCE

This chapter of the Woodhaven DDA Plan provides an analysis of the streetscape within the district and specifies the improvements that should be incorporated to improve the character of the DDA and improve the pedestrian experience. This information would qualify as additional information under Section 17(2)(p) of the DDA Act.



5 TRAFFIC & ACCESS MANAGEMENT

This chapter addresses the need to better manage the traffic flow along Allen and West Roads, into and out of the many commercial driveways as well as at the intersection of the two roads. The goals of these preliminary recommendations for traffic and access management are to reduce congestion and improve traffic safety. Working toward these goals will not only directly benefit the traveling public, it will also indirectly benefit the businesses depending on Allen and West for their access.

Following the traffic and access management portion of this chapter is a brief discussion on shared parking. Included are explanations on what shared parking is and how it could be a useful tool for the DDA.

PRIMARY TRAFFIC PROBLEMS

This plan addresses Allen Road from about ½ mile south to ½ mile north of West Road, and West Road from the Home Depot/Meijer driveway (a few hundred feet west of Allen) to the signal about ¼ mile east of Allen Road. Traffic problems in the study area generally involve property access, large conflicting traffic flows at the Allen/West intersection, and obstacles to safe non-vehicular (pedestrian and bicycle) movement.

A leading property access problem is the prevalence of substandard driveway spacing. With too many driveways too close together:

- ☐ Through motorists have to monitor several upcoming driveways at once to avoid conflicts with turning traffic. This distracts from other driving tasks.
- ☐ Vehicles waiting to exit neighboring drives obstruct each other's views of traffic. These same motorists also have to monitor several nearby driveways at once.
- ☐ Competition for the use of the two-way left-turn lane can become intense, prompting sudden lane changing and side-swipe, rear-end, and head-on crashes.

- ☐ The likelihood of ever concentrating enough driveway traffic at a single location to warrant a traffic signal is reduced. Absent a signal, left turns into and out of driveways will remain unprotected from the increasing volumes of through traffic.

Related to driveway spacing generally is the issue of opposite-side offsets; that is, driveways on one side of an arterial road offset relatively short distances from driveways on the opposite side of the road. With substandard opposite-side driveway offsets:

- ☐ Vehicles may attempt to cross the arterial from one driveway to another at an awkward angle, thus prolonging their exposure to crashes and risking getting stopped part way across by other traffic.
- ☐ A motorist turning left from a driveway offset a short distance upstream of another driveway will be more attentive to oncoming through traffic (e.g., from their right) than traffic turning into or out of the downstream driveway (across the road to their left).
- ☐ A vehicle approaching in one direction on the arterial may try to turn left into a driveway just past another driveway sought by a left-turning vehicle approaching in the opposite direction. "Interlocking left turns" can make center turn lanes very hazardous.

Substandard same-side and opposite-side driveway spacing is even more problematic near a major intersection (such as Allen/West):

- ☐ Conflicts between driveway and through traffic are more disruptive near an intersection. Traffic flow is impeded, intersection capacity is reduced, and drivers are distracted from their main objective of dealing safely with the competing flows of through traffic.
- ☐ Turns into and out of driveways must contend with traffic backups from the intersection. Turning through a gap in one lane of stopped traffic, with the expectation that no one is approaching in the next lane of traffic, often results in serious injury crashes.
- ☐ Allowing vehicles departing an intersection to turn left into a driveway close to the intersection often results in those vehicles pulling into a dedicated left-turn lane facing the wrong direction. This is illegal and risks a head-on crash. Alternatively, vehicles waiting to turn left into a drive may stop in the through lane, risking a rear-end crash.

In addition to the above problems, the intersection of Allen and West Roads is further handicapped by the exceptionally large volumes of turning traffic it must handle (a function of the intersection's proximity to the I-75 / West Road interchange). Most challenging are the left-turn volumes, all in the 300-500 vehicle per hour range according to a 1999 traffic impact study. Accommodating such large left-turn volumes in single turn lanes results in:

- ☐ Excessive "cycle failure," wherein left-turning motorists must wait through two or more signal cycles to turn left.
- ☐ Traffic backups in the left-turn lanes, resulting from the above, that interfere with safe driveway usage at points well-removed from the intersection proper.
- ☐ Too much of the signal cycle being assigned to handle the large left-turn volumes, and too little being left over for through movements. Excessive backups and delays for through traffic, with only a modest benefit to left-turning traffic.

Lastly, travel by non-vehicular means is made more difficult by the absence of direct sidewalks between neighboring sites, and by the shortage of locations for safely crossing Allen and West Roads.

ACCESS MANAGEMENT PLAN

Mitigation strategies applicable to downtown Woodhaven include:

- ☐ Simulating a local-street system by constructing shared service drives near and parallel to the rear of abutting properties. Connecting those drives to Allen and West Roads at nominal ¼-mile intervals, with perpendicular access drives to be signalized.
- ☐ Providing other cross-access drives between selected sites to supplement the above.
- ☐ As the above rear- and cross-access connections become available, begin closing some existing access drives and converting others to right-in/right-out operation only.
- ☐ Enhancing pedestrian and bicycle travel by providing safety paths and crosswalks at the proposed new signalized intersections.

The concept plan shown on the attached aerial photo is based on the above strategies, along with nationally recognized driveway spacing guidelines. Both the Institute of Transportation Engineers and the Federal Highway Administration have recommended a minimum same-side driveway spacing of 185 ft on a 40-mph road and 230 ft on a 45-mph road, both measured near-curb to near-curb. Given the existing driveway locations along Allen and West Roads, it would appear reasonable to generally strive for the 185-ft value as the "minimum spacing" and the 230-ft value as the "desirable minimum spacing" for a full-service driveway (both roads carry a posted speed limit of 45 mph, but 40 mph may be a more typical and desirable maximum speed in the downtown area). Drives closer than these values should either be closed or converted to effective right-in/right-out operation.

TRAFFIC MANAGEMENT PLAN

The challenge of operating the Allen/West intersection more efficiently and safely warrants a long-term "special intersection study." The specific study objectives would be to:

- ☐ Forecast future peak-hour traffic demands in a reasonable design year, such as 2021.
- ☐ Develop a conceptual design for the intersection to accommodate that future traffic. In this case, dual left-turn lanes may be appropriate on one or both roads. The development of abutting sites should make road improvements consistent with the 2021 plan.
- ☐ Develop a plan for making safe and efficient interim use of site-specific road widening.

The proposed new traffic signals on Allen Road, approximately ¼ mile in both directions from West Road, will facilitate safe pedestrian and bicycle crossing of Allen. Non-vehicular traffic should be discouraged from crossing at unsignalized locations.

CONCEPTS OF SHARED PARKING

This section of the plan gives a brief overview of another tool that is available to the City of Woodhaven and that may be especially useful within the DDA. The concept of shared parking is a relatively simple idea that is not necessarily widely used within today's shopping areas. Many traditional and neo-traditional downtowns utilize this idea out of necessity, in order to preserve historic buildings, maintain the character of a downtown's theme, or to deal with lack of space. Less traditional downtown areas like Woodhaven can also benefit from the advantages of shared parking. Less paved area can result in more opportunity to develop pocket parks, on-site landscape areas, or places for public art. There is also a decrease in the area of impervious surface so storm water run-off is reduced. There are a number of examples existing within the Woodhaven Downtown Area that may be appropriate places for shared parking.

The theory behind shared parking states that some uses such as offices have different peak parking characteristics than other types of uses, such as restaurants. Parking spaces, therefore, may be shared between them. As a result, fewer total parking spaces will be needed to satisfy requirements of local ordinances. The following analysis documents the potential for reduced parking through shared parking on appropriate sites.

Shared parking is defined as parking space that can be used to serve two or more individual land uses without conflict or encroachment.¹ Shared parking is possible due to 1) differences in parking demand rates for various land uses and 2) the fact that some people will, under the right circumstances, be attracted to two or more land uses during a single auto trip to a given area.

The most comprehensive study of the concept of Shared Parking has been the 1983 report by the Urban Land Institute entitled Shared Parking. The key findings of this report include the following:

- Shared parking may be effective where variation in peak accumulation of parked vehicles occurs as a result of different activity patterns of adjacent or nearby uses, and where there are relationships among land use activities that result in people's attraction to two or more adjacent or nearby land uses in a single auto trip.
- Shared parking is a widespread phenomenon in mixed-use and multi-use developments.
- Many existing Zoning Ordinance regulations are out of date and would require excessive parking.

¹ Shared Parking, Urban Land Institute, 1983.

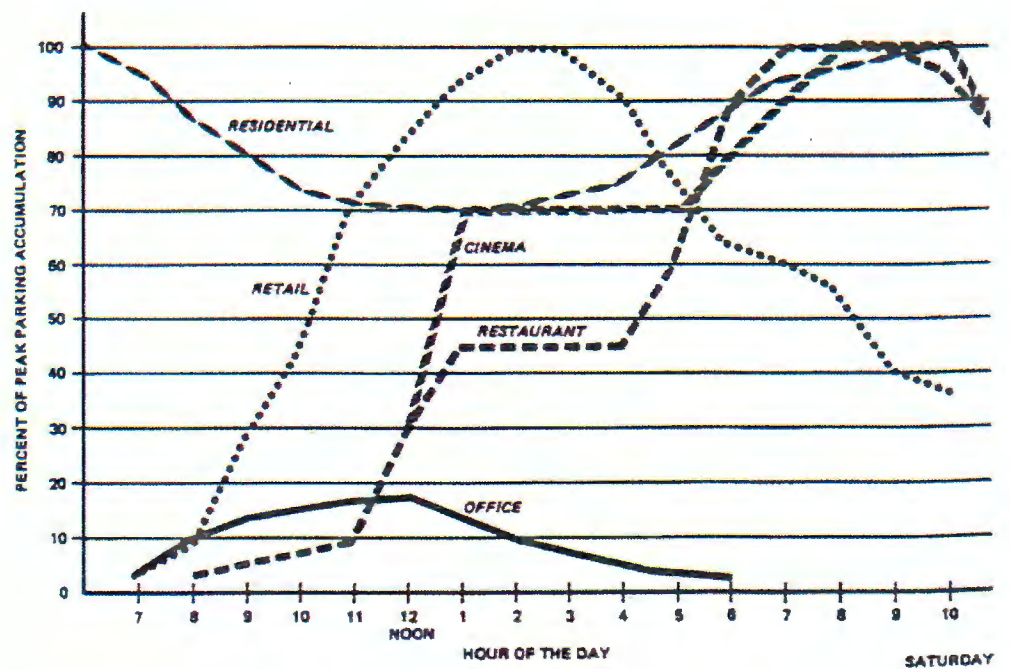
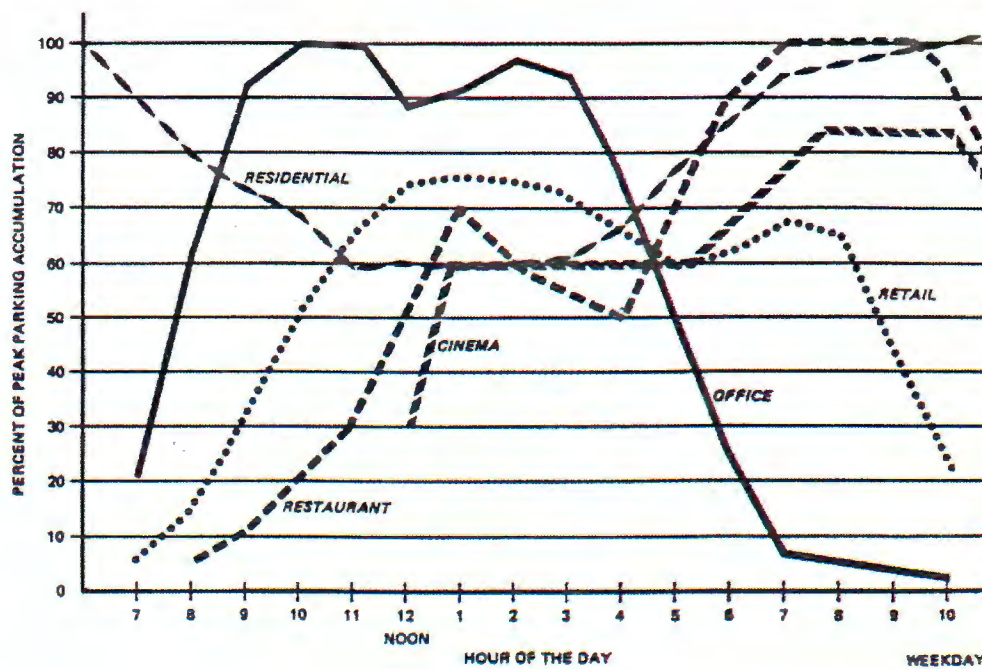
- Combining land uses in a development project results in a demand for parking space that is less than the demand generated by separate freestanding developments of similar size and character.
- Peak parking demand factors vary among different land uses.
- Hourly accumulation of parked vehicles is significantly different among land uses, which may provide an opportunity to share the use of parking facilities.
- Design and implementation of shared parking entails no fundamental conditions which preclude the practical operation and management of shared parking facilities.
- Incidence of and significance of shared parking is connected to emergence of mixed-use developments.
- Many mixed-use developments have served as catalysts for urban redevelopment, and as unique and interesting places in which to work, shop, visit and/or live. Such developments include the opportunity to take advantage of a captive market, economies of scale and cost savings associated with reduced amount of parking required.

The concept that different land uses have different peak parking periods is basic to the application of shared parking principles. Table 5.1 includes seasonal variations and Figure 1 shows examples of hourly changes in demand for several land uses.

TABLE 5-1: REPRESENTATIVE MONTHLY VARIATIONS AS PERCENT OF PEAK MONTH

Month	Office	Retail	Restaurant	Cinema	Residential	Hotel Rooms Weekday	Hotel Rooms Saturday	Hotel Conference	Hotel Convention
January	100%	65%	80%	90%	100%	90%	65%	100%	20%
February	100	65	75	70	100	90	70	100	40
March	100	70	90	50	100	95	80	100	80
April	100	70	90	70	100	95	85	100	80
May	100	70	95	70	100	95	85	100	100
June	100	75	100	100	100	100	90	100	100
July	100	75	100	100	100	100	100	100	50
August	100	75	85	70	100	100	100	100	50
September	100	75	80	80	100	95	90	100	70
October	100	75	80	70	100	95	90	100	70
November	100	80	80	50	100	85	80	100	40
December	100	100	90	50	100	85	65	100	20

Figure 1: Hourly Parking Accumulation Curves for Individual Land Uses



When the uses noted above are combined in one single development, the potential for shared parking becomes apparent. The Shared Parking concept allows a community to minimize the role of vehicular parking so that pavement provided is pavement used, not sitting idle.

SHARED PARKING OPPORTUNITIES

Implementation of shared parking between different uses could be well accommodated with future development in the DDA, such as with the further development of Woodhaven Village Square. As new uses are developed within the DDA the City should look for opportunities to combine parking based on uses with different peak parking demands.

The ideas discussed within this document concerning bringing a movie theater or other similar entertainment venue to the DDA would be another opportunity to utilize a shared parking arrangement. Incorporating an office complex within or near the theater where parking could be shared would preserve areas for bio-retention facilities, pocket parks, or even additional retail or commercial uses.

Even existing developed areas within the DDA could be redeveloped with additional uses while minimizing parking requirements. Office or retail outlot developments could be accommodated within or in addition to the Target/Kroger or Big Kmart center at the corners of Allen and West Roads.



Potential Outlot Developments

STATUTORY COMPLIANCE

This chapter addresses improvements to traffic flow along Allen and West Roads, into and out of the many commercial driveways as well as at the intersection of the two roads. There is also a component that addresses shared parking and opportunities within the district that would benefit by such a tool. This information would qualify as other material under Section 17(2)(p) of the DDA Act.



6 IMPLEMENTATION STRATEGIES

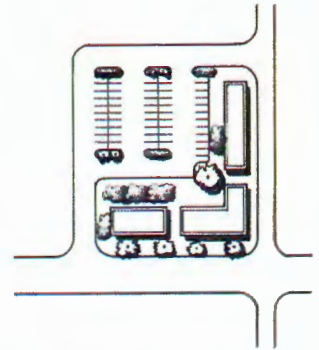
The foregoing 5 chapters have evaluated the current characteristics of Downtown Woodhaven, compared it to successful retail developments nationally, and identified areas where the Downtown Development Authority, the City, individual merchants, and property owners could improve the Downtown's competitive character. This Implementation Strategies Plan is Phase One's summary of actions, investments, and techniques that should be followed to help achieve the Downtown's growth prospects in the future. In most instances, Phase Two of the Woodhaven Downtown Development Plan will be the mechanism for refining these strategies into action plans and programs.

ZONING CHANGES

- 1) Consider creation of a Downtown overlay zone. This technique could be used to encourage new mixed use development, including those with residential components. It could also form the basis for an area in which shared parking could be encouraged.
- 2) Differentiate the "Core District" from the perimeter general business district. The core district would provides opportunities for additional uses and second story office or residential units. The perimeter general business district would include the more land-intensive uses like auto dealerships.
- 3) Establish a new "high tech" industrial zone provision and market its development in order to diversify and visually improve the industrial areas within the Downtown District.

NEW ZONING STANDARDS

- 4) Develop standards for High Density Residential and Upper Floor Apartments within the Downtown District.
- 5) Revise permitted uses in order to encourage improvement of the mix of uses Downtown.
- 6) Add Access Management Standards, especially driveway location and spacing requirements, provisions for shared drives, and requirements for internal connections between adjoining business uses.



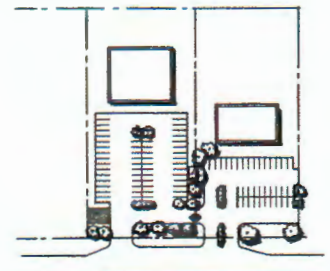
Shared Drives & Parking

IMPROVED CONNECTION WEST OF I-75

- 7) Develop a special "Satellite Core District" for the West and Hall Road retail cluster.
- 8) Encourage business uses that serve the convenience and day-to-day needs of the growing residential neighborhood.
- 9) Promote the Civic Center Park as the prime location for DDA-sponsored events.

STREET CLOSURES AND/OR EXTENSIONS

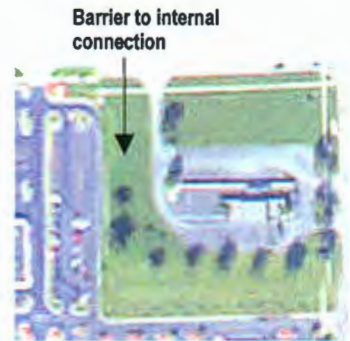
- 10) Implement new, signalized "cross streets" along Allen Road to refine the super block form of Downtown into a manageable pedestrian scale.
- 11) Work to develop internal connections between existing businesses and retail centers to promote internal circulation rather than total reliance on West and Allen Roads.
- 12) Encourage the creation of private service streets at the rear of the existing business district, parallel to Allen on both the east and west sides.



Internal Connections

PARKING IMPROVEMENTS

- 13) Eliminate "spite strips" between adjoining businesses and develop internal connections between parking facilities.
- 14) Add landscaping and similar amenities within existing large parking lots.



PEDESTRIAN AMENITIES

- 15) Sidewalks along major arterials, with little physical or visual separation from fast-moving vehicles, feels unsafe and is less likely to be used. Where on-street parking is not possible, separate pedestrians from traffic with landscaping and low earth mounds.
- 16) Sidewalks are more likely to be used in compact business districts where a pedestrian is not overwhelmed by the distance to their destination. Encourage infill projects that provide an incentive for shoppers to get out of their automobiles and use the walks.
- 17) Large-scale retail developments should provide pedestrians links, especially between surrounding residential areas, restaurants and shops.
- 18) New development should be promoted that scales its pattern of "blocks" to pedestrians rather than automobiles. In this way, the DDA will encourage attractive walking opportunities.
- 19) Pedestrian links, between stores and residences as well as between adjoining retail developments, are a cost-effective way to decrease the number of vehicle trips, thereby decreasing the number of required parking spaces.



Pedestrians Exposed to Traffic



Protective Landscape Barrier

20) All New Pedestrian Facilities Downtown Should:

- ☐ directly connect trip generators
- ☐ provide shelter and other amenities to encourage their use
- ☐ offer visual interest to the pedestrian (window shopping, landscaping, resting places for people-watching, and the like)
- ☐ limit conflict points with moving vehicles



Pedestrian Amenities

DOWNTOWN HOUSING

21) There is a common misconception that multi-family housing contributes to traffic problems, when the facts are that each multi-family unit generates 6 trips per day compared with the 10 trips generated by a single family unit.

22) Planning for multi-family housing close to the Downtown permits access by pedestrians, thereby reducing the need for auto trips into town.

23) Live-Work-Shop environments are in high demand, with particularly strong growth in the 18-34 age group. These ages may be somewhat under served in Woodhaven at present.

24) Household size continues to decrease, resulting in continued growth in the number of those smaller households.

25) The further away workers and shopper live from the Downtown, the more they contribute to traffic problems. Woodhaven should encourage residential development that is close-in to the Downtown.



Apartments Over Retail Stores

WEST & ALLEN TRAFFIC IMPROVEMENTS

26) Conduct a Comprehensive Traffic Study to resolve left turn queue lengths and facilitate pedestrian movement through the intersection.

- 27) Design refuge areas for pedestrians crossing Allen at West, and at new signalized cross street intersections.
- 28) Develop and apply techniques designed to slow traffic through the Downtown without reducing roadway capacity.



Potential Village Green Site

LAND ASSEMBLY

- 29) Encourage outlot development within unused parking areas.
- 30) Promote infill projects designed to achieve a more compact business district that encourages pedestrian activity.

OPEN SPACES & PARKS

- 31) Work with private developers to create a unique visual and pedestrian feature at West / Allen that includes a downtown clock and 4-corners features, such as a flag display, public art, seasonal flower exhibition, or similar improvements.
- 32) Develop a concept for a pocket park or "village green" on vacant land immediately east of Panera Bread

FINANCING ALTERNATIVES

Financing alternatives for DDA improvements must ultimately be reviewed by the City's bond counsel. The attorneys may also have additional recommendations to offer that are beyond the scope of this initial summary. At this stage in the planning process, however, future physical improvements within the Downtown Development District are anticipated to be funded from the Authority's Tax Increment Finance (TIF) revenues.

Small projects, annual events, and administrative expenses will likely be paid directly from the annual TIF revenues / budget. Larger projects can be funded through the sale of bonds, then repaid using anticipated TIF revenues. Because the 25-year captured value of the district's improvements are projected to raise over \$26 million, the DDA will be able to borrow money for large projects and repay the bonds from annual TIF revenues.

To-date, the Downtown Development Authority has collected approximately \$0.5 million from the tax increment during the first two years of its existence. Annual revenues are

projected to range from \$450 thousand in 2002 to over \$1.5 million in the final, authorized year of the DDA (2025). The tables on the following pages illustrates the estimated values of this captured tax revenue, by year, for the 25-year life of the DDA with updated figures for prior years 2000 and 2001 and the tax revenue by taxing jurisdiction.

