

2025



Clawson Downtown Master Plan Update

Prepared by
City of Clawson
Planning Commission

Adopted by Planning Commission 5/27/2025
Adopted by City Council 6/3/2025







City Council

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Susan Moffitt - Mayor Pro Tem
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Matt Binkowski
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Introduction





Introduction

Purpose

At its core, a master plan serves as a roadmap for the development of a community, considering the needs of its residents and businesses, existing structures, and the natural landscape. It outlines a strategic vision for growth and progress, aiming to make the community an even better place to live, work, and cherish.

The planning process doesn't overlook the vital aspect of property rights, where each landowner enjoys the liberty to use their land according to the guidelines set forth in the master plan and the provisions established in the zoning ordinance. The balance between individual rights and the broader community goals is at the heart of this endeavor. The master plan respects and integrates these rights while promoting a harmonious coexistence and collective prosperity.

For over a decade, the City of Clawson has made a concerted effort to establish its downtown as a vibrant, place with a unique identity. Surrounded by communities with iconic downtowns such as high-end Birmingham, fun-loving Royal Oak, and Ferndale, Clawson cruised under the radar. Despite having successful one-of-a kind shops and restaurants, the establishment of a clear identity for downtown had been hampered by underutilized properties and out-of-context