TABLE 6-1
25 YEAR DDA PLAN ESTIMATE OF CAPTURED TAXABLE VALUES

	YEAR	NEW			TOTAL	CAPTURED		TIF
		BASE	DEVELOPMENT	INFLATION		SEV	REVENUES	
Actual Figures	2000	\$ 26,364,294	\$ 7,986,797	\$ -	\$ 34,351,091	\$ 7,986,797	\$	208,835.58
	2001	\$ 34,351,091	\$ 3,560,654	\$ -	\$ 37,911,745	\$ 11,547,451	\$	317,241.98
	2002	\$ 37,911,745	\$ 4,749,394	\$ 720,323	\$ 43,381,462	\$ 17,017,168	\$	451,931.74
	2003	\$ 43,381,462	\$ 4,507,967	\$ 824,248	\$ 48,713,677	\$ 22,349,383	\$	593,541.50
	2004	\$ 48,713,677	\$ 2,522,207	\$ 925,560	\$ 52,161,444	\$ 25,797,150	\$	685,105.23
	2005	\$ 52,161,444	\$ 1,078,495	\$ 991,067	\$ 54,231,006	\$ 27,866,712	\$	740,067.42
	2006	\$ 54,231,006	\$ 271,155	\$ 1,030,389	\$ 55,532,550	\$ 29,168,256	\$	774,633.05
	2007	\$ 55,532,550	\$ 277,663	\$ 1,055,118	\$ 56,865,332	\$ 30,501,038	\$	810,028.26
	2008	\$ 56,865,332	\$ 284,327	\$ 1,080,441	\$ 58,230,100	\$ 31,865,806	\$	846,272.94
	2009	\$ 58,230,100	\$ 291,150	\$ 1,106,372	\$ 59,627,622	\$ 33,263,328	\$	883,387.51
	2010	\$ 59,627,622	\$ 298,138	\$ 1,132,925	\$ 61,058,685	\$ 34,694,391	\$	921,392.82
	2011	\$ 61,058,685	\$ 305,293	\$ 1,160,115	\$ 62,524,093	\$ 36,159,799	\$	960,310.25
	2012	\$ 62,524,093	\$ 312,620	\$ 1,187,958	\$ 64,024,672	\$ 37,660,378	\$	1,000,161.71
	2013	\$ 64,024,672	\$ 320,123	\$ 1,216,469	\$ 65,561,264	\$ 39,196,970	\$	1,040,969.60
	2014	\$ 65,561,264	\$ 327,806	\$ 1,245,664	\$ 67,134,734	\$ 40,770,440	\$	1,082,756.88
	2015	\$ 67,134,734	\$ 335,674	\$ 1,275,560	\$ 68,745,968	\$ 42,381,674	\$	1,125,547.06
	2016	\$ 68,745,968	\$ 343,730	\$ 1,306,173	\$ 70,395,871	\$ 44,031,577	\$	1,169,364.20
	2017	\$ 70,395,871	\$ 351,979	\$ 1,337,522	\$ 72,085,372	\$ 45,721,078	\$	1,214,232.95
	2018	\$ 72,085,372	\$ 360,427	\$ 1,369,622	\$ 73,815,421	\$ 47,451,127	\$	1,260,178.55
	2019	\$ 73,815,421	\$ 369,077	\$ 1,402,493	\$ 75,586,991	\$ 49,222,697	\$	1,307,226.85
	2020	\$ 75,586,991	\$ 377,935	\$ 1,436,153	\$ 77,401,079	\$ 51,036,785	\$	1,355,404.30
	2021	\$ 77,401,079	\$ 387,005	\$ 1,470,620	\$ 79,258,704	\$ 52,894,410	\$	1,404,738.01
	2022	\$ 79,258,704	\$ 396,294	\$ 1,505,915	\$ 81,160,913	\$ 54,796,619	\$	1,455,255.74
	2023	\$ 81,160,913	\$ 405,805	\$ 1,542,057	\$ 83,108,775	\$ 56,744,481	\$	1,506,985.89
	2024	\$ 83,108,775	\$ 415,544	\$ 1,579,067	\$ 85,103,386	\$ 58,739,092	\$	1,559,957.56
	2025	\$ 85,103,386	\$ 425,517	\$ 1,616,964	\$ 87,145,867	\$ 60,781,573	\$	1,614,200.55

TAX INCREMENT REVENUES BY TAXING JURISDICTION

(Actual Values for 2000-2001)

YEAR	CAPTURED TAX VALUE	City Portion to DDA					County Portion to DDA					COUNTY TOTAL	TOTAL TIF REVENUES
		OPER	SHWA	INFRAS	CAP IMP	CITY TOTAL	W.C.	COMM. COL.	HCMA	W.C. JAIL	W.C. PARK		
2000	\$ 7,986,797	\$ 101,991.40	\$ 6,469.31	\$ 10,462.70	\$ 17,411.22	\$ 136,335	\$ 53,232.80	\$ 7,986.80	\$ 1,758.69	\$ 7,544.33	\$ 1,978.33	\$ 72,501	\$ 208,836
2001	\$ 11,547,451	\$ 147,460.95	\$ 9,062.02	\$ 14,537.99	\$ 24,191.45	\$ 195,252	\$ 76,855.21	\$ 28,862.85	\$ 2,524.27	\$ 10,891.56	\$ 2,855.68	\$ 121,990	\$ 317,242
2002	\$ 17,017,168					\$ 296,269	\$ 114,130.74	\$ 17,340.49	\$ 3,774.41	\$ 16,174.82	\$ 4,242.38	\$ 155,663	\$ 451,932
2003	\$ 22,349,383					\$ 389,103	\$ 149,892.84	\$ 22,774.02	\$ 4,957.09	\$ 21,243.09	\$ 5,571.70	\$ 204,439	\$ 593,542
2004	\$ 25,797,150					\$ 449,128	\$ 173,016.32	\$ 26,287.30	\$ 5,721.81	\$ 24,520.19	\$ 6,431.23	\$ 235,977	\$ 685,105
2005	\$ 27,866,712					\$ 485,159	\$ 186,896.47	\$ 28,396.18	\$ 6,180.84	\$ 26,487.31	\$ 6,947.17	\$ 254,908	\$ 740,067
2006	\$ 29,168,256					\$ 507,819	\$ 195,625.66	\$ 29,722.45	\$ 6,469.52	\$ 27,724.43	\$ 7,271.65	\$ 266,814	\$ 774,633
2007	\$ 30,501,038					\$ 531,023	\$ 204,564.36	\$ 31,080.56	\$ 6,765.13	\$ 28,991.24	\$ 7,603.91	\$ 279,005	\$ 810,028
2008	\$ 31,865,806					\$ 554,784	\$ 213,717.58	\$ 32,471.26	\$ 7,067.84	\$ 30,288.45	\$ 7,944.15	\$ 291,489	\$ 846,273
2009	\$ 33,263,328					\$ 579,115	\$ 223,090.49	\$ 33,895.33	\$ 7,377.81	\$ 31,616.79	\$ 8,292.55	\$ 304,273	\$ 883,388
2010	\$ 34,694,391					\$ 604,029	\$ 232,688.34	\$ 35,353.58	\$ 7,695.22	\$ 32,977.02	\$ 8,649.31	\$ 317,363	\$ 921,393
2011	\$ 36,159,799					\$ 629,542	\$ 242,516.54	\$ 36,846.84	\$ 8,020.24	\$ 34,369.89	\$ 9,014.64	\$ 330,768	\$ 960,310
2012	\$ 37,660,378					\$ 655,667	\$ 252,580.62	\$ 38,375.92	\$ 8,353.07	\$ 35,796.19	\$ 9,388.73	\$ 344,495	\$ 1,000,162
2013	\$ 39,196,970					\$ 682,419	\$ 262,886.24	\$ 39,941.71	\$ 8,693.89	\$ 37,256.72	\$ 9,771.80	\$ 358,550	\$ 1,040,970
2014	\$ 40,770,440					\$ 709,813	\$ 273,439.19	\$ 41,545.08	\$ 9,042.88	\$ 38,752.30	\$ 10,164.07	\$ 372,944	\$ 1,082,757
2015	\$ 42,381,674					\$ 737,865	\$ 284,245.41	\$ 43,186.93	\$ 9,400.26	\$ 40,283.78	\$ 10,565.75	\$ 387,682	\$ 1,125,547
2016	\$ 44,031,577					\$ 766,590	\$ 295,310.98	\$ 44,868.18	\$ 9,766.20	\$ 41,852.01	\$ 10,977.07	\$ 402,774	\$ 1,169,364
2017	\$ 45,721,078					\$ 796,004	\$ 306,642.12	\$ 46,589.78	\$ 10,140.94	\$ 43,457.88	\$ 11,398.26	\$ 418,229	\$ 1,214,233
2018	\$ 47,451,127					\$ 826,124	\$ 318,245.22	\$ 48,352.70	\$ 10,524.66	\$ 45,102.30	\$ 11,829.57	\$ 434,054	\$ 1,260,179
2019	\$ 49,222,697					\$ 856,967	\$ 330,126.78	\$ 50,157.93	\$ 10,917.59	\$ 46,786.17	\$ 12,271.22	\$ 450,260	\$ 1,307,227
2020	\$ 51,036,785					\$ 888,550	\$ 342,293.51	\$ 52,006.48	\$ 11,319.96	\$ 48,510.46	\$ 12,723.47	\$ 466,854	\$ 1,355,404
2021	\$ 52,894,410					\$ 920,892	\$ 354,752.23	\$ 53,899.40	\$ 11,731.98	\$ 50,276.14	\$ 13,186.58	\$ 483,846	\$ 1,404,738
2022	\$ 54,796,619					\$ 954,009	\$ 367,509.97	\$ 55,837.76	\$ 12,153.89	\$ 52,084.19	\$ 13,660.80	\$ 501,247	\$ 1,455,256
2023	\$ 56,744,481					\$ 987,921	\$ 380,573.89	\$ 57,822.63	\$ 12,585.93	\$ 53,935.63	\$ 14,146.40	\$ 519,064	\$ 1,506,986
2024	\$ 58,739,092					\$ 1,022,648	\$ 393,951.34	\$ 59,855.13	\$ 13,028.33	\$ 55,831.51	\$ 14,643.66	\$ 537,310	\$ 1,559,958
2025	\$ 60,781,573					\$ 1,058,207	\$ 407,649.85	\$ 61,936.42	\$ 13,481.35	\$ 57,772.89	\$ 15,152.85	\$ 555,993	\$ 1,614,201
TOTAL													\$ 26,289,728

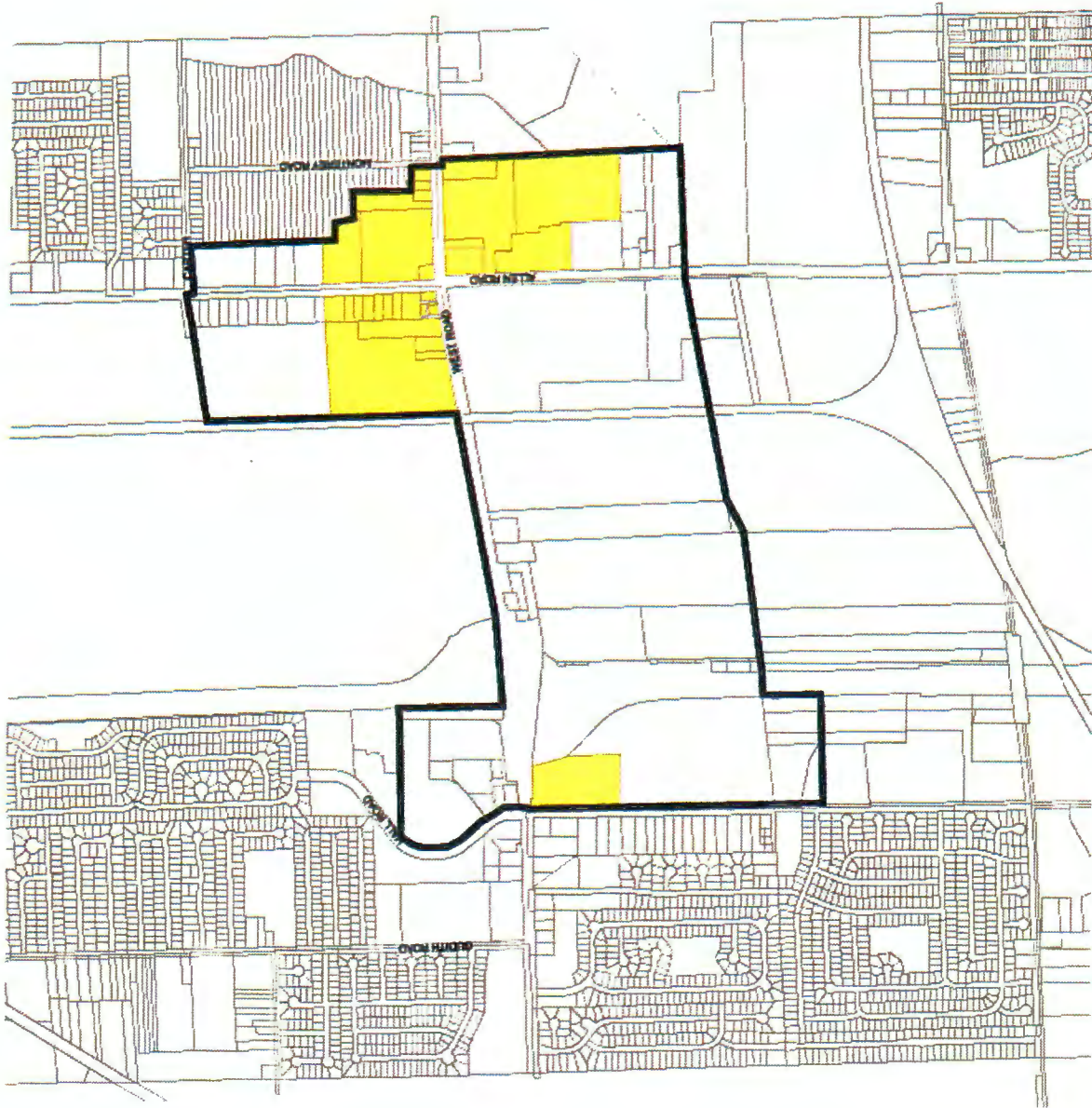
PROPOSED IMPROVEMENT DISTRICT BOUNDARIES

The illustration on the following page graphically displays the boundaries of the improvement district. Specific improvements and cost estimates are provided within Chapter 13. The basis for these improvement recommendations included the following components:

- ☐ The need for a special, visual identity at the West / Allen intersection
- ☐ The desire to facilitate pedestrian, landscape, sign, and façade improvements throughout the 3 unplanned quadrants of the West / Allen intersection, similar to the integrated planning used to develop the southwest quadrant
- ☐ An honest effort to include the vast majority of the Downtown's principal retail shopping area within the improvement district
- ☐ The desire to realize the greatest visual impact possible within the initial improvement district

STATUTORY COMPLIANCE

The following Improvement District Map highlights the sample area within the DDA that specific recommendations for development improvements, open space, zoning changes, and access improvements will be made in Chapter 13 of the DDA Plan for Woodhaven. The previous discussion includes general recommendations with regard to zoning changes, land assembly, road improvements, open space/park areas, and other implementation tools, in compliance with Section 17(2)(f)(g)(h) of the DDA Act. The DDA has no plans to purchase or sell land within the DDA.



- Improvement District Boundary
- Phase 1 Improvement Areas

Improvement District
Downtown Development Authority
City of Woodhaven





7 Conclusions & Recommendations

The 32 implementation strategies enumerated in Chapter 6 provide the beginnings of a blue print for the improvement of Downtown Woodhaven. The projected Tax Increment Financing revenues offer the City and the DDA an opportunity to capitalize on the DDA's bonding abilities in order to front-load proposed improvements toward the beginning of the DDA's 25-year life span. This chapter will summarize the overall findings and recommendations of Phase 1 of the Downtown Development Plan, as well as suggesting a direction for the detailed design studies contemplated in Phase 2.

OVERALL FINDINGS

- ☐ Downtown Woodhaven is strategically located within its Market Area to attract the business of its 95,000+ potential customers
- ☐ Downtown Woodhaven has a strong competitive position in the large-scale, "category killer" and discount department groups of retail stores
- ☐ Downtown Woodhaven needs to improve its business mix, primarily in the areas of entertainment, clothing, gathering places, specialty retailers, offices, and fine dining, supported by new downtown housing
- ☐ Downtown Woodhaven needs to foster a stronger sense of community, adapt the downtown to changing consumer preferences and emerging lifestyles, and adopt policies that prevent obsolescence by continually adding new amenities
- ☐ Downtown Woodhaven must remain mindful of its competition within the Market Area and always stay at the forefront of innovation
- ☐ Promotion of local festivals and events should be used to introduce new customers to the many benefits of Downtown Woodhaven

RECOMMENDATIONS SUMMARY

- ☐ Adapt the best features of traditional downtowns and modern suburban retail concepts to Downtown Woodhaven
- ☐ Develop plans that make Downtown Woodhaven more pedestrian friendly
- ☐ Plan for improvements that feature stores, merchandise, services, and entertainment over excessive expanses of parking
- ☐ Tone down outdoor lighting in Downtown Woodhaven to a more pedestrian scale, while continuing to provide adequate security, safety, and business identification
- ☐ Improve the setting for pedestrians through better walkways, lighting, signs, landscaping, and visual amenities, as well as safety improvements where traffic and pedestrians must interact
- ☐ Encourage Downtown Woodhaven businesses to take a fresh look at the visual presentation of their stores and products to the potential customer
- ☐ Develop ways to better accommodate commuter and customer traffic, especially at the West / Allen intersection
- ☐ Improve pedestrian safety at the West / Allen intersection and other key crossing points, in order to link the Downtown Woodhaven super blocks and bring them down to a manageable pedestrian scale
- ☐ Develop a plan that promotes internal connections between business properties to reduce the need for customer traffic to enter the commuter traffic stream

PHASE 2 STRATEGIES

Phase 2 of the Downtown Development Plan includes six basic improvement strategies that are intended to enhance the physical and economic vitality of Downtown Woodhaven.

Public Participation

Public participation and stakeholder involvement are both keys to developing support for the Downtown Development Plan, as well as the inertia necessary to ensure its implementation. Not all the strategies proposed can be accomplished by public sector involvement alone. A public / private partnership will be required if Downtown Woodhaven is to achieve its maximum potential as the hub of community life in Woodhaven.

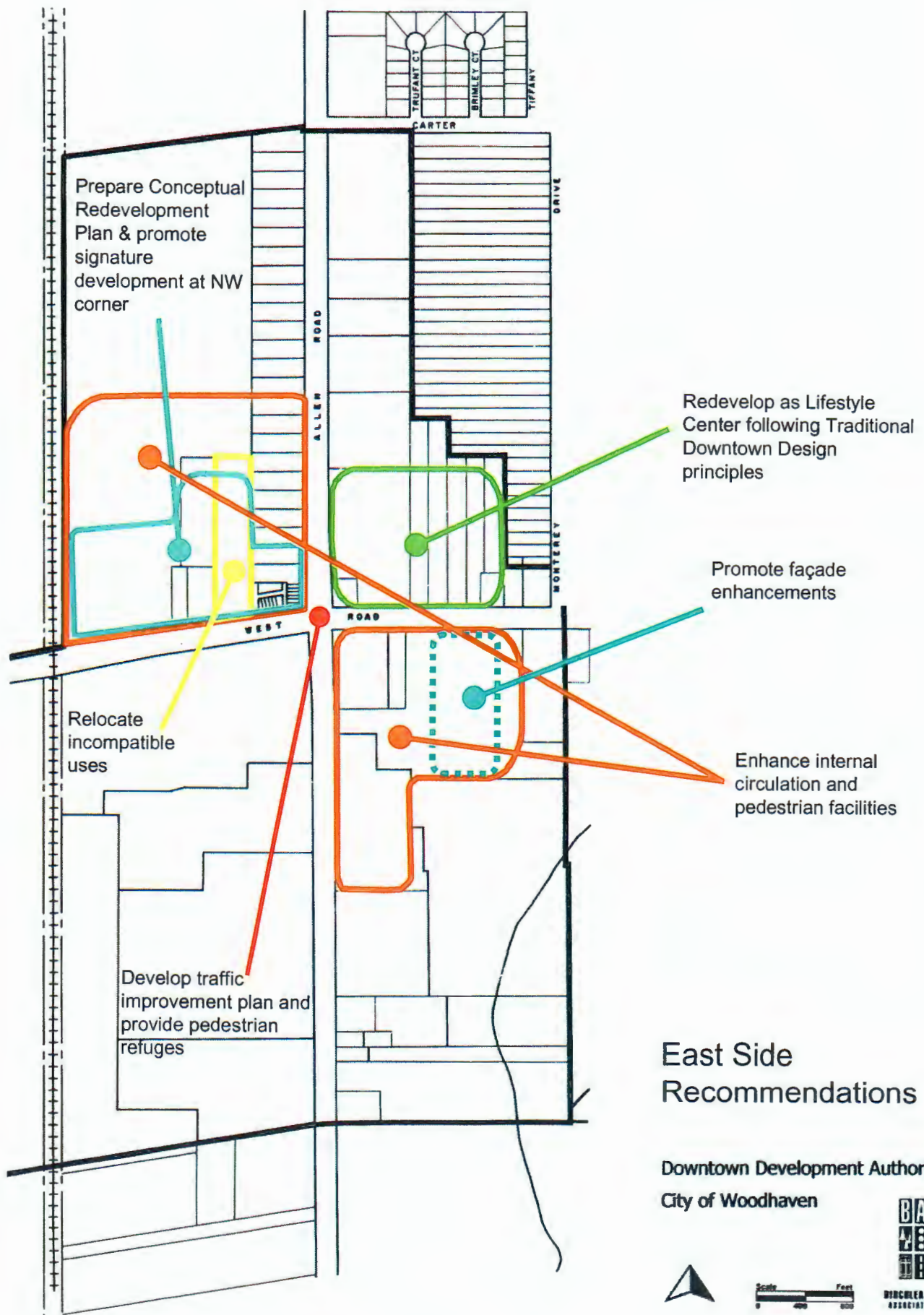
Phase 2 will involve a focus group of stakeholders in helping to identify and profile sites that are suitable for development and/or redevelopment. The focus group will also be involved in helping to identify tools and techniques that are likely to be effective in providing incentives for development of the targeted sites.

Streetscape Design & Improvements

Explore streetscape solutions intended to present a plan for public enhancements, including: pedestrian walkways, pedestrian and street lighting, landscaping, street furniture, and public facilities signs. This element should also propose a general plan for development and redevelopment of key sites within the Downtown. The illustration entitled "East Side Recommendations" identifies several potential areas for further evaluation. In particular, the DDA should evaluate the feasibility of redevelopment of the Big Kmart site along the lines of the modern concept of so-called "lifestyle centers". Such a development would follow the general principles of traditional downtown development and would include an appropriate location for many of the business types identified as beneficial to improve Woodhaven's business mix. This could include such uses as clothing stores, gathering places, specialty retailers, fine dining restaurants, and the like, in a pedestrian friendly atmosphere.

Traffic & Pedestrian Improvements

Develop strategies for improving the function of the West / Allen intersection, with particular attention to resolving the excessive left-turn queue from northbound Allen onto West Road. This component will also offer alternative solutions for improving pedestrian safety at the intersection, including the possibility of redesign that incorporates pedestrian refuges in the center of the wide roadway crossing. The traffic and pedestrian improvements will also evaluate strategies for safer pedestrian crossings at other existing and future signalized locations along West and Allen Roads, as well as mechanisms for calming traffic through Downtown Woodhaven without reducing roadway capacity.



East Side Recommendations

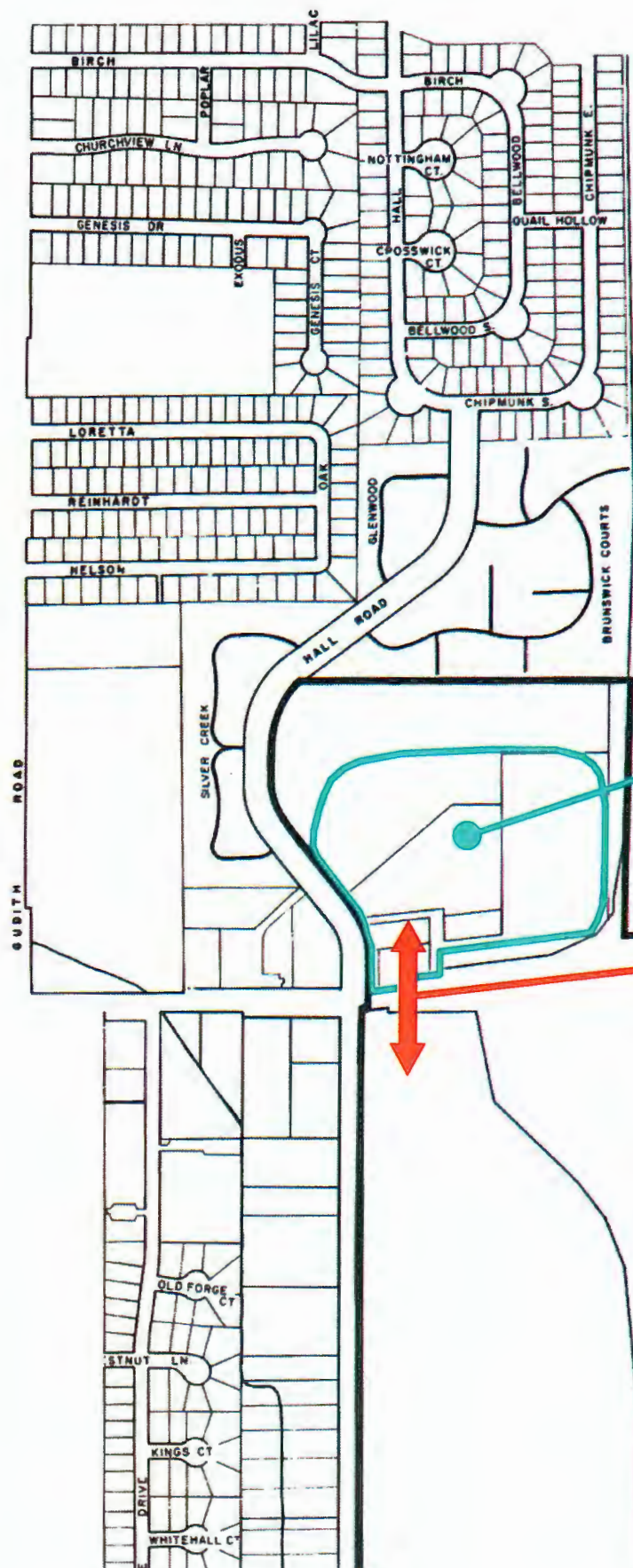
Downtown Development Authority
City of Woodhaven



Scale Feet
0 400 800



BIRMINGHAM AREA ARCHITECTS
ASSOCIATES, INC.



Promote façade enhancements

Improve pedestrian connections

West Side Recommendations

Downtown Development Authority
City of Woodhaven



Scale Feet
0 400 800



BINGHAM ASSOCIATES
ASSOCIATES, INC.

Façade Enhancements

Existing businesses within the downtown would benefit from the development of recommendations for inexpensive but visible physical changes. Such enhancements as painting, lighting, landscaping, façade and sign improvements and the like should be designed to improve the attractive nature of the downtown's existing stores and service establishments. This element is appropriate to both the East and West sides of the Downtown, as illustrated on the two previous maps. The plan should develop transferable techniques that can be used at a variety of sites throughout the downtown.

Ordinance Implementation

As new development and redevelopment occurs within Downtown Woodhaven, the City will need to rely upon its zoning districts and zoning regulations to ensure that the basic principles of the Downtown Development Plan are implemented. This requires that there be a reevaluation and recommendations for revision to both the district boundaries and the district and general provisions of the ordinance. Development of a Core District, overlay zone regulations, and new standards for downtown residential use should form the basic skeleton of the ordinance revisions enacted to assist with implementation of the Downtown Development Plan.

Setting The Stage (To Improve The Business Mix)

The end result of the several components of both Phases 1 and 2 of the Downtown Development Plan should be to set the stage for improvement of the business mix, in a much improved physical atmosphere. Enhancing sidewalks, adding landscaping, improving signs and facades, and even new development and redevelopment within the Downtown District, however, are not sufficient to ensure the long-term health of Downtown Woodhaven. The DDA must remain actively involved in helping local businesses to adapt the downtown to changing consumer preferences and emerging new lifestyle choices that translate into specific products and services. The City and the DDA must also adopt policies that prevent obsolescence of the Downtown by continually adding new amenities within the realm of the public sector and encouraging the private sector to follow suit.

STATUTORY COMPLIANCE

This chapter provides an overview of recommendations from the previous chapters as well as strategies for completing Phase II which will deal with more specific land improvements, purchases, right-of-way improvements and the like within the DDA, in compliance with Section 17(2)(j)(k) of the DDA Act.

CHARACTERISTICS OF "LIFESTYLE CENTERS"

A Contemporary Retail Concept

- ☐ Upscale combination of fashion retailers, home furnishing stores, and full-service restaurants
- ☐ Better physical / visual exposure of individual stores creates a memorable impression on shoppers
- ☐ Sight lines of tenant space an important part of the design
- ☐ Environment conducive to pedestrian-oriented shopping – pedestrian scaled architecture and amenities
- ☐ Walkable "blocks" of 200 – 300 feet in length
- ☐ Wide sidewalks and public plazas
- ☐ Ample parking close to stores that avoids large parking fields and parking structures with their associated long walk to stores
- ☐ Impressive architectural design and higher quality finishes
- ☐ Often incorporate "locally appropriate" architectural features
- ☐ Offer tenant façade opportunities – especially 2-story facades – not available at enclosed malls



Barnes & Noble Books
and Café Facade



Impressive Facades and Ample Parking

- ☐ Careful articulation of individual storefronts that provides each tenant with unique identity
- ☐ Sense of Community – these are places to live, work, shop, dine, play – to enjoy life

- ❑ Typically include office, hotel, retail, dining, and entertainment uses, as well as walkways, bike paths and open spaces
- ❑ Special services, such as theaters with “VIP” seating, advance ticket sales, valet parking, coffee shops / restaurants near waiting areas
- ❑ Lifestyle Centers become a gathering place for the entire community
- ❑ Typical stores and services might include:
 - Borders Books & Music
 - P F Chang's China Bistro
 - Starbucks, Panera Bread
 - Ann Taylor, Coldwater Creek, Express, Structure
 - American Eagle Outfitters, Bass Pro Shops
 - Pottery Barn, Williams-Sonoma
 - Bath & Body Works



Pedestrian Orientation & Amenities



FOCUS GROUP

On April 24, 2002, the Woodhaven DDA hosted a meeting and invited individuals from businesses within the DDA, City Council members, and City staff to attend in order to discuss the future of the DDA. In attendance at the meeting were business representatives, Council members, and staff personnel. The participants were introduced to a conceptual design and development/redevelopment proposal for the sites identified within the Phase 1 Analysis. Participants were then asked to comment on the conceptual design and provide input as to their main areas of concern regarding the future of the DDA.

The following businesses in the DDA were invited to be a part of the Focus Group:

- | | |
|------------------------------|----------------------------|
| 1. Meijer | 6. Applebee's |
| 2. Henry Ford Medical Center | 7. Home Depot |
| 3. Comerica Bank | 8. Kroger |
| 4. Kmart | 9. McInerney Chrysler Jeep |
| 5. Target | 10. Panera Bread |

City Departments represented on the Focus Group included:

1. City Administration
2. Parks and Recreation
3. Police and Fire
4. Public Works/Engineering

Downtown District

The boundaries of the downtown district within which the Downtown Development Authority shall exercise its powers are as follows:

Beginning at a point on the N.W. $\frac{1}{4}$ section line of Section 23, T4S, R10E, at the east limit of the City of Woodhaven;

Thence westerly along the N.W. $\frac{1}{4}$ section line of Section 23 to the west $\frac{1}{4}$ corner of Section 23;

Thence along the N.E. $\frac{1}{4}$ section line of Section 22, T4S, R10E, to the N.W. $\frac{1}{4}$ section line of Section 22;

Thence westerly along said $\frac{1}{4}$ section line to the west right-of-way line of Interstate 75;

Thence 500.00 feet in a southerly direction along the right-of-way line on Interstate 75;

Thence due West to the west section line of Section 22;

Thence in a northerly direction along said section line to the northwest section corner of Section 22;

Thence N $00^{\circ} 25' 39''$ E along the west section line of Section 15, T4S, R10E, a distance of 60.00 feet;

Thence N $80^{\circ} 56' 04''$ E, 60.00 feet to the westerly right-of-way line of Hall Road;

Thence in a northerly direction along said right-of-way a distance of 870.00 feet;

Thence S $89^{\circ} 58' 52''$ W to the westerly right-of-way of Interstate 75;

Thence in a southerly direction along said right-of-way to the south section line of Section 15;

Thence easterly along said section line to the east right-of-way line of the Detroit, Toledo and Ironton R.R.

Thence northerly along said right-of-way line to the S.E. $\frac{1}{4}$ section line of Section 15;

Thence easterly along said $\frac{1}{4}$ section line to the N.E. $\frac{1}{4}$ corner of Section 15;

Thence S $89^{\circ} 33' 10''$ E along the S.W. $\frac{1}{4}$ section line of Section 14, 494.96 feet;

Thence S $00^{\circ} 05' 40''$ E, 1,759.00 feet;

Thence S $89^{\circ} 56' 00''$ E, 500.00 feet;

Thence S $00^{\circ} 05' 40''$ E, 588.60 feet;

Thence S $89^{\circ} 56' 00''$ E, 310.00 feet to the east right-of-way line of Monterey Road;

Thence S $00^{\circ} 05' 40''$ W, 330.80 feet to the south section line of Section 14;

Thence S $00^{\circ} 25' 50''$ W, 1315.85 feet;

Thence N $89^{\circ} 43' 50''$ E, 10.75 feet;

Thence S $01^{\circ} 27' 40''$ E, 673.64 feet;

Thence S $00^{\circ} 52' 45''$ E, 662.72 feet to the point of beginning.

VISION STATEMENT

Results of the group discussion were used to formulate the following four major "visions" for the DDA improvement district that will form the basis of the more detailed design and improvement portion of this plan:

1. Improve circulation at Allen & West Road intersection.
 - ☐ Develop strategies that improve the function of West/Allen intersections with particular attention to resolving the excessive left-turn queue from northbound Allen onto West Road
 - ☐ Reevaluate prohibiting right-turns on red to provide a safer crossing for pedestrians.
 - ☐ Evaluate strategies that may improve the function of the Meijer and Home Depot driveways on West Road to alleviate congestion on Allen Road. Examples may be internal connections between Meijer and redeveloped sites at the corner of West and Allen.
2. Pedestrian and traffic safety should be a key focus.
 - ☐ Interconnect parking areas between businesses for both pedestrians and vehicles.
 - ☐ Provide a pedestrian circulation system that provides circulation within existing centers and between centers located across Allen and West Roads.
 - ☐ Intersection treatments at the West/Allen Intersection should include pedestrian safety measures such as boulevards to provide pedestrian refuge.
3. Create a more unified relationship between existing and new businesses.
 - ☐ Interconnect parking areas between businesses for both pedestrians and vehicles.
 - ☐ New developments or redevelopment of existing sites should be designed to incorporate existing businesses into the "scheme" of the project. One recommendation would be to double-front new stores so that existing stores do not face rears of new buildings.
4. Create a timeless appearance that is uniquely Woodhaven.
 - ☐ Streetscape, landscape, and façade improvements are needed to increase the "eye" appeal of the DDA and permit Woodhaven to compete with surrounding commercial districts.
 - ☐ Redevelopment of existing centers to create more of a "lifestyle" center theme is needed.

CONCEPTUAL DEVELOPMENT/REDEVELOPMENT PLAN

In order to facilitate group discussion regarding the future of the DDA, Birchler Arroyo Associates developed a Conceptual Development/Redevelopment plan for the Targeted Sites identified during the Phase 1 work program. The plan incorporates the ideas for the future of the DDA that have been developed during the past 8 months of data collection and analysis. The plan represents a future vision rather than a concrete development plan in order to provoke discussion and input from the DDA members and focus group. A more detailed design plan will be developed throughout Phase 2 of the Downtown Development Plan.

The Conceptual Plan identifies the Proposed Improvement Area identified in Phase 1 of the DDA Plan and further divides it into 6 subject sites for purposes of developing more specific recommendations (See Conceptual Maps). These sites and the issues involved include the following:

- 1 Target/Bally/Kroger/Sears – Within this subject site there exists excessive parking and vacant lots that could accommodate additional retail stores. There is also a lack of internal connections between this center and the Murray's/Panera Bread shopping center. The façade is also dated and lacks a timeless appearance.
- 2 Village Green - Downtown Woodhaven lacks public gathering places. A village green or small downtown park that is centrally located and highly visible would serve as a public focal point for the community. The benefit to this location would be its access to the large parking field at the Woodhaven Commons center, and the shoppers frequenting these stores.
- 3 K-Mart Store – There is a significant lack of landscaping at this site. The façade also has a very dated appearance. The excess space in the parking lot could be utilized to create new out lots for specialty and/or entertainment type uses.
- 4 Intersection Treatment - Improvements to the intersection design of West and Allen Roads are needed to solve problems associated with the volume of left-turn movements. Improved streetscape and landscape designs are needed to enhance this major focal point for the downtown. This intersection at West and Allen Roads is the most visible and identifiable site in the Downtown District.



- 5 Palette Corner - Industrial uses which are typically incompatible with retail, personal services, and entertainment uses are prevalent in Woodhaven's Downtown. Uses, such as Michigan Enterprise, Inc., with significant outdoor storage can detract from the visual character and environment in a downtown. The DDA should assist in relocating this business to a suitable industrial site.



- 6 "The Mound" - This site is centrally located in the Downtown. It is anticipated that this highly visible site that could support future retail or entertainment uses.



STATUTORY COMPLIANCE

This chapter provides a conceptual discussion of potential improvements, purchases, right-of-way improvements and the like within the DDA, in compliance with Section 17(2)(j)(k) of the DDA Act. These areas will be defined in more detail with upcoming chapters. Once the plan is complete a public hearing in compliance with the requirements of Section 18 of the DDA Act will be held. The focus group meeting held on April 24th permitted the DDA to receive citizen and business owner input into the plan at an earlier stage than what is required by the Act.



1 - Target/Bally/Kroger/Sears

2 - Village Green

3 - K-Mart Site

4 - Intersection Treatment

5 - Palette Corner

6 - "The Mound"

— Pedestrian Linkage

↔ Main Access Roads

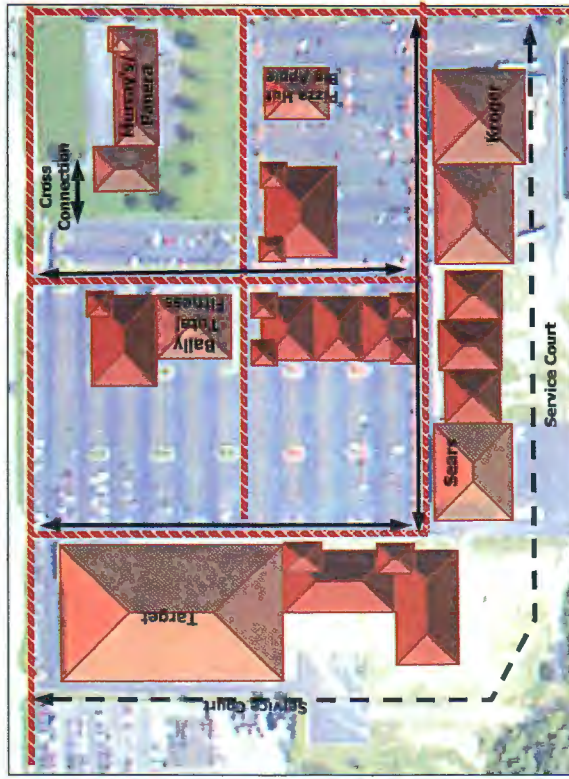
▣ New Building

WOODHAVEN DOWNTOWN SITES TARGETED FOR DEVELOPMENT/REDEVELOPMENT



BINGHAM ARROYO
ASSOCIATES, LLC

SITE 1 - Target/Bally/Kroger/Sears



Acreage:
30.15

Current Use:
Woodhaven Commons shopping center which includes a Target Store, Sears Hardware, Bally Total Fitness and a Kroger grocery store.

Issues:

- Parking seems excessive for the limited number of stores in this center.
- There are vacant lots within the shopping center that could accommodate additional retail stores.
- Internal connection between Woodhaven Commons Center and the Murray's/Panera center is needed to alleviate unnecessary traffic on Allen Road.
- Woodhaven Commons façade is dated and lacks the timeless appearance common in a true downtown.

Potential Uses:

- Incorporate "lifestyle" center retail elements into center.
- Expand retail, specialty, and entertainment uses to keep area a lively center of activity.
- Improve pedestrian facilities, especially a strong, central walkway.

Public Improvements:

- Development of the adjacent Village Green (see Site 2).

SITE 2 - Village Green



Acreage:
0.84

Current Use:
Vacant

Issues:

- Downtown Woodhaven lacks public gathering places.
- A village green or small downtown park that is centrally located and highly visible would serve as a public focal point for the community.
- Access to large parking field at the Woodhaven Commons center is an attractive feature for this site, especially if it used to hold downtown festivals or events (introduce new Customers to the downtown).

Potential Uses:

- Develop vacant site as a village green. Include pedestrian amenities, landscaping, fountain or artwork.
- Encourage use of the village green for downtown festivals and events to draw people to the downtown.

Public Improvements:

- Walkways
- Landscaping
- Benches and related street furniture
- Pedestrian Lighting
- "Focal" amenity (public art, fountain, monument, gazebo, or the like)

SITE 3 - K-Mart Site



Acreage:
16.09

Current Use:
Big K-Mart store, gas station at the corner, and Hollywood Video.

Issues:

- Lack of landscaping at this site.
- Façade has a very dated appearance.
- Excessive parking field could be utilized for specialty and/or entertainment type uses.
- Access drives to the corner gas station are located too close to major downtown intersection.

Potential Uses:

- Develop additional stores within excess parking field.
- Add pedestrian amenities and "lifestyle" center elements.
- Add landscaping and incorporate bio-retention facilities to add additional landscaping.
- Redevelop corner gas station to improve appearance of a highly visible corner and move driveways away from intersection. (Possibly develop access from interior of the retail center, rather than direct from West & Allen).

Public Improvements:

- Landscaping in right-of-way
- Pedestrian lighting
- SE corner feature (see Site 4)
- Tie public walk with new central walkway to K-Mart.

SITE 4 - Intersection Treatment



Acreage:
0.44

Current Use:
Public right-of-way

Issues:

- Improvements to the intersection design of West and Allen Roads are needed to solve problems associated with the volume of left-turn movements
- Streetscape and landscape designs are needed to enhance this major focal point for the downtown.
- West and Allen Roads are the most visible and identifiable sites in the Downtown District.

Potential Uses:

- Incorporate compatible designs at each of the four-corners. Create an identifiable center for the downtown.
- Add "landmarks" such as clock towers, public art, flag court, and the like.

Public Improvements:

- Landscaping
- Pavers or other surface treatment
- Public "landmarks"
- Pedestrian lighting
- Resting place for pedestrians.

SITE 5 - Palette Corner



Acreage:
4.76

Current Use:

Michigan Palette, small shopping center (Dunkin Donuts), auto service garage, and gas station.

Issues:

- Industrial uses which are typically incompatible with retail, personal services and entertainment uses are prevalent in Woodhaven's Downtown.
- Uses with significant outdoor storage can detract from the visual character and environment in a downtown.

Potential Uses:

- Redevelopment of these sites with "Signature" uses that can become identified with Woodhaven's Downtown is important.
- Promoting redevelopment of the sites at the "four-corners" of the West and Allen Road intersection with "Signature" uses that can become identified with Woodhaven's Downtown is important.

Public Improvements:

- Upgraded pedestrian walkway.
- Landscaping in right-of-way.
- Relocation assistance/advice, if necessary.

SITE 6 - "The Mound"



Acreage:
12.35

Current Use:

Vacant

Issues:

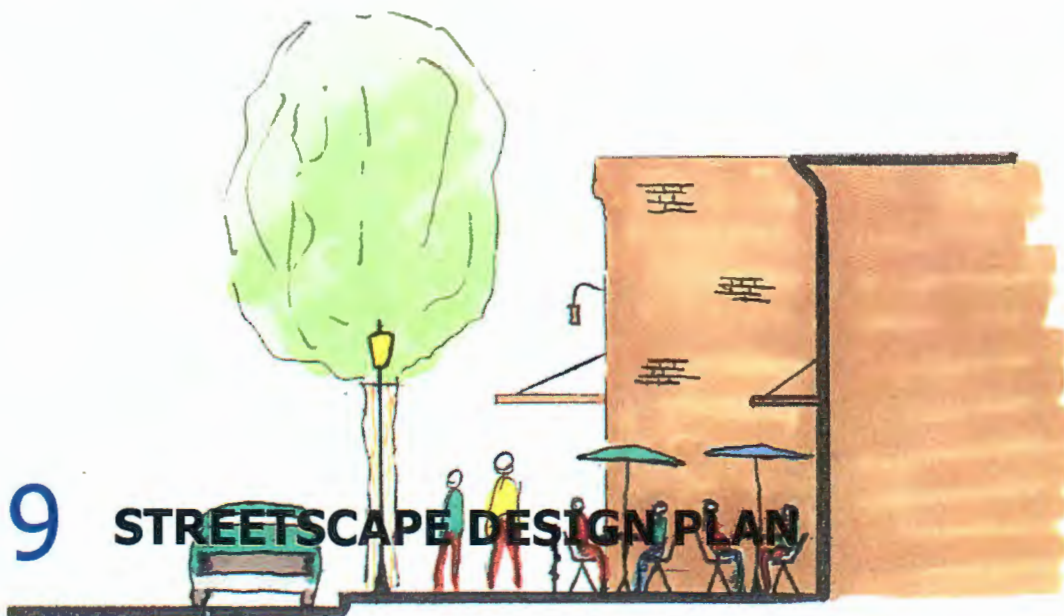
- This site is centrally located in the Downtown.
- Highly visible site that could support future retail or entertainment uses.

Potential Uses:

- Expand retail, specialty, and entertainment uses to keep area a lively center of activity.

Public Improvements:

- New public walkway
- Pedestrian lighting
- Benches and related street furniture
- Right-of-way landscaping.

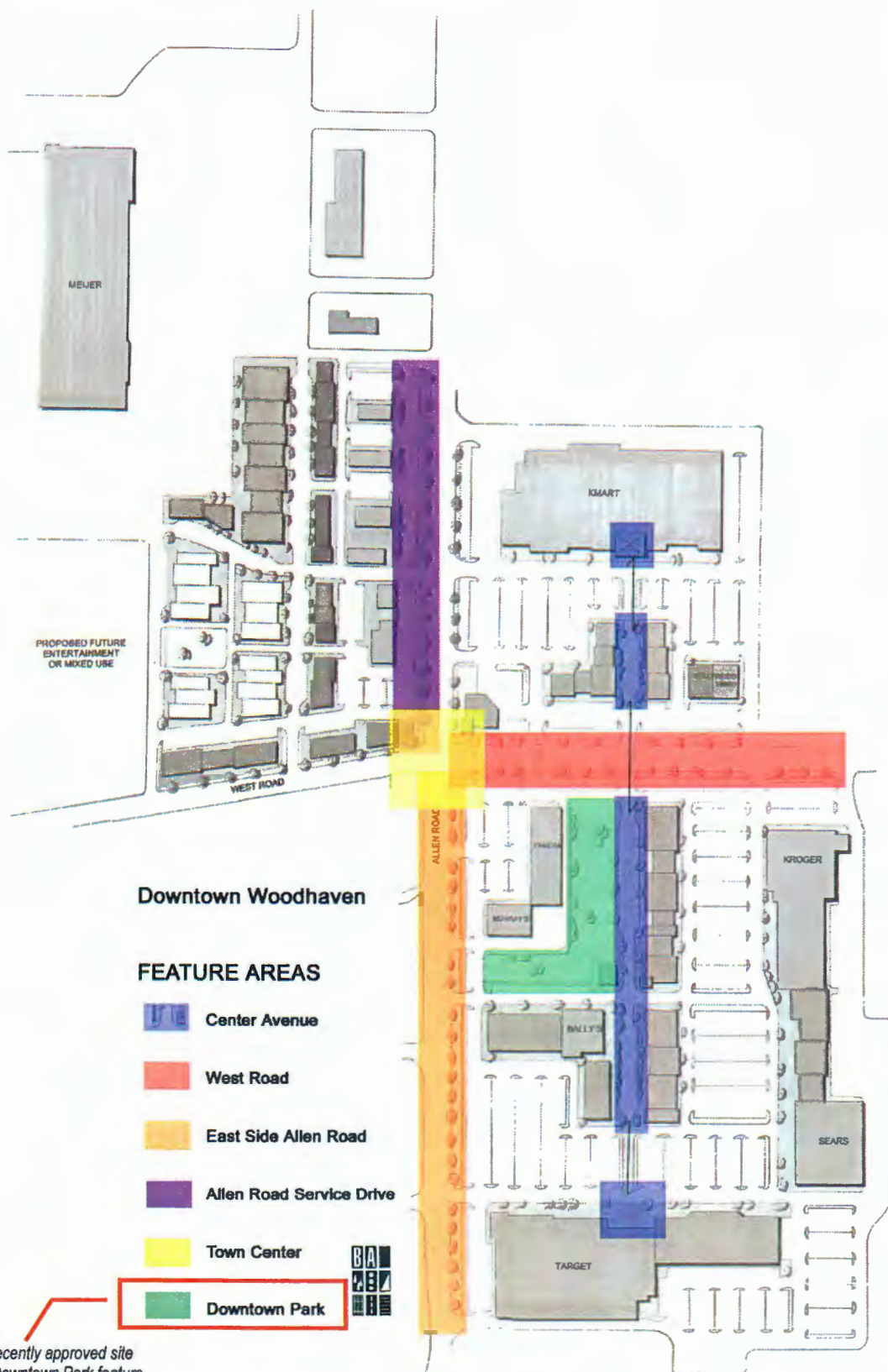


The Streetscape Design Plan for Downtown Woodhaven is based upon the Improvement District identified in Chapter 6, Implementation Strategies. The district has been further delineated into six distinct feature areas. Each feature area has been given a name designation that relates to its functional role in Downtown Woodhaven and each is categorized by whether it is a primary or secondary treatment area. The seven feature areas are:

- ☐ Center Avenue (primary treatment)
- ☐ Town Center Entryway (primary treatment)
- ☐ Allen Road Service Drive (primary treatment)
- ☐ West Road (secondary treatment)
- ☐ Allen Road (secondary treatment)
- ☐ Urban Plaza – Preferred Concept Plan B (primary treatment)
- ☐ Sunset Village Square – Preferred Concept B (primary treatment)

Primary treatment areas are those that have not experienced any significant public investment and are essential components of the Streetscape Design. Secondary treatment areas are those where some of the public improvements called for in the Streetscape Design are already in place or that play a secondary role in the Downtown, such as a link between two major use areas.

Concept A was the original design plan and included a small Downtown Park just east of the Murray's-Panera Bread center. However, this site was approved for development of a new store before it could be acquired. For this reason a new Concept Plan B was formulated which compensates for the loss of the Concept A Downtown Park by proposing an Urban Events Plaza east of Bally's fitness center and a Sunset Village Square along Sunset Avenue. Concept B has been selected as the Preferred Plan for the Downtown's future development.



Due to a recently approved site plan, the Downtown Park feature is no longer possible. See Concept Plan B for alternate public space concepts.

First floor retail with
second floor office or
residential units

Resident support population, at a
higher density than outlying areas

Parking on-street that is visually
secondary to the stores

Pedestrian-oriented street.
No spacing along
storefronts to encourage
"exploration"

Ability to stage events in
public spaces, such as
art shows and ice
sculpture competitions
(this area is no longer
available for acquisition.
See Concept B for
alternative public spaces.

PROPOSED FUTURE
ENTERTAINMENT
OR MIXED USE

WEST ROAD

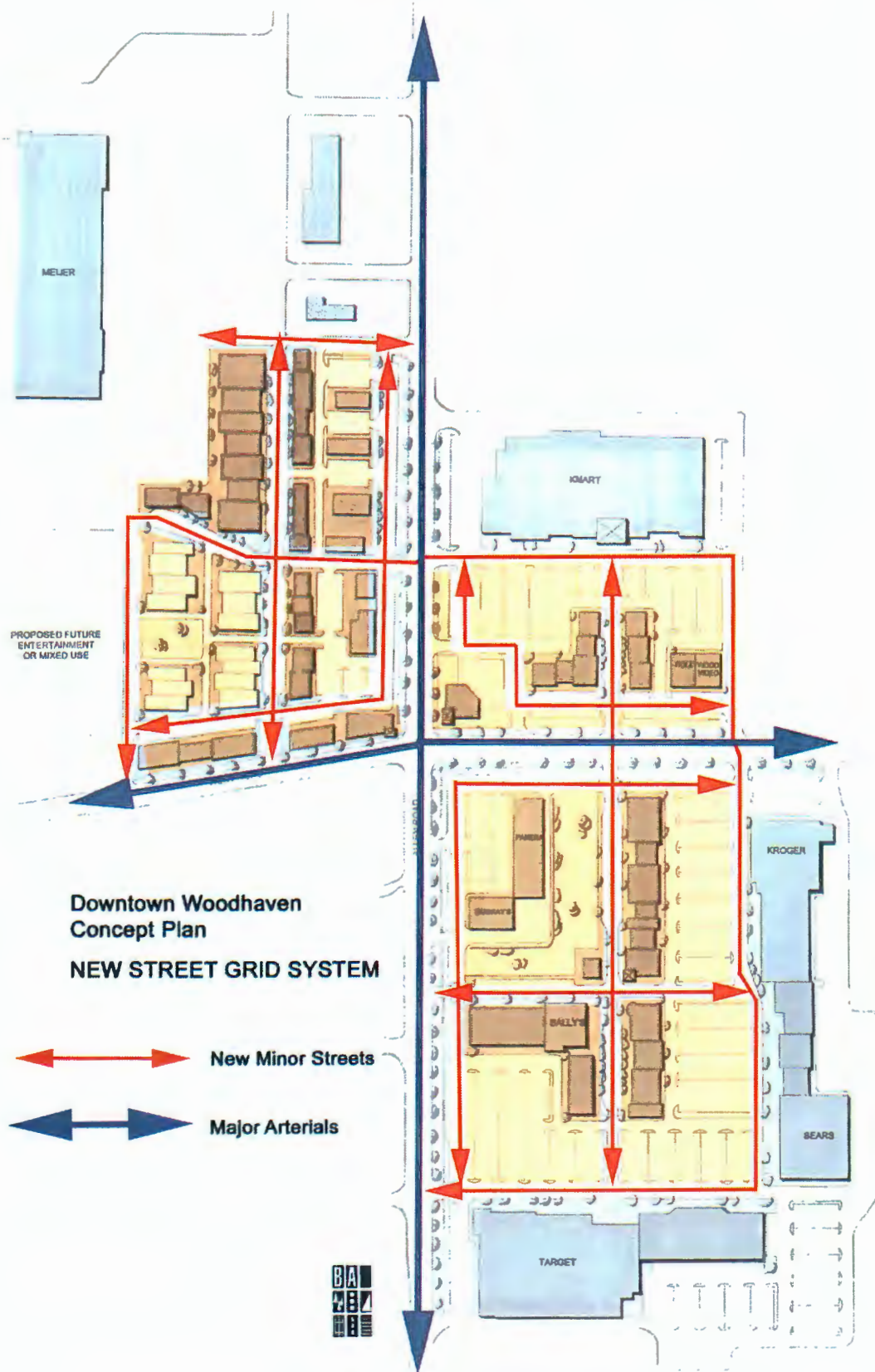
ALLEN ROAD

Downtown Woodhaven Concept Plan

- Existing Commercial
- Proposed Commercial/Entertainment
- Proposed Residential
- Proposed Mixed Use Office/Commercial

CHARACTERISTICS OF
DOWNTOWN WOODHAVEN

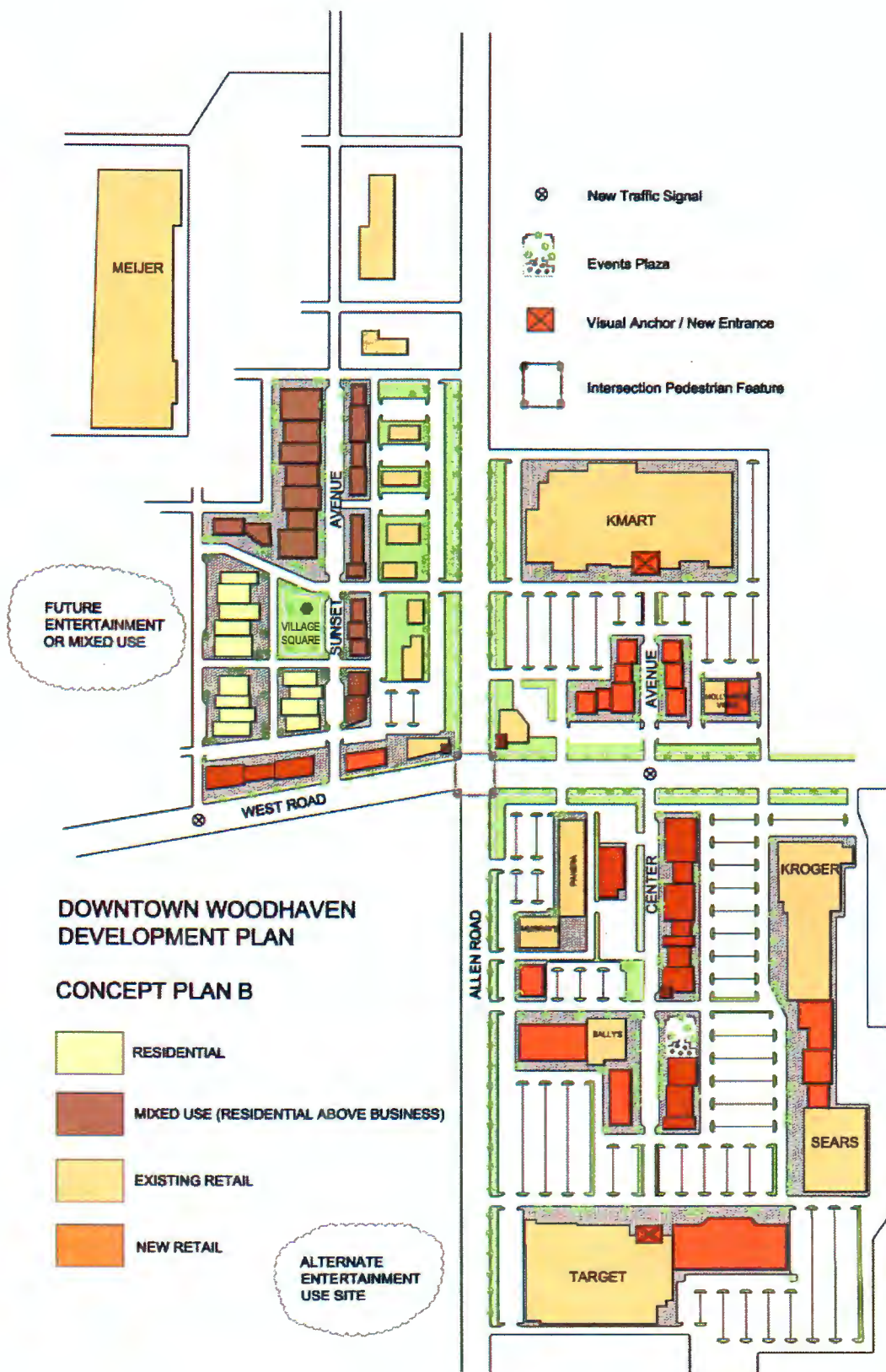




PREFERRED ALTERNATE – CONCEPT PLAN B

The major elements of the Concept B Plan are outlined below. These elements are further defined on the following pages. Concept Plan A has been revised to reflect the loss of the Downtown Park site.

- ☐ Center Avenue takes advantage of excess parking at the Kmart Center and the Kroger / Target center in order to create a new avenue of shops and entertainment / dining uses.
- ☐ Heavy reliance on the Urban Plaza and Sunset Village Square site with new retail and entertainment uses along Center Avenue and residential uses along Sunset Avenue to generate pedestrian activity.
- ☐ Major redevelopment along the new Sunset Avenue within the northwest quadrant. Focus is on residential and mixed-use retail or office with residential on upper floors.
- ☐ Significant pedestrian feature plazas at all four corners of West and Allen Roads to provide visual and pedestrian linkages.
- ☐ Relocation of Target's main entrance and enhancement of Kmart's main entrance to provide visual anchors at opposite ends of Center Avenue.
- ☐ Allen Road service drive in the northwest quadrant is reconfigured with landscaping, parking bays, and on-street parking to enhance pedestrian experience.
- ☐ The downtown could benefit from a major entertainment draw. The site immediately south of Meijer may provide an opportunity for a movie theater. Another potential entertainment use site is available across Allen Road from Target.
- ☐ New traffic lights are proposed on West Road to connect Kmart / Target and Meijer / Home Depot.
- ☐ The Events Plaza is proposed as a replacement for the Downtown Park
- ☐ The Downtown Park site is incorporated as a proposed new warehouse store. Parking and service areas are inter-connected with neighboring sites.
- ☐ New retail along Allen, in front of Bally's, to reinforce the streetscape and add pedestrian interest near the main intersection.
- ☐ Sunset Village Square to provide gathering space for shoppers and residents of the Sunset Avenue Area.



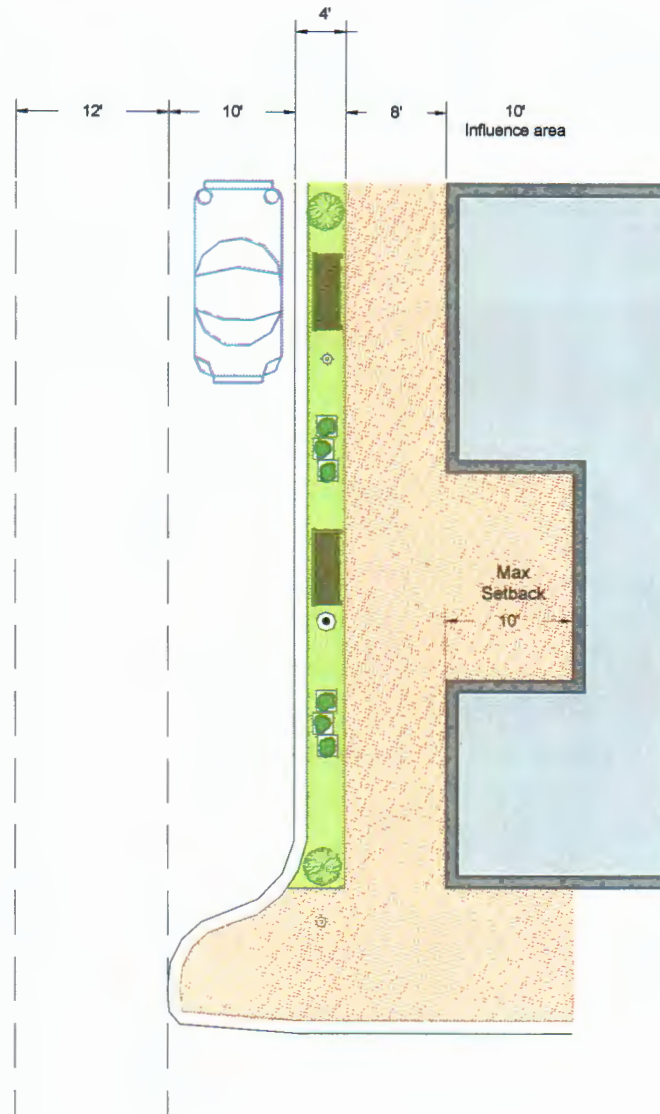
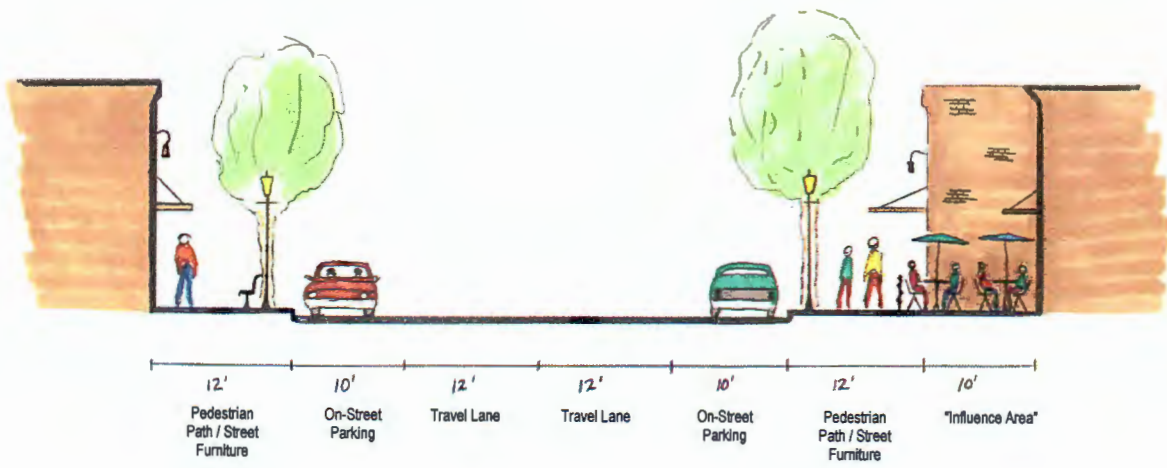
CENTER AVENUE IMPROVEMENTS

Center Avenue is a radical new proposal for the development of a major new north-south retail and entertainment “street” that would serve to visually connect the Kmart center, the center anchored by Target - Kroger, and the Murray's – Panera development and possibly even provide a functional connection for pedestrians and vehicles. The major characteristics would include:

- ☐ Public (DDA) improvements to be installed within a private easement, including public maintenance for a specific period followed by private responsibility for continued care and maintenance thereafter
- ☐ Major infill development of a new retail streetscape with private sector construction of shops and entertainment venues
- ☐ On-street parking on both sides of Center Avenue, similar to the setting in a traditional downtown or one of the new “lifestyle centers”
- ☐ A 68 foot-wide private easement granted to the City and DDA for improvements such as the travel lanes, on-street parking, curbs and cross walks, pedestrian street lights, street furniture, street trees, and the like
- ☐ An additional 20 feet of “Influence Area” easement, 10 feet each side of the improvements easement, within which private development requires DDA approval and conformance with the standards of the Streetscape Design Plan
- ☐ Integration of the Events Plaza pocket park, into the Center Avenue development as a gathering place and events showcase
- ☐ Private sector development of “Anchor Features” at the north (Kmart) and south (Target) ends of Center Avenue to provide a strong visual terminus at both ends of the street
- ☐ Establishments should be encouraged to use shared dumpster enclosures for refuse storage as shown in the detail on page 9-12



Strong Visual Anchor



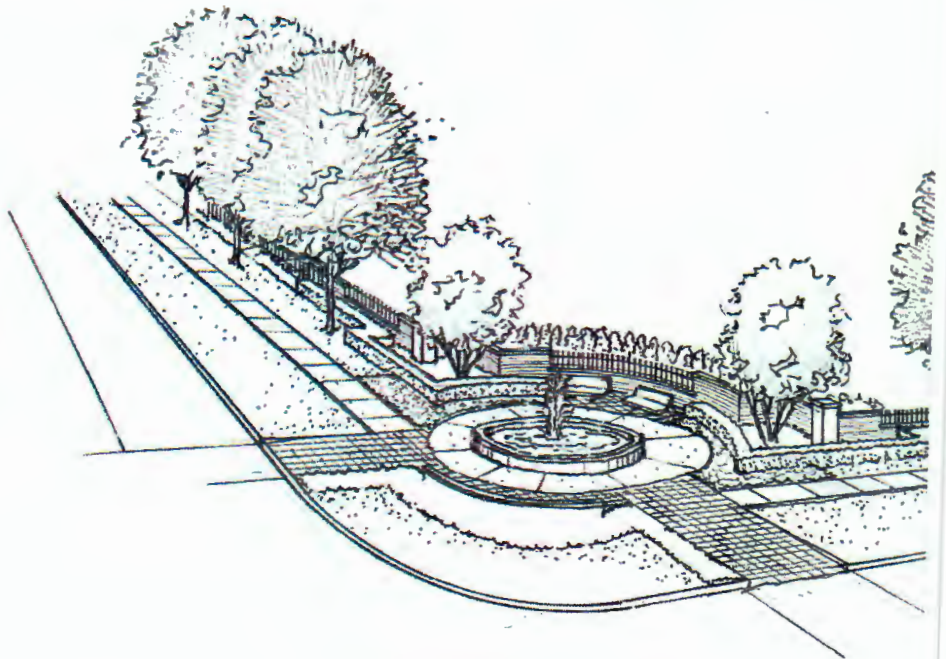
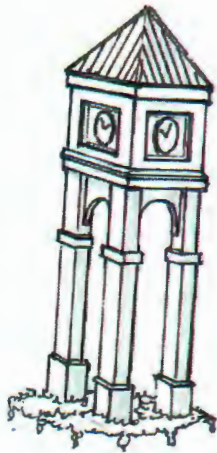
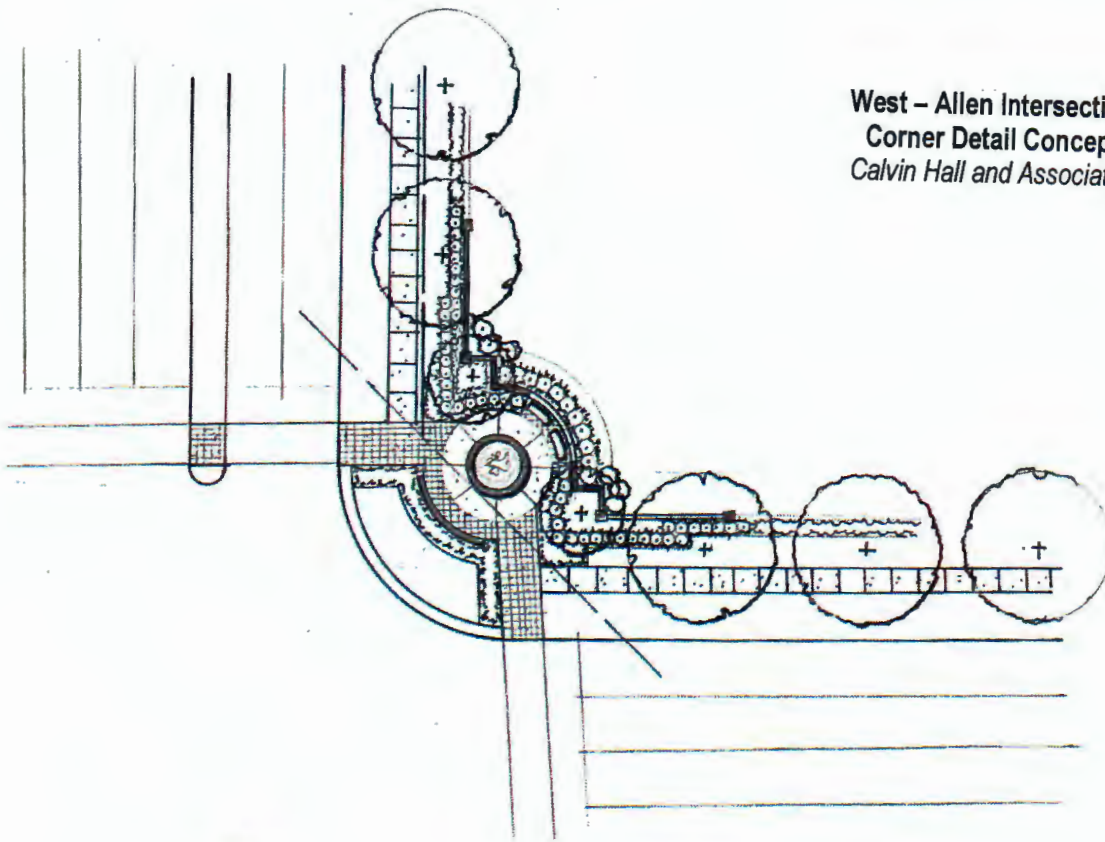
Center Avenue
Standard Cross Section

TOWN CENTER FEATURE

This is another feature that would receive primary treatment. The principle focus is on creating a four corners gateway into Downtown Woodhaven.

- ☐ High visibility improvements with a vertical character
- ☐ Encourage private sector redevelopment of the northeast and northwest corners with "signature" buildings and uses, integrated with adjoining developments
- ☐ Consistent design for paving, landscaping, pedestrian spaces
- ☐ Four distinct but related features, one at each corner, designed to encourage pedestrian exploration across the street:
 - ☐ Info kiosk for posting local events
 - ☐ Rotating sculpture exhibit
 - ☐ Patriotic Flag Display
 - ☐ Permanent public art feature such as a fountain or clock
- ☐ Strong identification of the DDA district with the "Downriver... Downtown" theme

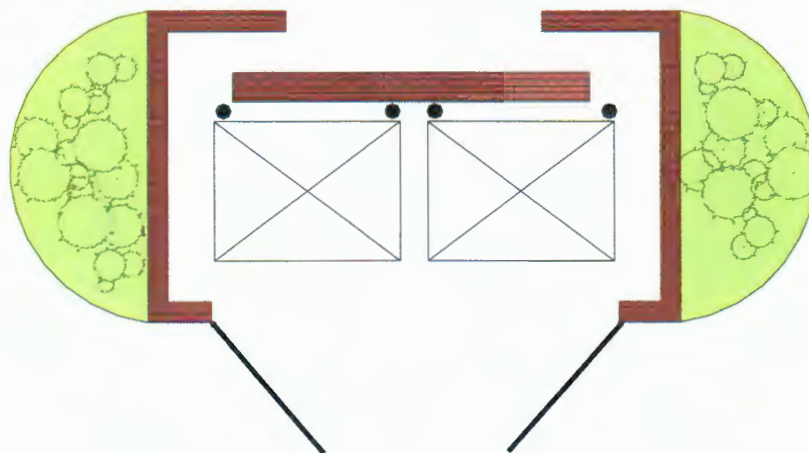
West - Allen Intersection
Corner Detail Concept
Calvin Hall and Associates



ALLEN ROAD SERVICE DRIVE

- ☐ Reconfigure the existing service drive so that it forms a connection between neighboring businesses without offering a through traffic route
- ☐ Improve the character of the pedestrian experience along the service drive by adding landscaping between the service drive and the public sidewalk
- ☐ Add a downtown character by striping the reconfigured drive for on-street parking, including appropriate landscape end islands where it intersects with driveways out to Allen Road
- ☐ Encourage businesses to use shared dumpster enclosures to screen and limit the amount of dumpsters visible at the rear of their sites
- ☐ Encourage businesses to landscape and maintain rear yards and parking areas

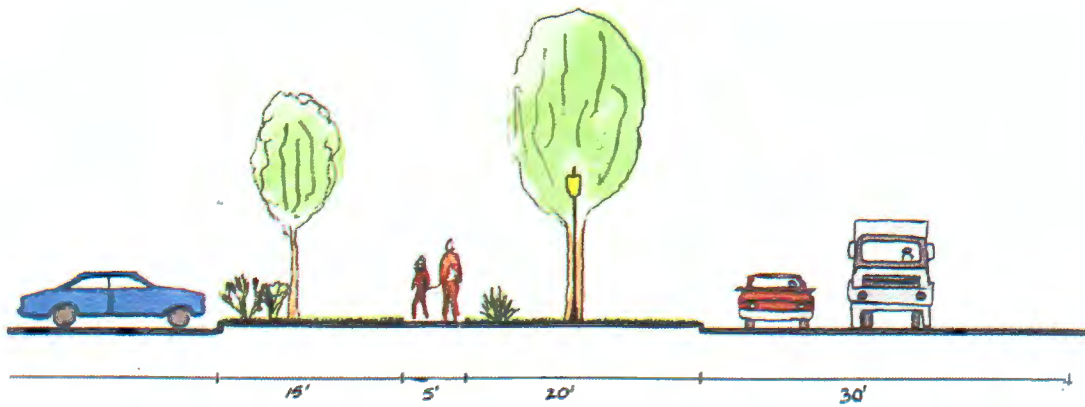
SHARED DUMPSTER ENCLOSURE



WEST ROAD IMPROVEMENTS

The West Road feature is a secondary treatment area that requires additions to the existing public lighting and sidewalk features:

- ☐ Improve the character of the pedestrian connection between the intersection of West & Allen Roads and the new Center Avenue feature
- ☐ Highlight the entrance to the Village Green, or downtown pocket park between Panera Bread and Center Avenue



EAST SIDE ALLEN ROAD

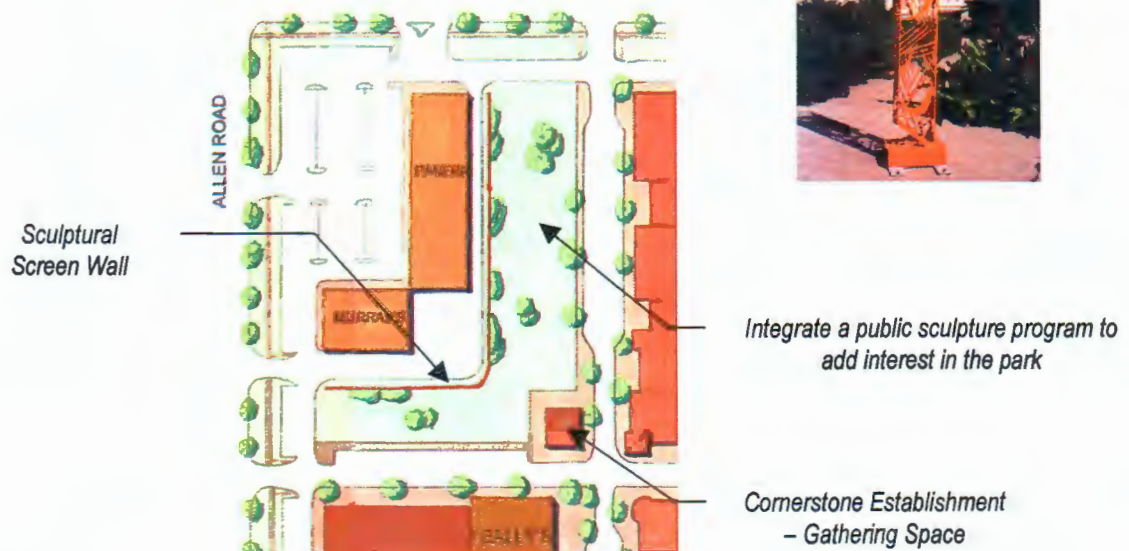
The east side of Allen Road includes a public sidewalk and Downtown pedestrian lights, but includes few other amenities that would make its use more attractive to pedestrians.

- ☐ Improve the character of the pedestrian experience, by providing landscaping and resting areas, perhaps in proximity to the corners of the Town Center Feature
- ☐ Improve the character of the pedestrian experience along the long walkway from the Murray's center to the main driveway into Target.
- ☐ Use road improvements similar to the West Road Improvements sketch above

CONCEPT PLAN A - DOWNTOWN PARK

The proposed downtown park could have become the center of activity for the downtown area. It could have been used as a gathering place and for special events such as art fairs or summer concerts. (This space was recently committed to a new warehouse store and is no longer available to the DDA). The next few pages illustrate alternative public space elements that were developed under a revised concept plan (Concept Plan B).

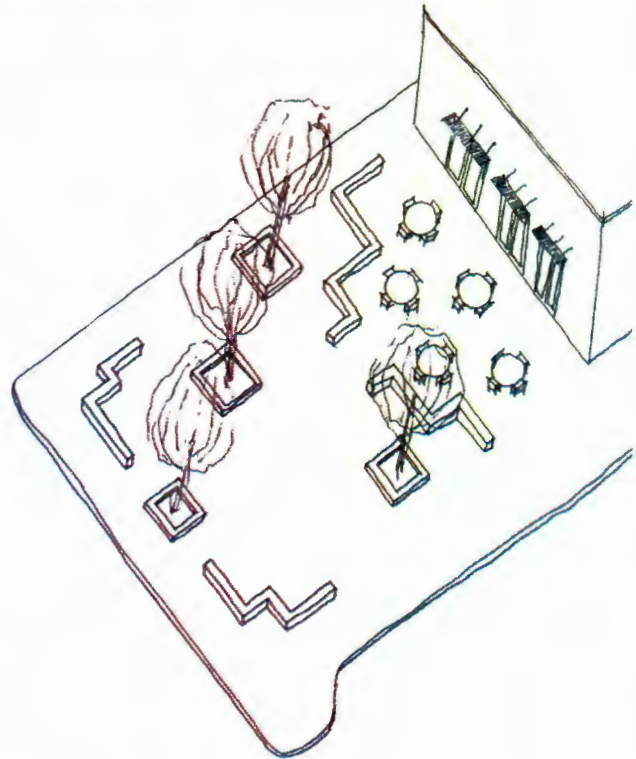
- ☐ The park would create a physical connection from West to Allen road as a part of the Center Avenue development
- ☐ A proposed screen wall is integrated into the edge of the park bordering the Murray's-Panera development. The wall could be a decorative installation integrating public art and sculpture
- ☐ The proposed park could integrate public sculpture as an attractor for the gathering space. A small café or establishment could become the cornerstone of the park, further adding to the gathering space element



**Downtown Park Improvements
Concept A**

CONCEPT PLAN B – CENTER AVENUE EVENTS PLAZA

- ☐ The events plaza in Concept Plan B is proposed as a replacement for the Downtown Park. This is a smaller scaled urban park suitable to the new Center Avenue development.
- ☐ The proposed plaza would be appropriate for outdoor dining areas.
- ☐ The plaza would benefit from activities such as outdoor concerts, children's events, sidewalk sales and promotions for the retail center, and a message kiosk to announce community and downtown events.
- ☐ Hardscape landscaping and flexible seating should define the character of the space.
- ☐ The plaza could become a showcase for public art.



Urban Plaza
University Village - Seattle, WA

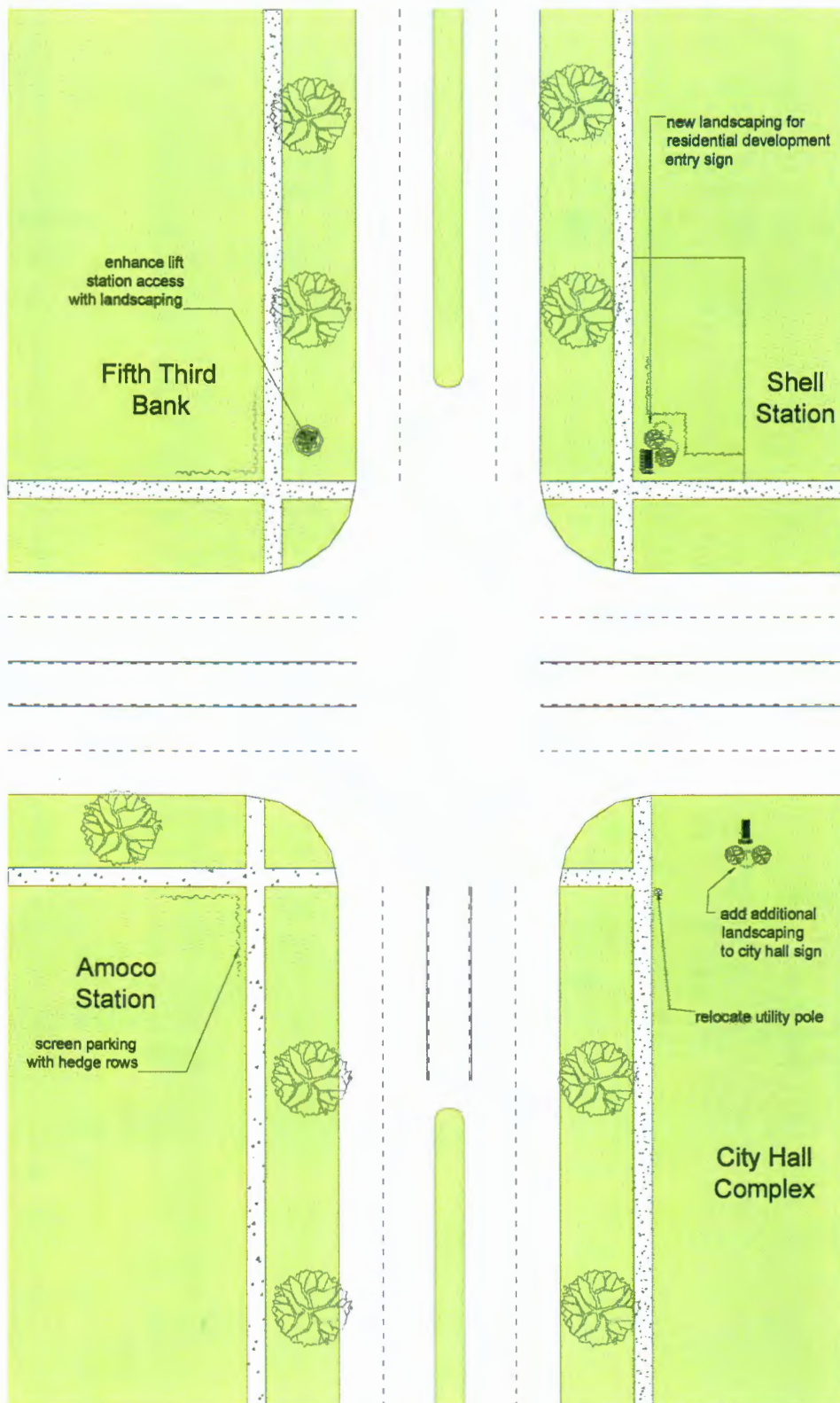
CONCEPT PLAN B – SUNSET AVENUE VILLAGE SQUARE

- ☐ The Village Square location in Concept Plan B has been moved to a more central location in the northwest quadrant of the downtown.
- ☐ The Village Square provides a pleasant, shared greenspace for the mixed-use development of the northwest quadrant.
- ☐ The square can be used by residents, workers, and visitors for activities such as, lunchtime concerts, downtown events, and recreation.
- ☐ The combination of the Sunset Avenue Village Square and the Center Avenue Plaza provides the downtown with multiple options for staging events, and localized central features for the quadrants.

WEST SIDE OF I-75

- ☐ Integrate pathway lighting for the city park. The lighting planned for the park will include 32 standard Detroit Edison Decorative lamps, spaced 200 ft. apart, lighting the 9/10 mile path. The lighting fixtures will be similar to the Allen Road DDA fixtures (acorn style).
- ☐ Improve the intersection of West and Hall Roads. Add corner features:
 - ☐ City Hall – integrate the new message board with landscaping enhancements
 - ☐ Shell Station – enhance the landscape easement area, including a feature based on the West & Allen Roads design. The DDA decorative wall feature with the “Woodhaven Downriver... Downtown” element should be included (see page 9)
 - ☐ Fifth Third Bank – screen the lift station access with proper landscaping
- ☐ Improve crosswalk where needed including adding curb cuts for accessible crossings





Proposed Improvements for West/Hall Intersection

RECOMMENDED IMPROVEMENTS

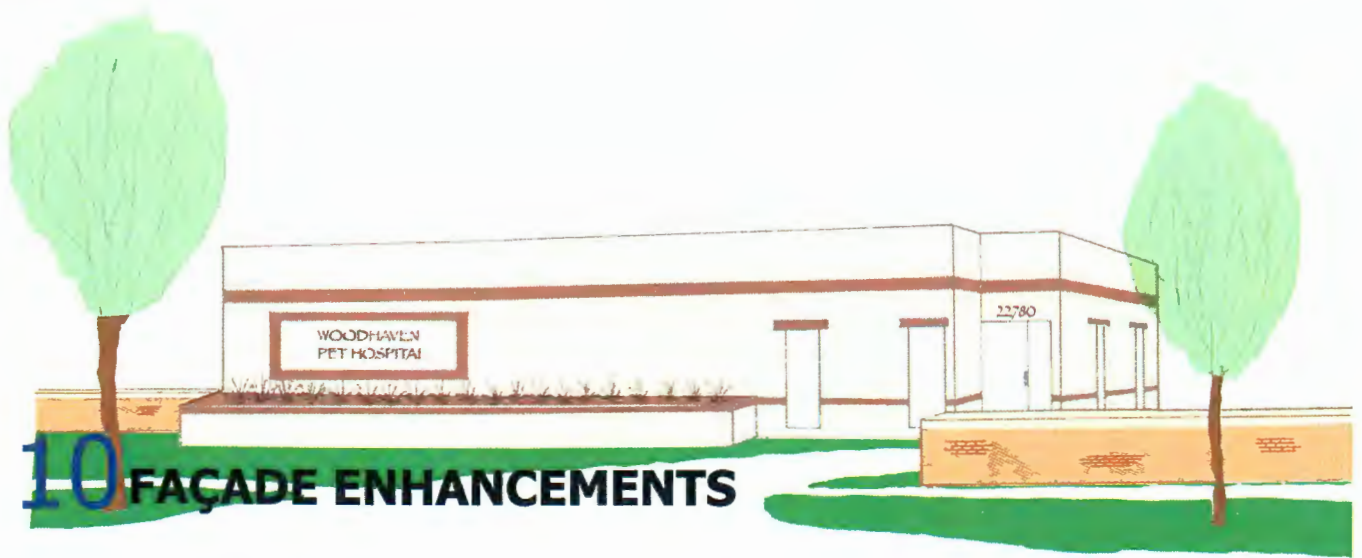
The improvements illustrated on the Downtown Development Plan (Concept Plan B) will require a public / private partnership in order to fully implement. The following sections identify those improvements that would be funded by the DDA's Tax Increment Financing Plan and those that should be privately funded, due to the benefits that would result from the new leasable space.

TIF Improvements

- ☐ West Road and Allen Road widening and new lanes, in cooperation with the Wayne County Department of Public Services and the City Council.
- ☐ New signalized crossings between Kmart / Target and Meijer / Home Depot, in cooperation with the Department of Public Services.
- ☐ West / Allen pedestrian plaza, possible with financial participation from private properties at each of the four corners (Woodhaven Village Square, etc.).
- ☐ West and Allen Road pedestrian enhancements (street trees, sidewalks, pedestrian seating, and the like).
- ☐ Façade Enhancement Grants Program
- ☐ Sign Enhancement Grants Program
- ☐ Allen Road Service Drive enhancements, possible in cooperation with infill development or store expansions of existing businesses.

Private Sector Improvements

- ☐ Center Avenue infrastructure and pedestrian enhancements, including the Events Plaza, in return for new retail space opportunities.
- ☐ Sunset Avenue infrastructure and pedestrian enhancements including the Village Square, as part of residential and mixed use redevelopment.
- ☐ Entertainment use site development, with street and pedestrian connections to the rest of Downtown.



Facades are an important aspect to any downtown district. A façade that is inviting and well maintained contributes to the success of the business. It becomes a marketing tool as well as part of the advertising. The downtown district has many buildings whose facades are dated or in disrepair and need improvements. There are two categories of buildings in the downtown which need enhancements – strip centers, and stand alone buildings. Below are some recommendations for reviving and enhancing the facades of buildings in order to improve the visual and competitive quality of the downtown.

STRIP CENTERS

- ❑ Standard suburban centers typically exhibit a uniform, continuous appearance. One important element of any program to modernize these centers is the need to “Individualize” each storefront. Maintaining a contemporary inviting storefront is an essential component in marketing the retail goods and services being offered within. Most of the strip malls in the downtown are characterized by an EIFS (Exterior Insulation Finishing System) façade, also known as Dryvit. This is a non-structural façade system, which can be easily improved, such as:
 - ❑ Enhance flat walls with new expanded polystyrene shapes
 - ❑ Change exterior coatings with new colors and textures



New EIFS Strip Center Development



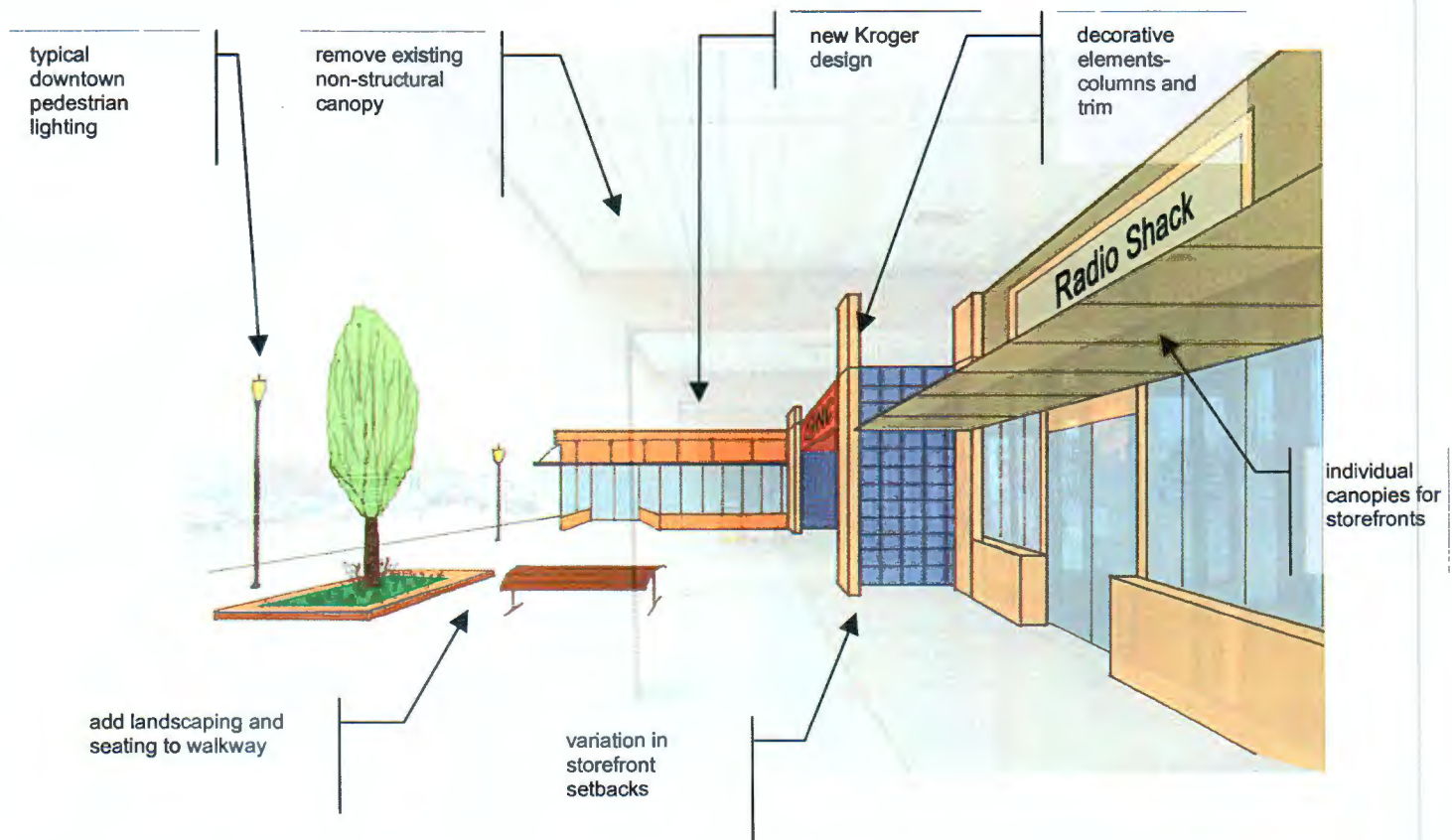
New Birmingham Kroger Design

- ❑ Kroger Center Example – The Kroger Center is in great need of improvement



Existing Kroger Center Walkway

- ❑ Possibility of renovating Kroger to their updated design as in Birmingham, Dearborn or Canton
- ❑ Remove non-structural canopy from storefronts
- ❑ Vary the setback of storefronts, emphasizing entryways and adding visual interests such as columns and individual canopies or awnings
- ❑ Fill in vast sidewalk area with landscaping, downtown pedestrian lighting, and seating



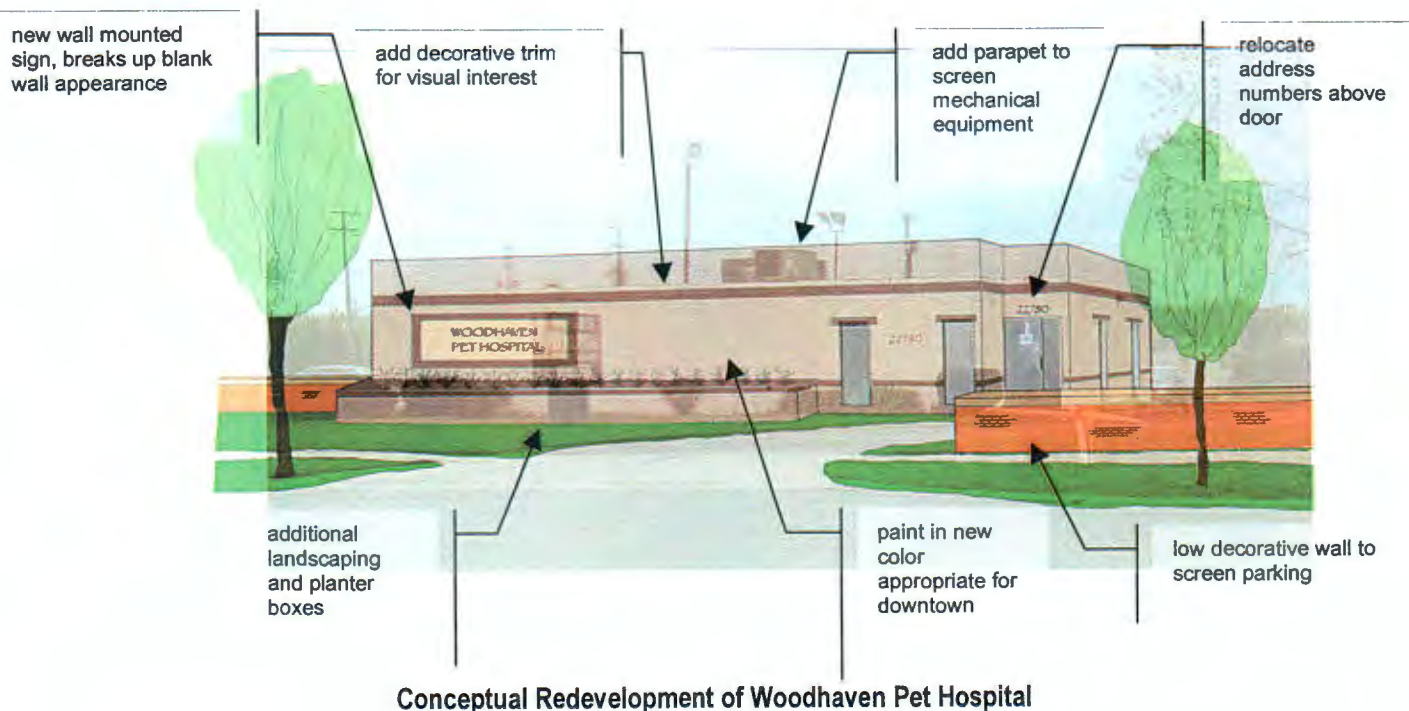
Conceptual Redevelopment of Kroger Strip

STAND ALONE BUILDINGS

- ☐ New paint with varied colors appropriate in the downtown district
- ☐ Adding parapets to the top of buildings to screen mechanical equipment
- ☐ Add awnings to windows
- ☐ Rely on window merchandise displays, not the "poster in the window" effect
- ☐ Install signs appropriate to the scale and color of the existing and neighboring buildings – see Sign Design Recommendations on page 10-6
- ☐ Add or renovate landscaping to highlight entryways, screen parking, and unify the building to its neighbor



Existing Woodhaven Pet Hospital



LIGHTING STANDARDS

Lighting is another element which contributes to the character of a downtown. Lighting should give a sense of security without being excessive or producing glare. Downtown Woodhaven currently exhibits a wide variety of outdoor lighting. The new pedestrian lights installed by the city have begun to unify the districts outdoor lighting, however, steps should be taken with parking and façade lighting to further unify the downtown. Below are some guidelines to follow for installing new lighting or replace existing fixtures in the downtown district:

- ☐ Lighting for pedestrian and automobile traffic should be mounted at appropriate heights:
 - ☐ Pedestrian pole heights should be 10 to 15 feet
 - ☐ Automobile traffic / Parking area pole heights should be 20 to 30 feet tall, not to exceed the height of adjacent buildings.



Source: National Trust for Historic Preservation, Mainstreet Guidelines: "Public Improvements on Main Street", 1987

Automobile versus pedestrian light fixtures



Floodlights cause glare at Bob Evan's restaurant

- ☐ Lighting that causes glare should be avoided. Common causes of glare are misdirected light sources such as adjustable floodlights or unshielded lights. Use full cut-off fixtures that direct light down onto the surface.



Glare causing fixtures



Full cut-off fixtures reduce glare

- ❑ Lighting color and efficiency should be taken into consideration. Mercury Vapor lights should be avoided as they cause a blue light and are not energy efficient. Metal Halide lighting gives a natural white light for truer color and are energy efficient.
- ❑ Illumination of store windows and displays enhances the visual interest of the downtown at night and adds a sense of security, when properly designed. Uplighting and decorative lighting of building facades should be aimed and shielded to prevent glare, the design should be appropriate to the architecture of the building.



Source: www.valuelight.com



This example of façade lighting demonstrates architectural wall packs for accent lighting, and wall mounted metal halide cylinders hidden under the awnings for pedestrian lighting.

- ❑ Levels of lighting should be appropriate to the specific surface that it is illuminating. Commercial areas commonly have excessive lighting which exceeds the appropriate amounts for safety concerns and contributes to light pollution. The Illumination Engineering Society of North America (IESNA) suggests the use of a uniform light level throughout the site, a maximum ratio average to minimum illumination level of 4:1. IESNA also recommends minimum illumination levels for the following:

<u>Area / Surface to be Illuminated</u>	<u>Minimum Illumination (foot-candles*)</u>
Parking areas	0.2
Loading and Unloading Areas	0.4
Walkways	0.2
Building Entrances – Frequent Use	1.0
Building Entrances – Infrequent Use	0.2

* A foot-candle is a measure of light falling on a given surface. One foot-candle is equal to the amount of light generated by one candle shining on a square foot surface one foot away.

SIGN DESIGN RECOMMENDATIONS

- ☐ Signs should be compatible with the architecture of the building and it's surroundings. Signs should be considered as part of the building, not a separate element.
- ☐ The sign should be appropriate to the type of activity to which it pertains.
- ☐ Size of words should be kept in scale with the viewer. The proposed downtown area should use pedestrian scale signage. Automobile scaled signage is appropriate only along West and Allen Roads, where the speed limit is higher.

- ☐ Size of signs should be in proportion to storefronts, buildings and their neighbors.

- ☐ Wall mounted signs are encouraged, along with pedestrian scaled hanging or projecting signs.



Pedestrian Scale Hanging Signs

- ☐ Wall mounted signs are encouraged to use individual letter styles. Illuminated box signs are considered undesirable. Individual letter signs may be internally illuminated or lighted externally by shielded fixtures or special lamps designed for storefront highlights.



Individual Letter Signs

- ❑ Freestanding pole signs should be discouraged in the pedestrian environment. They are only appropriate on West and Allen Roads as part of an entryway to the commercial district or when announcing a center with more than one retail or service establishment.

- ❑ Pedestrian directional signage should be used in the shopping district to help customers find their way and to further add to the character of the district.

- ❑ The color of the sign should be compatible with the general color of the building on which it is located.



Attractive Pedestrian Directional Signs

- ❑ Color should enhance the legibility of the sign.
- ❑ There should be regular maintenance for cleaning and repairing signs
- ❑ Awning-mounted signs should be encouraged but translucent fabrics and backlit awnings should be prohibited



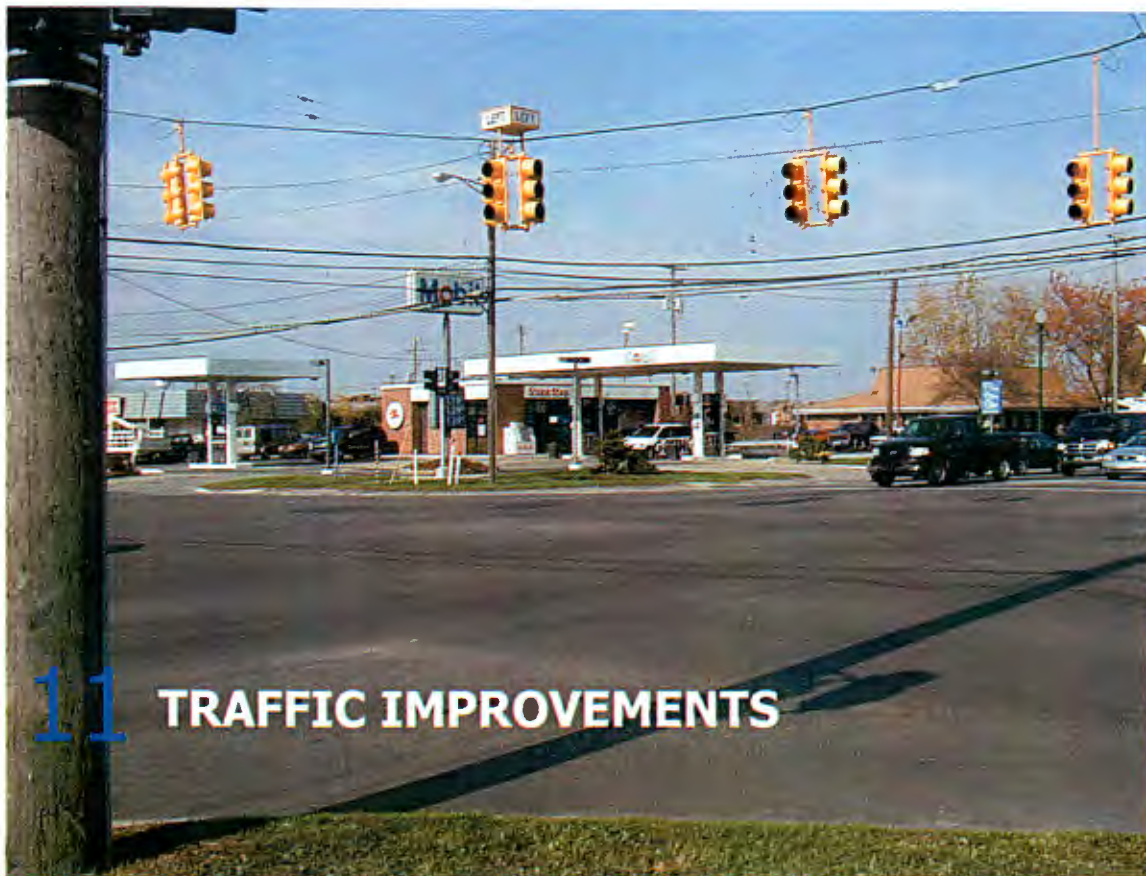
Typical Awning Signs



This existing tanning salon has an outdated façade and free-standing sign



Renovation of the façade to include a wall mounted sign and removal of the free standing sign



The intersection of Allen and West Roads does not currently meet optimal standards. There are long delays and extremely high traffic volumes on both roads. Close proximity to the West Road / I-75 interchange contributes to congestion at the intersection. The location, in the heart of the downtown district is critical to the vitality of the downtown. The intersection was evaluated and suggestions are made for improvements to increase automobile and pedestrian safety, convenience, and visual attractiveness.

SUMMARY OF IMPROVEMENTS

Problem 1

The intersection of West and Allen Roads experiences high turning volumes on all approaches.

Solution

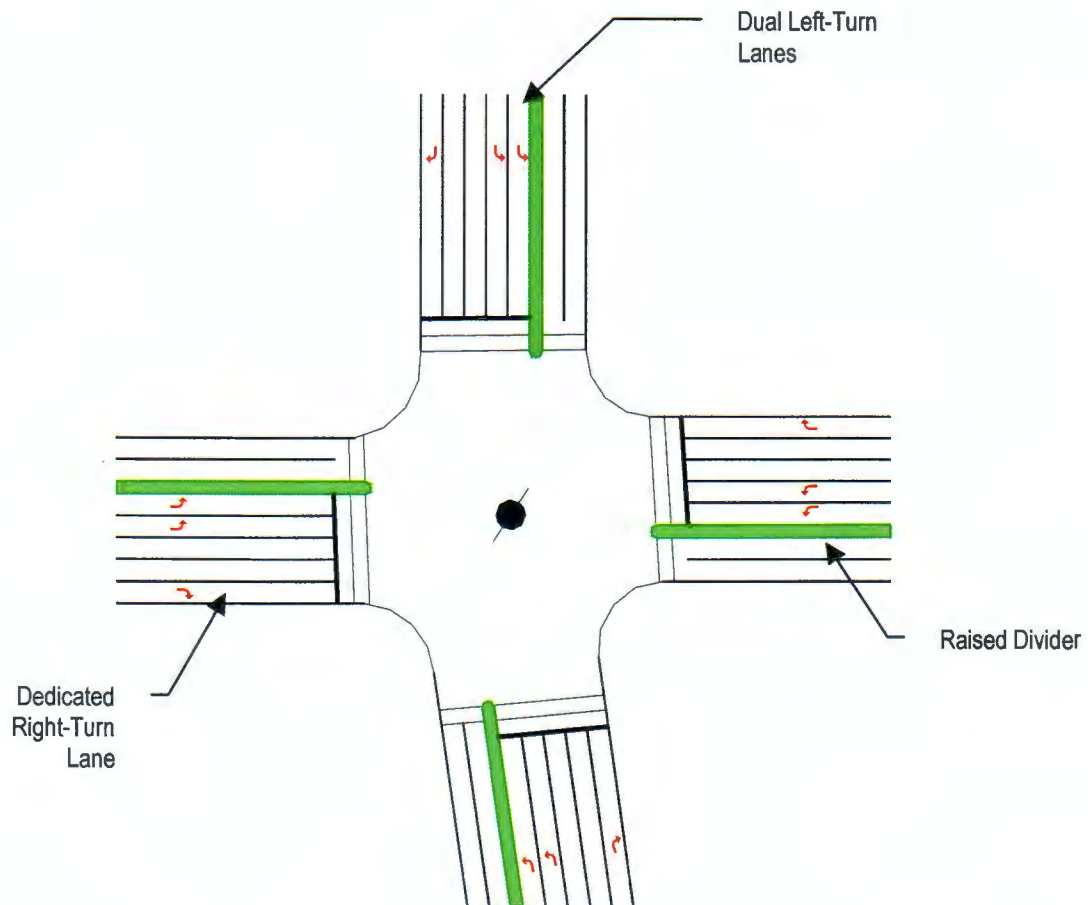
- ◆ Add a dedicated right-turn only lane on every approach.
- ◆ Add dual left turn lanes on one or both streets.

Problem 2

There are long traffic backups and consequently, driveway blockages.

Solution

- ◆ Adding the lanes as stated above will alleviate the backups.
- ◆ Provide a raised divider on all legs of the intersection to prevent left turns out of driveways near the intersection.



Problem 3

The signal timing is too short for this size of intersection.

Solution

- ◆ Lengthen the signal cycle to a standard of 120 seconds.

Problem 4

Pedestrian crossing is difficult because of the short signal timing and the long expanse of pavement to be traveled.

Solution

- ◆ The raised dividers as stated above will provide for a pedestrian and bicycle refuge and will visually break up the pavement area.

DETAILED ANALYSIS OF PROPOSED IMPROVEMENTS

- ☐ The unusually high turning volumes on all approaches are difficult to handle efficiently, resulting in long traffic backups and associated driveway blockages. During the PM peak hour in 1999, there were some 200-500 right turns and a comparable number of left turns on every approach (the eastbound right and northbound left being the heaviest movements).
- ☐ A 1999-2000 traffic study predicted that the PM peak hour level of service (LOS) was F on a grading scale of A-F (D being desirable). Average delay per vehicle was about 120 seconds, with north-south movements suffering disproportionately due to the manner in which the relatively short, 80-second signal cycle was split between the two competing streets.
- ☐ Under the assumption that all traffic movements grew 4% per year between 2000 and 2002, the current average PM peak-hour delay – with no change in signal timing – would be on the order of 150 seconds (an even worse F).
- ☐ Adding a right-turn-only lane on every approach, providing each such lane with a green arrow during non-competing left-turn phases, and lengthening the signal cycle to a more appropriate 120 seconds would reduce average delay to 86 seconds. Although still a LOS of F, the reduction in motorist delay would be a very noticeable improvement.

- ☐ Intersection level of service can be improved by a whole letter grade only by adding through lanes or dual left-turn lanes. Both streets experience heavy through volumes, and it is not immediately apparent which street – if either – should be considered for additional through lanes. To mitigate traffic congestion in the near- to mid-term, it appears more reasonable to add dual left-turn lanes on one or both streets.
- ☐ Adding dual left-turn lanes to Allen Road and making the other improvements cited above would reduce current average delay to about 74 seconds, or about half that occurring in the absence of any improvements. The PM peak-hour LOS would improve to E. Unfortunately, a reasonable signal timing plan for this lane configuration would still result in an overly long westbound left-turn queue (over 1,000 ft for 10% of the PM peak hour).
- ☐ Providing dual left-turn lanes on all four intersection approaches may not reduce overall delay much more, but it would minimize the distances traffic backs up, thus improving ingress and egress to and from commercial driveways in the area. The proposed 250-450-ft-long dual left-turn lanes would be adequate to store all current left-turn vehicles out of the way of through movements.
- ☐ Assuming all of the above improvements, a moderate 2.5% per year growth in traffic over the next five years, and a modest 1.0% per year growth in the five years after that, traffic levels in 2012 would return average delay to about the same level experienced in year 2000. Growth in traffic is good news for business (traffic equals customers) but bad news for motorists. At this stage, there is no way to measure the possible improvements that would result from new service roadways like the proposed Center Avenue.
- ☐ Providing raised dividers adjacent to the proposed dual left-turn lanes would improve safety by providing refuge areas for pedestrians and bicyclists, and by physically preventing left turns into and out of driveways near the intersection. Dividers would also visually break up the relatively large expanse of pavement necessary for the proposed traffic lanes.

Table 1. Level of Service Comparisons for PM Peak Hour at Allen and West¹

Approach ²	Movement ³	Volume (veh.)	Avg. Delay (sec.)	Level of Service	90%tile Queue (ft) ⁴
Year 2000 Volumes with 1999 Split of 80-sec Cycle⁵					
All	All		120.6	F	
EB	L	209	38.8	D	356
	T	970	37.1	D	588
	R	426	20.8	C	369
	All		33.0	C	
WB	L	301	73.9	E	762
	TR	936	37.2	D	568
	All		46.1	D	
NB	L	466	318.9	F	1785
	TR	1072	197.2	F	1272
	All		234.1	F	
SB	L	328	123.0	F	981
	TR	1043	175.5	F	1175
	All		162.9	F	
Year 2002 Volumes with 1999 Split of 80-sec Cycle⁵					
All	All		150.2	F	
EB	L	226	42.6	D	418
	T	1049	48.9	D	722
	R	461	22.7	C	416
	All		41.1	D	
WB	L	326	95.6	F	896
	TR	1012	48.8	D	695
	All		60.2	E	
NB	L	504	375.9	F	2007
	TR	1159	245.7	F	1526
	All		285.2	F	
SB	L	355	157.4	F	1135
	TR	1129	223.4	F	1424
	All		207.6	F	

¹ Level of service based on average delay per vehicle (per Table y), the latter computed with HCS 2000 software based on *Highway Capacity Manual*, Special Report 209, Transportation Research Board, 1998.

² EB = eastbound, WB = westbound, NB = northbound, and SB = southbound.

³ L = left turn, T = through, and R = right turn.

⁴ HCS 2000 also predicts average queue and 70%tile, 85%tile, 95%tile, and 98%tile queues (in terms of vehicles, where a vehicle is assumed to be 24.9 ft long). An 85%tile or 90%tile queue is most often used in the sizing of turn lanes.

⁵ Besides being too short a cycle with too little time assigned NB-SB movements, the vehicle change interval is too short. See detailed timing plan in capacity analysis print-outs.

Table 1. Level of Service Comparisons for PM Peak Hour at Allen and West¹ (cont'd)

Approach ²	Movement ³	Volume (veh.)	Avg. Delay (sec.)	Level of Service	90%tile Queue (ft) ⁴
Year 2002 Volumes with 120-sec Cycle and Right-Turn Lanes and Arrows on All Approaches⁴					
All	All		86.4	F	
EB	L	226	58.5	E	503
	T	1049	109.4	F	1183
	R	461	26.7	C	553
	All		80.8	F	
WB	L	326	128.1	F	1001
	T	797	48.2	D	647
	R	215	18.5	B	214
	All		62.8	E	
NB	L	504	199.9	F	1678
	T	825	89.1	F	859
	R	334	33.3	C	428
	All		111.5	F	
SB	L	355	71.9	E	837
	T	870	108.9	F	971
	R	259	29.4	C	314
	All		86.1	F	
Above + North-South Dual Left-Turn Lanes					
All	All		73.7	E	
EB	L	226	59.3	E	528
	T	1049	98.5	F	1143
	R	461	26.8	C	555
	All		74.3	E	
WB	L	326	142.8	F	1043
	T	797	46.1	D	632
	R	215	18.6	B	214
	All		65.2	E	
NB	L	504	109.7	F	558
	T	825	78.5	E	827
	R	334	33.3	C	428
	All		78.8	E	
SB	L	355	58.1	E	304
	T	870	95.4	F	931
	R	259	29.4	C	314
	All		75.0	E	

See footnotes on first page. Also see detailed timing plan in capacity analysis print-outs. Limited manual effort was made to optimize cycle split and bring signal change interval in line with ITE recommendations.

Table 1. Level of Service Comparisons for PM Peak Hour at Allen and West¹ (cont'd)

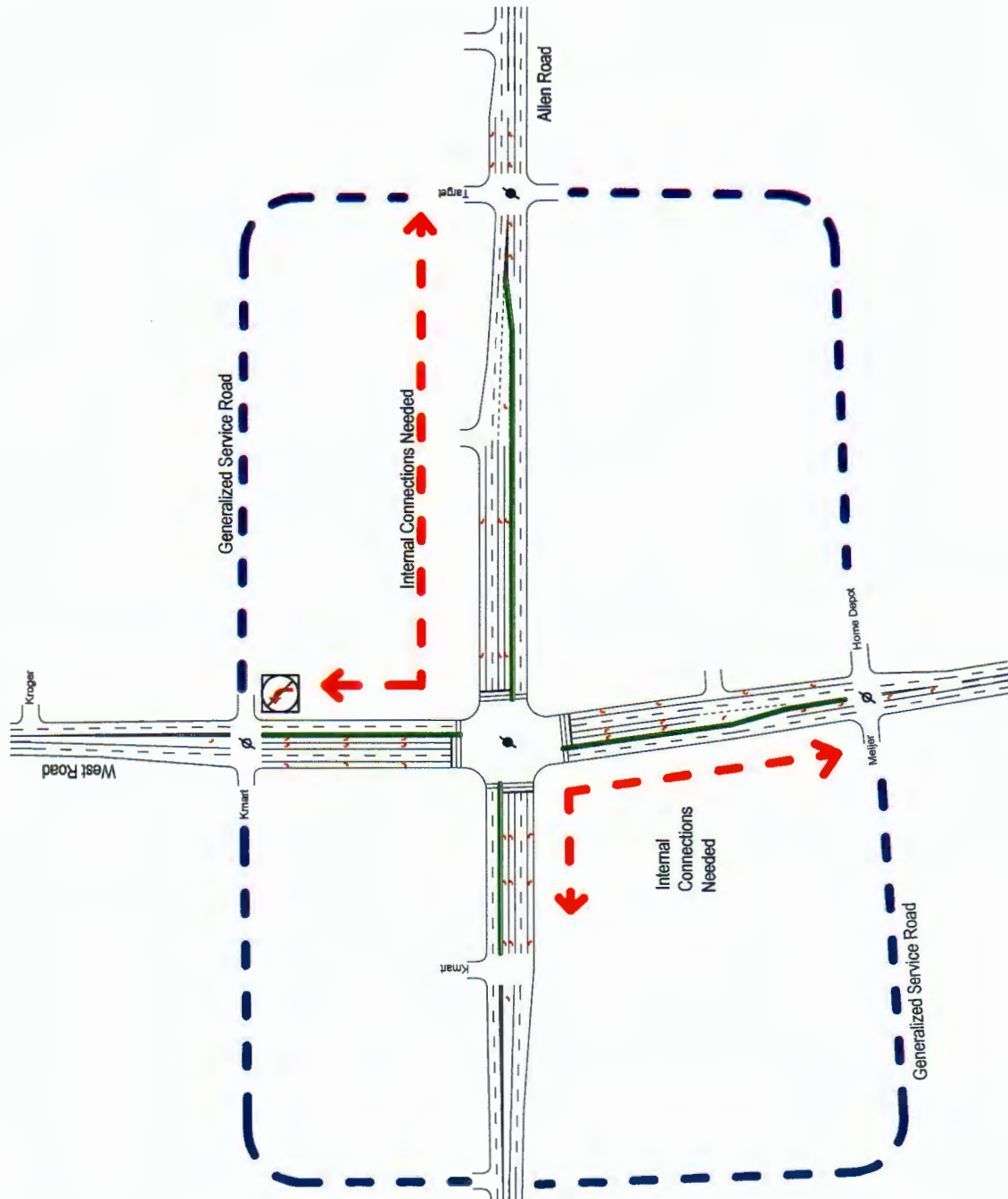
Approach ²	Movement ³	Volume (veh.)	Avg. Delay (sec.)	Level of Service	90%tile Queue (ft) ⁴
Year 2002 Volumes w/120-sec Cycle, RT Lanes and Arrows / Dual LT Lanes on All Approaches⁴					
All	All		74.3	E	
EB	L	226	67.9	E	209
	T	1049	99.7	F	1148
	R	461	26.9	C	555
	All		76.3	E	
WB	L	326	131.1	F	388
	T	797	46.3	D	635
	R	215	18.6	B	214
	All		62.5	E	
NB	L	504	109.7	F	558
	T	825	80.2	F	832
	R	334	33.5	C	428
	All		79.8	E	
SB	L	355	58.1	E	304
	T	870	97.7	F	936
	R	259	29.6	C	314
	All		76.3	E	
Year 2012 Volumes under Moderate-Growth Scenario + Above Intersection Treatments and Timing					
All	All		124.7	F	
EB	L	269	83.6	F	271
	T	1247	185.3	F	1703
	R	548	33.0	C	754
	All		131.6	F	
WB	L	388	210.9	F	553
	T	948	67.1	E	914
	R	256	19.6	B	259
	All		94.5	F	
NB	L	599	186.3	F	807
	T	981	151.1	F	1233
	R	397	38.4	D	553
	All		139.1	F	
SB	L	422	70.3	E	393
	T	1035	179.6	F	1387
	R	308	32.0	C	386
	All		127.7	F	

See footnotes on first page. Also see detailed timing plan in capacity analysis print-outs. Limited manual effort was made to optimize cycle split and bring signal change interval in line with ITE recommendations.

Table 2. Forecasted PM Peak-Hour Traffic Volumes at Allen & West

Year	Growth Assumption	Eastbound West			Westbound West			Northbound Allen			Southbound Allen		
		Left	Thru	Right	Left	Thru	Right	Left	Thru	Right	Left	Thru	Right
2000	Per MPS*	209	970	426	301	737	199	466	763	309	328	804	239
2002	4%/year	226	1049	461	326	797	215	504	825	334	355	870	259
2012	2.5%, 02-07 & 1.0%, 07-12	269	1247	548	388	948	256	599	981	397	422	1035	308
	4%, 02-07& 2.5%, 07-12	311	1444	634	448	1097	296	694	1136	460	488	1197	356

* Source: "Dairy Mart Convenience Stores Traffic Impact Study," by McNamee, Porter & Seeley, Inc., Nov 99. Volumes are "future background traffic."



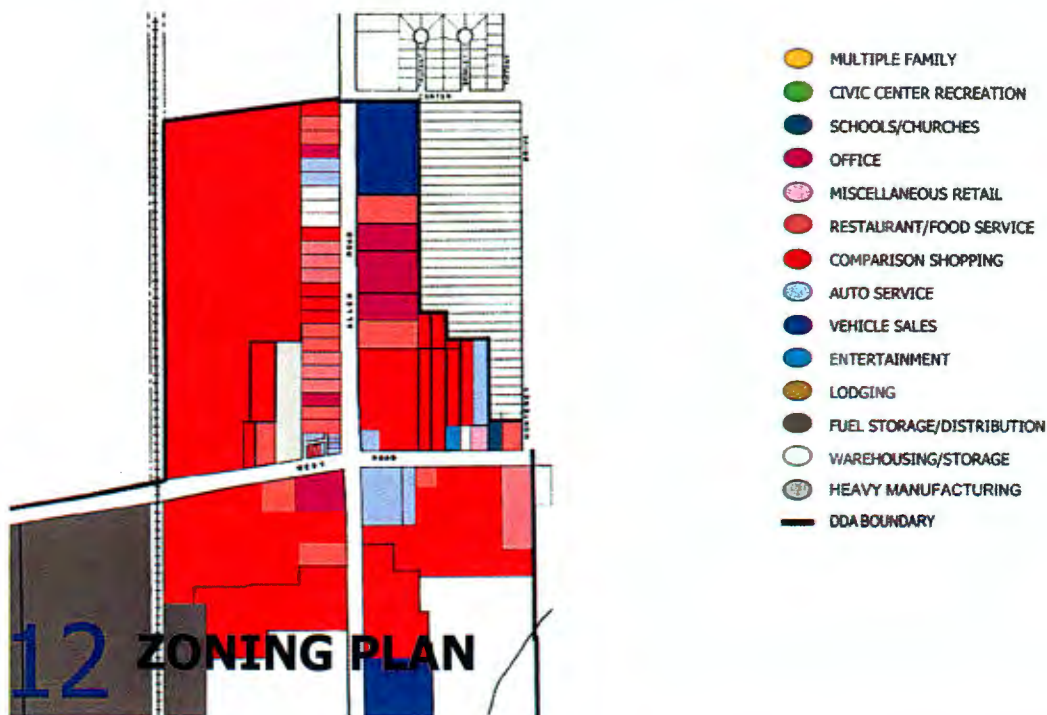
- Left Turns Prohibited Across Median Barrier
- Frontage Businesses Need Internal Connections and / or Access to Service Roads
- Generalized Location of Service Roads
- Possible signal
- Existing signal

Capacity Improvements Concept Plan West & Allen Intersection City of Woodhaven DDA



STATUTORY COMPLIANCE

The preceding Traffic Improvements chapter identifies desired changes to the major street system within the DDA boundaries. This chapter is provided in compliance with Section 17(2)(h) of the DDA Act.

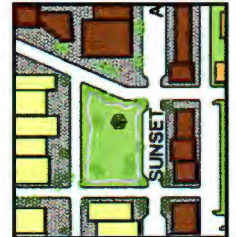


The Downtown Development Plan provides the DDA and the City of Woodhaven a policy statement about the direction of development and redevelopment within the DDA boundaries. In order to implement the recommendations from the DDA Plan, ordinances and standards must be developed that turn policy recommendations into regulations. The following chapter details the various City ordinances and standards that the City and their planning staff could develop that would assist in this implementation. Zoning Ordinance amendments would require coordination with the Planning Commission and general law ordinances would require City Council approval.

ZONING CHANGES

- 1) Creation of a Downtown District.
This could be accomplished by alternate methods including an overlay district that would be used in conjunction with existing zoning or a special downtown zoning district. Either of these zoning tools could be used to encourage new mixed use development, including those with residential components. It could also form the basis for an area in which shared parking could be encouraged. The DDA District would also include standards that would accomplish the following:
 - ☐ Differentiation between the "Core District" which would provide for mixed uses and taller buildings and the perimeter business district which would include more land-intensive uses like auto dealerships.
 - ☐ High Density Residential and Upper Floor Apartments within the Downtown District.

- ☐ Permit business uses that serve the convenience and day-to-day needs of the growing residential neighborhood.
- ☐ Outline requirements for public easements over private streets.
- ☐ Permit live/work type of developments.
- ☐ Landscape standards that would encourage development of pocket parks and events plazas.



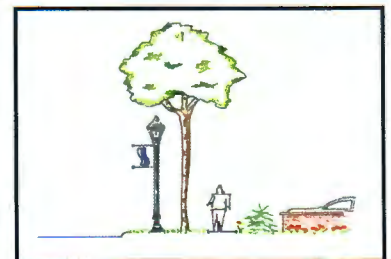
- 2) Establishment of a new "high tech" industrial zone should be considered to diversify and visually improve the industrial areas within the Downtown District.
- 3) Sign Standards. Develop standards for signs within the DDA boundaries. (See in Appendix B)
- 4) Lighting Standards. Work with Planning Commission to update existing lighting standards within the Zoning Ordinance. More specific standards with regard to pedestrian lighting may be introduced into the DDA design guidelines (See in Appendix A).
- 5) Work with Planning Commission to add Access Management Standards, especially driveway location and spacing requirements, provisions for shared drives, and requirements for internal connections between adjoining business uses.
- 6) Add landscaping and similar amenities within existing large parking lots.



DESIGN GUIDELINES

- 7) Design Guidelines specific to the DDA would detail the following standards (Also see Appendix in A):

- ☐ Sidewalks along major arterial streets. Enhance walking environment.
- ☐ Pedestrians links, especially between surrounding residential areas, restaurants and shops.



- ☐ Encourage attractive walking opportunities and less reliance on auto-oriented businesses.
- ☐ Light fixture requirements. Detail more theme oriented fixtures and/or pedestrian lighting.
- ☐ Façade standards that would call for quality materials and a timeless appearance.

LUMINAIRE SPECIFICATIONS	
Style	Decorative
Height	4'7" - 5'
Material	Cast Aluminum
Finish	Cast Bronze
Mounting	Street Pole
Mounting Hardware	Standard Street Pole, 1 1/2" x 1 1/2" x 1/4" Hole Hinge, 1/2" x 1/2" x 1/4" Hole, 1/2" x 1/2" x 1/4" Hole Standard Hardware (1/2" x 1/2" x 1/4" Hole) as indicated
Dimensions	Maximum Height - 5'7" (as indicated)
Weight	120 - 150 lbs (77 - 66 lbs)
Options	Fluor. Color-Selectable Type
SPRING CITY PLUMBING, INC. CO.	
P.O. Box 127, Spring City, Pa. 17067 • Phone: (717) 533-1111 • Fax: (717) 533-1112 • e-mail: springcity@earthlink.net	

STATUTORY COMPLIANCE

The preceding zoning plan identifies desired changes and/or amendments to the Zoning Ordinance and other general law ordinances. This chapter is provided in compliance with Section 17(2)(h) of the DDA Act.



Chapter 9, Streetscape Plan, defined specific areas for improvement within the DDA District. The following chapter will further define proposed improvements and provide an estimated cost range for individual improvements. The Tax Increment Financing Plan that was established when the DDA was created will also be reiterated.

TAX INCREMENT FINANCING

The Woodhaven Downtown Development Authority was established on August 17, 1999. At that time a DDA District was defined and a general Development Plan, and Tax Increment Financing Plan were developed. The previous 12 chapters provide the DDA with a Development Plan that includes an in depth analysis and discussion of priority improvements for the DDA. The following Tax Increment Financing Plan is consistent with the TIF Plan that was approved in 1998 with regards to the captured tax valuation but has been amended to reflect the recommended improvements from the Development Plan.

DEVELOPMENT PLAN

The Development Plan for the District is included in the preceding chapters of this document.

EXPLANATION OF CAPTURED TAX REVENUE

Tax increment financing permits the DDA to capture tax revenue attributable to increases in the value of real and personal property resulting from implementation of a development plan as defined in Act 197. Property value increases will be attributable to the development projects.

At the time the Plan was initially approved by the City Council, the value of the eligible property within the boundaries of the DDA Development Area (the "Initial Assessed Value")

was established. The Initial Assessed Value is the most recently equalized Taxable Value of the Eligible property on the date of adoption of the Ordinance approving the Plan, which would be based on the December 31, 1998 valuation.

In each subsequent year for the duration of the tax increment financing plan, the "Current Assessed Value" of the taxable property will be determined. The Current Assessed Value for each year is the Taxable Value of the taxable property for that year.

The amount by which the Current Assessed Value exceeds the Initial Assessed Value in any one year is the Captured Assessed Value." For the duration of the tax increment financing plan, the local taxing jurisdictions will continue to receive tax revenues based upon the Initial Assessed Value. The DDA, however, (subject to the provisions of any agreements for the sharing of Captured Assessed Value) received that portion of the tax levy of all taxing jurisdictions paid each year on the Captured Assessed Value of the taxable property included in the tax increment financing plan, other than the State, local school district and intermediate school district tax.

For example, in the first year a tax increment financing plan relating to taxable property having a Taxable Value of \$26,000,000 is established. The Initial Assessed Value is \$26,000,000. Assume that the tax rate if all taxing jurisdictions other than the State, local school district and intermediate school district applicable to all taxable property in the Development Area is 26.5 mills.

The taxes on the property will be \$689,000 (26.5 mills times \$26,000,000). None of those taxes will be paid to the DDA. In the first tax levy year, because of the construction of new property and the increased value of property, the Taxable valuation of the taxable property in the Development Area is \$34,000,000. The Captured Assessed Value in that year is \$8,000,000 and the taxes paid on the Captured Assessed Value will be \$212,000 (the "Tax Increment Revenues"). As collected, the City Treasurer and County Treasurer are required to pay to the DDA the Tax Increment Revenues, and to pay to the other taxing units the tax revenues derived from the application of their millages to the Initial Assessed Value of all property in the Development Area.

MAXIMUM BOND INDEBTEDNESS

Should the DDA wish to issue bonds for projects included in the Development Plan, the maximum debt creation amounts would not exceed \$18,900,000.

PLAN DURATION

The duration of the Plan is twenty five (25) years from the date of the original TIF plan.

ESTIMATE OF IMPROVEMENT COSTS

The following proposed improvements provides an estimate of captured taxable values being used by the DDA. No captured values are to be shared with another municipality and school districts have been exempted.

CAPTURED TAXABLE VALUE TAXING JURISDICTION BREAKDOWN

The attached schedule provides an estimate of captured taxable values and an estimate of tax revenue surfacing to each taxing jurisdiction in which the Development Area is located. The DDA intends to use all the tax increment revenues generated by the capture assessed value to implement the Development Plan.

PROPOSED IMPROVEMENTS

The following improvements have been identified as priority for the DDA. The list includes the improvements that would be funded by either a pay as you go basis or through the issuance of bonds by the DDA or the City. The total estimated cost for improvements is between \$11,122,000 and \$19,935,000.

1. Streetscapes (West & Allen Roads) with relocation of utilities
2. Intersection Feature (Includes 4 features for each corner of quad)
 - ☐ Includes landscape, paving, and signage
 - ☐ 4 quadrants at the intersection of West and Allen Roads
 - ☐ Focal point feature at each corner, such as a clock, kiosk, or public art would be needed.
3. Relocation of utilities and installation of traffic lights. Burying or relocating the above ground utility lines along West and Allen Road would improve the visual environment and enhance the streetscape within the DDA.
4. Intersection Widening. The intersection of West and Allen Roads experiences high turning volumes on all approaches. The proposed solution to this problem is to add a dedicated right-turn only lane on every approach and dual left turn lanes on one or both streets. This improvement is defined in more detail in Chapter 11 – Traffic Improvements.
5. Signalized crossings between Kmart/Target and Meijer/Home Depot, in cooperation with the Dept. of Public Services
6. Allen Road Service Drive enhancements include:
 - ☐ Reconfigure the existing service drive so that it forms a connection between neighboring businesses without offering a through traffic route
 - ☐ Add landscaping between the service drive and the public sidewalk

- ☐ Stripe the reconfigured drive for on-street parking, including appropriate landscape end islands where it intersects with driveways out to Allen Road

7. Part-time DDA Director and related staff/administrative cost. In order to administer and manage DDA improvement and promote business development within the DDA, a part-time director would be needed. Related administrative cost would include office equipment and possible rental expenses.
8. Façade Enhancement Program. This program would provide support for business within the district to improve the exterior of their buildings to meet the design standards and intent of the Downtown Development Plan.
9. Sign Enhancement Program. This program would provide support for DDA business to update or improve business signage that conforms with the sign standards of the DDA.

DDA IMPROVEMENTS		ESTIMATED YEAR OF COMPLETION	COST ESTIMATE RANGE	
1 *	Streetscapes (West & Allen Roads) with relocation of utilities	2008	\$3,000,000	\$6,500,000
2 *	Intersection Feature (Includes 4 features for each corner of West and Allen Intersection at approximately \$50,000 – \$75,000 per corner feature)	2006	\$200,000	\$300,000
3 *	Relocation of utilities and installation of traffic lights (West & Allen Roads)	2005	\$3,500,000	\$5,000,000
4 *	Intersection Widening	2005	\$3,000,000	\$6,000,000
5 *	Signalized crossings between Kmart/Target and Meijer/Home Depot, in cooperation with the Dept. of Public Services	2007	\$400,000	\$750,000
6 *	Allen Road Service Drive enhancements	2008	\$400,000	\$800,000
7	Part-time DDA Director and related staff/administrative cost	2003	\$15,000	\$25,000
8	Façade Enhancement Program	2005	\$300,000	\$500,000
9	Sign Enhancement Program	2005	\$300,000	\$500,000
11	Follow up development of new zoning district standards and design guidelines	2003	\$10,000	\$18,000
	TOTAL		\$11,125,000	\$19,943,000

* Items that are limited by the maximum bonded indebtedness (see p. 13-2)

ESTIMATE OF CAPTURED TAXABLE VALUES:

YEAR	BASE	NEW DEVELOPMENT	INFLATION	TOTAL	CAPTURED SEV	TIF REVENUES
2000	\$26,364,294	\$ 7,986,797		\$34,351,091	\$ 7,986,797	\$ 208,835.58
2001	\$34,351,091	\$ 3,560,654		\$37,911,745	\$11,547,451	\$ 317,241.98
2002	\$37,911,745	\$ 4,749,394	\$ 720,323	\$43,381,462	\$17,017,168	\$ 451,931.74
2003	\$43,381,462	\$ 4,507,967	\$ 824,248	\$48,713,677	\$22,349,383	\$ 593,541.50
2004	\$48,713,677	\$ 2,522,207	\$ 925,560	\$52,161,444	\$25,797,150	\$ 685,105.23
2005	\$52,161,444	\$ 1,078,495	\$ 991,067	\$54,231,006	\$27,866,712	\$ 740,067.42
2006	\$54,231,006	\$ 271,155	\$ 1,030,389	\$55,532,550	\$29,168,256	\$ 774,633.05
2007	\$55,532,550	\$ 277,663	\$ 1,055,118	\$56,865,332	\$30,501,038	\$ 810,028.26
2008	\$56,865,332	\$ 284,327	\$ 1,080,441	\$58,230,100	\$31,865,806	\$ 846,272.94
2009	\$58,230,100	\$ 291,150	\$ 1,106,372	\$59,627,622	\$33,263,328	\$ 883,387.51
2010	\$59,627,622	\$ 298,138	\$ 1,132,925	\$61,058,685	\$34,694,391	\$ 921,392.82
2011	\$61,058,685	\$ 305,293	\$ 1,160,115	\$62,524,093	\$36,159,799	\$ 960,310.25
2012	\$62,524,093	\$ 312,620	\$ 1,187,958	\$64,024,672	\$37,660,378	\$1,000,161.71
2013	\$64,024,672	\$ 320,123	\$ 1,216,469	\$65,561,264	\$39,196,970	\$1,040,969.60
2014	\$65,561,264	\$ 327,806	\$ 1,245,664	\$67,134,734	\$40,770,440	\$1,082,756.88
2015	\$67,134,734	\$ 335,674	\$ 1,275,560	\$68,745,968	\$42,381,674	\$1,125,547.06
2016	\$68,745,968	\$ 343,730	\$ 1,306,173	\$70,395,871	\$44,031,577	\$1,169,364.20
2017	\$70,395,871	\$ 351,979	\$ 1,337,522	\$72,085,372	\$45,721,078	\$1,214,232.95
2018	\$72,085,372	\$ 360,427	\$ 1,369,622	\$73,815,421	\$47,451,127	\$1,260,178.55
2019	\$73,815,421	\$ 369,077	\$ 1,402,493	\$75,586,991	\$49,222,697	\$1,307,226.85
2020	\$75,586,991	\$ 377,935	\$ 1,436,153	\$77,401,079	\$51,036,785	\$1,355,404.30
2021	\$77,401,079	\$ 387,005	\$ 1,470,620	\$79,258,704	\$52,894,410	\$1,404,738.01
2022	\$79,258,704	\$ 396,294	\$ 1,505,915	\$81,160,913	\$54,796,619	\$1,455,255.74
2023	\$81,160,913	\$ 405,805	\$ 1,542,057	\$83,108,775	\$56,744,481	\$1,506,985.89
2024	\$83,108,775	\$ 415,544	\$ 1,579,067	\$85,103,386	\$58,739,092	\$1,559,957.56
2025	\$85,103,386	\$ 425,517	\$ 1,616,964	\$87,145,867	\$60,781,573	\$1,614,200.55

Footnotes:

- a) Actual taxable values for 2000 and 2001 have been included..
- b) New development is determined on the percent basis of anticipated project cost, estimated increases and known increases determined from plan submitted. Beginning in tax year 2006 and extending to 2025 new development is based on ½ percent increase of prior years taxable value.
- c) Inflation is determined by utilizing the cost known inflation provided to the City from Wayne County 1.9 percent.
- d) Tax increment revenues are determined by utilizing existing property tax rates applicable to all appropriate taxing jurisdiction, which are as follows:

City of Woodhaven	17.07000
Wayne County (oper)	6.7068
Jail	.9505
HCMA	.2218
Comm. College	1.0190
W,C, Park	.2493
	<u>26.5574</u>

- e) Personal Property has been excluded from schedules of captured values, due to off setting effects of depreciation, although the DDA will capture such tax increment revenues.
- f) Inflation amount in year 2000 is adjusted for new construction, deleted values brought about by sales and combination of property location and or splits in property.

TAX INCREMENT REVENUES BY TAXING JURISDICTION

(Actual Values for 2000-2001)

CAPTURED		City Portion to DDA					County Portion to DDA										COUNTY TOTAL		TOTAL TIF REVENUES	
YEAR	TAX VALUE	OPER	SHWVA	INFRAS	CAP IMP	CITY TOTAL	W.C.	COMM. COL.	HCMA	W.C. JAIL	W.C. PARK	TOTAL								
2000	\$ 7,986,797	\$ 101,991.40	\$ 6,469.31	\$ 10,462.70	\$ 17,411.22	\$ 136,335	\$ 53,232.80	\$ 7,986.80	\$ 1,758.69	\$ 7,544.33	\$ 1,978.33	\$ 72,501	\$			\$ 208,836				
2001	\$ 11,547,451	\$ 147,460.95	\$ 9,062.02	\$ 14,537.99	\$ 24,191.45	\$ 195,252	\$ 76,855.21	\$ 28,862.85	\$ 2,524.27	\$ 10,891.56	\$ 2,855.68	\$ 121,990	\$			\$ 317,242				
2002	\$ 17,017,168					\$ 296,269	\$ 114,130.74	\$ 17,340.49	\$ 3,774.41	\$ 16,174.82	\$ 4,242.38	\$ 155,663	\$			\$ 451,932				
2003	\$ 22,349,383					\$ 389,103	\$ 149,892.84	\$ 22,774.02	\$ 4,957.09	\$ 21,243.09	\$ 5,571.70	\$ 204,439	\$			\$ 593,542				
2004	\$ 25,797,150					\$ 449,128	\$ 173,016.32	\$ 26,287.30	\$ 5,721.81	\$ 24,520.19	\$ 6,431.23	\$ 235,977	\$			\$ 685,105				
2005	\$ 27,866,712					\$ 485,159	\$ 186,896.47	\$ 28,396.18	\$ 6,180.84	\$ 26,487.31	\$ 6,947.17	\$ 254,908	\$			\$ 740,067				
2006	\$ 29,168,256					\$ 507,819	\$ 195,625.66	\$ 29,722.45	\$ 6,469.52	\$ 27,724.43	\$ 7,271.65	\$ 266,814	\$			\$ 774,633				
2007	\$ 30,501,038					\$ 531,023	\$ 204,564.36	\$ 31,080.56	\$ 6,765.13	\$ 28,991.24	\$ 7,603.91	\$ 279,005	\$			\$ 810,028				
2008	\$ 31,865,806					\$ 554,784	\$ 213,717.58	\$ 32,471.26	\$ 7,067.84	\$ 30,288.45	\$ 7,944.15	\$ 291,489	\$			\$ 846,273				
2009	\$ 33,263,328					\$ 579,115	\$ 223,090.49	\$ 33,895.33	\$ 7,377.81	\$ 31,616.79	\$ 8,292.55	\$ 304,273	\$			\$ 883,388				
2010	\$ 34,694,391					\$ 604,029	\$ 232,688.34	\$ 35,353.58	\$ 7,695.22	\$ 32,977.02	\$ 8,649.31	\$ 317,363	\$			\$ 921,393				
2011	\$ 36,159,799					\$ 629,542	\$ 242,516.54	\$ 36,846.84	\$ 8,020.24	\$ 34,369.89	\$ 9,014.64	\$ 330,768	\$			\$ 960,310				
2012	\$ 37,660,378					\$ 655,667	\$ 252,580.62	\$ 38,375.92	\$ 8,353.07	\$ 35,796.19	\$ 9,388.73	\$ 344,495	\$			\$ 1,000,162				
2013	\$ 39,196,970					\$ 682,419	\$ 262,886.24	\$ 39,941.71	\$ 8,693.89	\$ 37,256.72	\$ 9,771.80	\$ 358,550	\$			\$ 1,040,970				
2014	\$ 40,770,440					\$ 709,813	\$ 273,439.19	\$ 41,545.08	\$ 9,042.88	\$ 38,752.30	\$ 10,164.07	\$ 372,944	\$			\$ 1,082,757				
2015	\$ 42,381,674					\$ 737,865	\$ 284,245.41	\$ 43,186.93	\$ 9,400.26	\$ 40,283.78	\$ 10,565.75	\$ 387,682	\$			\$ 1,125,547				
2016	\$ 44,031,577					\$ 766,590	\$ 295,310.98	\$ 44,868.18	\$ 9,766.20	\$ 41,852.01	\$ 10,977.07	\$ 402,774	\$			\$ 1,169,364				
2017	\$ 45,721,078					\$ 796,004	\$ 306,642.12	\$ 46,589.78	\$ 10,140.94	\$ 43,457.88	\$ 11,398.26	\$ 418,229	\$			\$ 1,214,233				
2018	\$ 47,451,127					\$ 826,124	\$ 318,245.22	\$ 48,352.70	\$ 10,524.66	\$ 45,102.30	\$ 11,829.57	\$ 434,054	\$			\$ 1,260,179				
2019	\$ 49,222,697					\$ 856,967	\$ 330,126.78	\$ 50,157.93	\$ 10,917.59	\$ 46,786.17	\$ 12,271.22	\$ 450,260	\$			\$ 1,307,227				
2020	\$ 51,036,785					\$ 888,550	\$ 342,293.51	\$ 52,006.48	\$ 11,319.96	\$ 48,510.46	\$ 12,723.47	\$ 466,854	\$			\$ 1,355,404				
2021	\$ 52,894,410					\$ 920,892	\$ 354,752.23	\$ 53,899.40	\$ 11,731.98	\$ 50,276.14	\$ 13,186.58	\$ 483,846	\$			\$ 1,404,738				
2022	\$ 54,796,619					\$ 954,009	\$ 367,509.97	\$ 55,837.76	\$ 12,153.89	\$ 52,084.19	\$ 13,660.80	\$ 501,247	\$			\$ 1,455,256				
2023	\$ 56,744,481					\$ 987,921	\$ 380,573.89	\$ 57,822.63	\$ 12,585.93	\$ 53,935.63	\$ 14,146.40	\$ 519,064	\$			\$ 1,506,986				
2024	\$ 58,739,092					\$ 1,022,648	\$ 393,951.34	\$ 59,855.13	\$ 13,028.33	\$ 55,831.51	\$ 14,643.66	\$ 537,310	\$			\$ 1,559,958				
2025	\$ 60,781,573					\$ 1,058,207	\$ 407,649.85	\$ 61,936.42	\$ 13,481.35	\$ 57,772.89	\$ 15,152.85	\$ 555,993	\$			\$ 1,614,201				
TOTAL													\$	26,289,728						

STATUTORY COMPLIANCE

The preceding Tax Increment Financing Plan is provided in compliance with Section 17(2)(i) of the DDA Act.

A

APPENDIX A SAMPLE ZONING ORDINANCE LANGUAGE

SECTION XXXX. OUTDOOR LIGHTING STANDARDS

A. Intent

It is the intent of this Section to regulate outdoor lighting in a manner that establishes appropriate minimum levels of illumination, prevents unnecessary glare, reduces spill-over onto adjacent properties and reduces unnecessary transmission of light into the night sky. This section is not intended to eliminate the need for an Applicant to seek out professional assistance to determine appropriate lighting for the use and design proposed.

B. Outdoor Lighting For Non-Residential Uses

Outdoor lighting shall be designed to minimize glare, reduce spill-over onto adjacent properties, and provide appropriate levels of illumination, but shall not result in excessive nighttime illumination. The following conditions shall apply to outdoor lighting for all non-residential uses:

1. Light levels shall meet the minimum need for safety, security and illumination of a specific use, as determined by the Planning Commission or the building inspector/zoning administrator.
2. To control glare, all light fixtures shall have a cut-off angle of less than ninety (90) degrees, except decorative pedestrian fixtures of 100 watts or less.
3. Light fixtures shall be located at least five (5) feet from any property line and shall be directed and shielded to cast light away from adjacent properties and streets. No direct light source shall be visible at the property line five (5) feet above grade, and the maximum illumination levels at any property line shall not exceed one-half (1/2) foot-candle.
4. Glare control shall be accomplished primarily through the proper selection and application of lighting equipment. Only after those means have been exhausted shall landscaping, fencing and similar screening methods be considered acceptable means for reducing glare.

5. Lamps with true color rendition are preferred, such as incandescent and metal halide lamps. The use of mercury vapor and low and high pressure sodium lamps are prohibited. However, the Planning Commission may permit the use of high pressure sodium lighting at the intersections of driveways with public streets when the average illumination level on the ground does not exceed six (6) foot-candles.
6. Artificial light shall be maintained stationary and constant in intensity and color at all times when in use. There shall be no flashing, oscillating, moving or intermittent type of lighting or illumination. In addition, there shall be no bare bulb illumination of any kind exposed to public view.
7. Maximum permitted fixture height:
 - a. Parking lot luminaires shall not exceed twenty (20) feet when located in the interior and sixteen (16) feet when located around the perimeter of the parking area.
 - b. Unshielded pedestrian fixtures shall not exceed ten (10) feet.
 - c. All other light fixtures shall not be mounted in excess of the maximum height limitation of the district in which they are located.

C. Outdoor Lighting For Residential Uses

Residential outdoor lighting shall be designed to minimize glare, reduce spill-over onto adjacent properties, and provide appropriate levels of illumination, but shall not result in excessive nighttime illumination. The following conditions shall apply to outdoor lighting for all residential uses:

1. Light levels shall meet the minimum need for safety, security and illumination of the residence, as determined by the building inspector.
2. To control glare, all light fixtures shall have a cut-off angle of less than ninety (90) degrees, except decorative pedestrian fixtures and wall-mounted lights of 100 watts or less.
3. Light fixtures shall be located at least five (5) feet from any property line and shall be directed and shielded to cast light away from adjacent residential properties and streets. No direct light source shall be visible at the property line five (5) feet above grade, and the maximum illumination levels at any property line shall not exceed one-half (1/2) foot-candle.

4. Glare control shall be accomplished primarily through the proper selection and application of lighting equipment. Only after those means have been exhausted shall landscaping, fencing and similar screening methods be considered acceptable means for reducing glare.
5. Maximum permitted fixture height:
 - a. Driveway and parking area luminaires shall not exceed fourteen (14) feet when located in the interior and ten (10) feet when located around the perimeter of the residential parcel.
 - b. Unshielded pedestrian fixtures shall not exceed eight (8) feet.
 - c. All other light fixtures shall be building-mounted so as not to exceed the maximum height limitation of the district.

C. Outdoor Lighting Levels In All Districts. The intensity of outdoor lighting in all use districts shall be limited to the following minimum / maximum levels:

Minimum / Maximum¹ Foot Candle Amounts for Various Land Uses

		LAND USES ⁴				
	Illumination of:	Residential / Agricultural Uses (AG, RS, RM, OS, MH)	Public Buildings, Local Business & Office Uses (C)	Commercial Uses (C, LI)	Research, Warehouse, Industrial Uses (LI)	Outdoor Recreation Uses (FP, AG, RS, OS)
	General	0.2min 0.5 max	0.2min 0.5 max	0.2min 0.5 max	0.2min 0.5 max	0.2min 0.5 max
	Driveway	0.2min 1.0 max	0.2min 1.0 max	0.2min 1.0 max	0.2min 1.0 max	0.2min 1.0 max
	Parking	0.2min 1.0 max	0.2min 1.0 max	0.2min 1.0 max	0.2min 1.0 max	0.2min 1.0 max
	Walks	0.2min 0.5 max	0.2min 0.5 max	0.2min 1.0 max	0.2min 1.0 max	0.2min 1.0 max
	Protective	0.2min 0.5 max	0.5min 1.0 max	0.5min 1.0 max	0.5min 1.0 max	0.2min 0.5 max
	Building	0.5min 1.0 max	0.5min 3.0 max	1.0min 5.0 max	1.0min 5.0 max	0.5min 3.0 max
	Loading Areas	N/A	0.2min 1.0 max	0.2min 1.0 max	0.2min 1.0 max	N/A
Gas Station/ Convenience Store	Apron ²	N/A	0.2min 1.0 max	0.2min 1.0 max	N/A	N/A
	Canopy ³	N/A	5.0min 30 max	5.0min 30 max	N/A	N/A

Notes to Table of Minimum / Maximum¹ Foot Candle Amounts:

- 1 The maximum allowable foot candle levels shall be governed by the 4:1 ratio of average to minimum illumination of the surface being lit, expressed as the average across the total area of the site or building being lighted, or directly beneath a canopy, divided by the minimum from the table above. The Planning Commission may modify these requirements where they determine it is necessary to protect nearby residences or driver visibility on adjacent roads.
- 2 Apron areas are away from the gasoline pump island, used for parking or vehicle storage.
- 3 Light fixtures mounted on canopies shall be installed so that the lens cover is recessed or flush with the bottom surface (ceiling) of the canopy and/or shielded by the fixture or the edge of the canopy.
- 4 The Planning Commission may require special conditions for properties adjacent to residential uses and districts.

SECTION YYYY. NON-RESIDENTIAL BUILDING DESIGN STANDARDS

The following design standards are intended to provide a guideline for the use of architectural materials and designs, which will positively contribute to the character of the City of Woodhaven. The objective of the standards is to promote the use of durable materials and designs that are harmonious with the identity of the community, its adopted Master Plan, and its adopted Downtown Development Plan.

- B. The following design standards shall apply to non-residential structures located in residential, commercial, office, and industrial districts:
1. Those sides of new buildings that are visible from the public right of way or the internal road accessing the facility, shall be constructed of high quality durable masonry building materials such as face brick, stone, or decorative concrete brick.
 2. The use of concrete masonry units or decorative concrete brick for walls that are visible from a street or building entrance must be architecturally treated in one or more of the following ways:
 - a) Use of textured surfaces such as "split rock" or concrete brick, sometimes known as quick brick.
 - b) Use of other masonry types such as brick, glass block, or tile in conjunction with the proposed concrete material.
 - c) Use of decorative coursing to break up blank wall areas.
 - d) Use of matching colored mortar where color is an element of architectural treatment for any of the options above.

3. The Planning Commission will consider other building materials, which may be approved, if the Planning Commission determines that they are equivalent in quality and appearance to the above materials.
4. The architecture and exterior facing materials of any building shall be designed to achieve a high quality character throughout the City. Variations in design and materials shall be considered and encouraged. The Planning Commission shall find that the plans include a complimentary contrast between materials in the overall appearance of the building, and an architectural style appropriate for that particular zoning district.
5. The color of each façade material shall be harmonious with the color of all other façade materials used on the same building. Façade colors should be of a low reflectance, complementary in hue, tone and intensity. The use of façade materials to form a background or component in a sign or to increase the visual presence of the building for the purpose of advertising shall be prohibited. Neon tubing may not be used as an accent material in building trim or windows.
6. The total square footage of windows along a façade facing a street shall be a minimum of 25% of the square footage of the façade. The Planning Commission may waive or reduce this requirement if one or more of the following techniques is employed:
 - a) The installation of a landscaped bed at least 8 feet in width planted with evergreen materials that will obscure or screen at least 50% of the wall's surface within 3 years.
 - b) The use of building ornamentation such as mosaic tile, relief sculpture, ornamental wood or metal trim.
7. Prototype design for franchises should be consistent with the City's character, the objectives of the Downtown Development Plan, and should reinforce visual consistency with adjacent buildings.
8. All roof mounted and ground mounted mechanical equipment and telecommunications equipment shall be screened from view or isolated so as not to be visible from any public right-of-way. Proposed roof screening shall be indicated on the façade drawings. Roof screens, when used, shall be coordinated with the building to maintain a unified appearance. This provision shall not require that screening be taller than the objects being screened.
9. The proposed exterior facing materials and any mechanical equipment shall be noted on the building elevation drawings.

B. The Downtown Development District is the gateway to Woodhaven and provides many persons with their first glimpse of the character of the Community. The objective of the guidelines below is to encourage building design that has visual character consistent with the City's Downtown Development Plan. In addition to standards A, 1-9 above, the following design standards shall apply to non-residential uses located within the Downtown Development Overlay District:

1. New development within Downtown Woodhaven shall reflect the preferred character of the district, as illustrated in the Downtown Development Plan. The use of excessive amounts of glass, irregular footprints, large signs and bright lights shall be discouraged. Structures that create a timeless appearance and foster a feeling of permanence shall be encouraged.
2. Exterior building materials shall be composed primarily of high quality, durable, low maintenance material, such as masonry, stone, brick, glass or equivalent materials. To the maximum extent practical, concrete finishes or precast concrete panels (tilt wall) that are not exposed aggregate, hammered, embossed, patterned, imprinted, sandblasted or covered with a cement-based acrylic coating shall not be used as exterior building materials and shall be prohibited on all exterior walls, except in industrial districts.
3. The following materials are prohibited within the Downtown Development Overlay District:
 - a) Corrugated or beveled metal siding.
 - b) Vinyl or plywood siding.
 - c) Corrugated fiberglass.
 - d) Chain Link fencing.
 - e) Crushed colored rock / crushed tumbled glass.
 - f) Mirrored glass with a reflectance greater than 40 percent shall be prohibited from covering more than 40 percent of the exterior walls of any building.
 - g) Buildings shall be designed with varied architectural details to provide visual interest; large expanses of blank walls shall be avoided. To the maximum extent practical, structures with walls of more than 1,500 square feet must incorporate fascias, canopies, arcades, building setbacks of 3 or more feet or other design features to break up large wall surfaces on those sides visible from the road.

- h) New buildings should face the street with entrances, windows and architectural features oriented toward West, Allen, or the proposed Center Avenue. No overhead doors shall face any street, unless approved by the Planning Commission based upon a finding that the door is recessed back from the front façade and properly screened from public view.
- i) Nothing in this section should be construed to prohibit the use of standing seam metal or other high quality building materials.

B

APPENDIX B **SIGN DESIGN GUIDELINES**

DOWNTOWN SIGN DESIGN GUIDELINES



TABLE OF CONTENTS

APPLICABILITY	2
PURPOSE	2
GENERAL GUIDELINES	3
PERMITTED SIGN AREA.....	4
PLACEMENT	4
DESIGN & MATERIALS.....	5
SIGN LIGHTING	5
 <u>SIGN TYPES</u>	
WALL MOUNTED SIGNS.....	6
AWNING & CANOPY SIGNS.....	7
HANGING SIGNS.....	8
MARQUEE SIGNS.....	8
WINDOW & DOOR SIGNS	9
PLAQUE SIGNS	9
RESTAURANT MENU SIGNS.....	10
MONUMENT SIGNS.....	10
PERMANENT BANNER SIGNS.....	11
TEMPORARY SIGNS	11

APPLICABILITY

These sign design guidelines were developed exclusively for the downtown district and shall be used as a guide for new signs or for renovations to existing signs.

- ◆ All new signs or alterations to an existing sign shall require a sign permit and shall conform with these guidelines.
- ◆ Signs may not be installed, changed or altered prior to approval by the Planning Commission and until the Building Department has issued a sign permit.
- ◆ Following adoption of these guidelines, many signs in the district may be non-conforming. In order to improve the quality of the downtown, business owners should be encouraged to voluntarily comply with these guidelines.

PURPOSE

These design guidelines are intended to do the following:

- ◆ Enhance the look and economic vitality of the downtown.
- ◆ Establish standards for business identification.
- ◆ Reduce time and confusion when seeking sign approval.
- ◆ Encourage creative approaches to signage while maintaining the established framework.
- ◆ Promote the visual quality of the downtown by ensuring that signage does not add clutter to the streetscape, and is used properly for business identification, not advertising.
- ◆ Ensure that the signage is appropriate for the building façade on which it is placed, and that it fits with the character of the building and its neighbors.

PERMITTED SIGNS

within the downtown district

*Wall Signs
Awning & Canopy Signs
Hanging Signs
Window & Door Signs
Plaque Signs
Restaurant Menu Signs
Monument Signs
Permanent Banner Signs
Temporary Signs*

GENERAL GUIDELINES

- ◆ Signs shall be compatible with the architecture of the building and its surroundings in terms of size, shape, color, texture, and lighting. Signs should be consistent with other parts of the building, not a disparate element.
- ◆ The sign should be appropriate to the type of activity to which it pertains.
- ◆ Signs should enhance the architectural features of the building.
- ◆ Size of signs shall be in proportion to storefronts, buildings and their neighbors.
- ◆ Signs shall be located in logical areas which relate to the pattern of the façade.
- ◆ Signs shall not be permitted to cover architectural features.
- ◆ Design elements such as window patterns can be helpful when determining the appropriate shape of the sign.
- ◆ Signs shall be regularly maintained, including cleaning and repair.

PERMITTED SIGN AREA

The table below applies to the following types of signs: wall, awning & canopy, window & door, plaque, permanent banner, and temporary signs. Permitted sign area for all other signage is addressed individually in the specific guidelines for that type of sign.

- ◆ For the Downtown District a formula of 1.25 square feet of sign area shall be permitted per 1 linear foot of building frontage with a minimum of 20 square feet guaranteed and a maximum of 100 square feet. The following chart illustrates examples of this formula.

Downtown District Maximum Permitted Area of All Signs	
Building Frontage (feet)	Maximum Permitted Sign Area (square feet)
16	20
20	25
40	50
60	75
80 and above	100

PLACEMENT

- ◆ The placement of the sign shall be determined by the building's architecture. For example, when a building has a lintel strip or sign board as part of its façade, locate the sign directly on it.
- ◆ Repetitious signage with the same information shall be avoided, regardless of the sign area allowed in the zone.
- ◆ All mounting and supports should be inserted into mortar joints and not into the face of the masonry, to avoid damage to the masonry.

DESIGN & MATERIALS

The color, materials and lettering style used in the design of the sign contributes to the character of the building and business. A carefully designed sign will add interest and variety to the building while maintaining clear communication.

- ◆ Materials, finishes and colors of the sign should be similar to those on the building.
- ◆ The use of high quality materials such as metal, stone, hard wood, and brass-plating shall be used in the construction of the sign.
- ◆ Size of words should be kept in scale with the viewer. The downtown area should use pedestrian scale signage, whereas automobile scaled signage is appropriate only along major thoroughfares where the speed limit is higher.
- ◆ The primary sign shall contain only the business name and/or its logo, secondary text shall be in another location.
- ◆ Sign lettering font should find a balance between clarity and artistic integrity.

SIGN LIGHTING

- ◆ The light source for signs should be designed as part of the sign or hidden from view.
- ◆ Lighting shall have true color rendition
- ◆ Decorative shielded light fixtures which direct light away from pedestrians and directly onto the sign are recommended. These fixtures shall be simple and unobtrusive in appearance. Lights which produce glare should be avoided.
- ◆ Internally illuminated plastic box signs are not recommended.
- ◆ Neon-illuminated, individual channel letter signs are acceptable, provided the ballast and/or electrical raceway is recessed behind the exterior surface material.



WALL MOUNTED SIGNS

- ◆ The design of all downtown signs should avoid exposed electrical fixtures and conduit or wire.
- ◆ Where individual letter signs face nearby residential areas, a low level of brightness shall be maintained with the use of halo-lit letters or down lighting (i.e. gooseneck fixtures). No amount of lighting shall be permitted to spillover onto neighboring properties.

A wall mounted sign is one which is attached directly to the face of the building. It should not project more than 12 inches from the face of the wall.

- ◆ Wall signs should be located on the upper portion of the storefront. The length of the sign shall not exceed the length of the storefront.
- ◆ A wall sign shall be placed on a continuous wall surface, uninterrupted by doors, windows or architectural details.
- ◆ Wall signs shall not exceed 15% of the building façade.
- ◆ The wall sign shall be compatible with the building façade in scale, color, and proportion.
- ◆ The wall sign should have a defined edge to create a shadow relief on the building. Painting signs directly onto the surface of the building is discouraged.



AWNING & CANOPY SIGNS

This category includes signs that are painted on or attached flat to the surface of an awning or canopy. An awning or canopy is typically used to enhance a façade when it is lacking in architectural detail and ornamentation.

- ◆ These applied signs should be color coordinated with the awning and the rest of the building's façade.
- ◆ The sign lettering or logo shall comprise no more than 30% of the total exterior surface of an awning or canopy.



- ◆ The awning or canopy must be permanently attached to the building.
- ◆ The minimum height of the awning shall be at least eight feet from the lowest point of the sidewalk to ensure clearance for pedestrian safety.



- ◆ Awnings should be projected over individual doors and windows, and shall not be continuous over the entire width of the façade.
- ◆ Awnings shall be mounted on wood or metal framing of the door or window, and not the wall surrounding the opening.
- ◆ Backlit awnings shall be prohibited.
- ◆ Appropriate materials for awnings and canopies are matte finish canvas or similar fabrics, glass, or metal.

HANGING SIGNS

Small scale pedestrian oriented hanging signs are an effective method of advertising a business. Usually located near the entrance, these signs serve not only to inform the pedestrian of the name of the store and goods sold within, they also locate the entry and provide a rhythmic motion along the sidewalk.

- ◆ Hanging signs are oriented to the pedestrian walking on the same side of the street. The hanging sign shall be perpendicular to the façade of the building with a minimum clearance of 12 inches from the building face.
- ◆ There should be a vertical clearance of eight feet from the sidewalk to maintain pedestrian safety.
- ◆ Hanging signs shall be small in scale and should fit within an imaginary rectangle with a maximum area of five square feet.
- ◆ Mounting hardware for hanging signs should be an integrated design element. Care should be taken to ensure that the hardware coordinates with the decorative elements of the building façade.



MARQUEE SIGNS

Marquee signs are projecting signs attached to or supported by a permanent canopy often made of metal and glass. Marquee signs are to be installed only on buildings occupied by theaters, cinemas, performing arts facilities, or parking structures.

- ◆ The sign copy of marquee signs shall be limited to include only the facility's name and changeable copy related to current and future attractions.
- ◆ The facility name portion of the sign shall not exceed 40 percent of the total sign area and the changeable copy portions of the sign shall not exceed 80 percent of the total sign area.

WINDOW & DOOR SIGNS

Window and door signs can be a convenient way of providing pedestrian scaled signs downtown. Permanent window and door signs are usually painted or etched on glass or constructed of applied vinyl lettering.

- ◆ Window signs shall not exceed 10% of the window area so that visibility into and out of the window is not obscured.
- ◆ Sign copy shall not exceed 8 inches.
- ◆ Window sign copy shall be applied directly to glazed areas.
- ◆ Window signs should be created from high-quality materials such as paint, gold-leaf, or neon. Appropriate techniques for window signs include sandblasting or etched glass.
- ◆ Window signs should be applied directly to the interior face of the glazing or hung inside the window thereby concealing all mounting hardware and equipment.
- ◆ Care should be taken in the design of the sign. A well designed window or door sign will provide effective announcement of the business.



PLAQUE SIGNS

Plaque signs are small versions of wall mounted signs and are used to announce a business near the entry of the building.

- ◆ Plaque signs must only be located near the business entry.
- ◆ Plaque signs should fit into an imaginary rectangle of two square feet.
- ◆ Plaque signs should not project more than two inches from the wall surface.



RESTAURANT MENU SIGNS

- ◆ Plaque signs may be used to identify a business whose entrance is on the opposite side of the building (for example, from the alley rather than from the main street).

Prominently displayed menus with prices and other important information facilitate the customer in locating a restaurant to patronize.

- ◆ Restaurant menu signs should be located in a permanently mounted display box on the surface of the building adjacent to the entry. Taping a menu to a box is not an appropriate menu sign.
- ◆ Restaurant menu signs shall not be included in the calculation of maximum sign area.
- ◆ The allowable area for restaurant menu signs shall be a maximum of six square feet.
- ◆ Restaurant menu signs shall be appropriate in size, location, and design to the character and architectural detail of the building as well as to the character of the restaurant.

MONUMENT SIGNS

Monument signs are free-standing signs with a low height limit. These signs are typically used for buildings that have multiple tenants and/or a large setback from a major thoroughfare road.

- ◆ Monument signs do not overhang public property and are supported by two columns, uprights, or have a solid footing in or upon the ground.
- ◆ Monument signs should be constructed with materials that compliment the building design and color.
- ◆ Letter heights on monument signs shall not exceed 12 inches.



PERMANENT BANNER SIGNS

- ◆ Monument signs must be illuminated either by external fixtures designed to compliment the appearance of the sign or halo-lit illumination.
- ◆ Internal illumination may be permitted and shall be designed such that only text and logos illuminate. Opaque backgrounds are required and shall be of a non-reflective material.
- ◆ Monument signs should only be used when other alternative types of signage will not provide adequate identification.

Banner signs are used to add interest, color, and character to a blank façade. They should be vertically oriented and compatible with the building design.

- ◆ Banner signs shall be mounted perpendicular to the face of the building and attached at both the top and bottom with metal brackets of a size and design appropriate to the banner and the architectural character of the building.
- ◆ Banner signs may only contain the business name and logo.
- ◆ Projections from the face of the building shall be limited to 36 inches. A minimum eight feet clearance from the sidewalk shall be maintained for pedestrian safety.



TEMPORARY SIGNS

Temporary signs can take the form of banners, window graphics, or as cards integrated with a window display. Temporary signs may contain written messages and should use a simple font that is easy to read.

- ◆ Temporary signs shall not cover more than 10% of the total window and door sign area visible from the exterior.
- ◆ Temporary signs are to be allowed on the interior of the business establishment only.

- ◆ Temporary signs are permitted to contain no more than five square feet of text and shall not exceed ten square feet in size.
- ◆ Temporary signs should be made of durable materials and shall not incorporate fluorescent or intensely bright colors.
- ◆ Temporary signs should be carefully designed and constructed, as they reflect on the quality of the business.
- ◆ Temporary signs are to be displayed for not more than fourteen consecutive days nor more than thirty days in a calendar year.

C

APPENDIX C **LEGAL DESCRIPTION**

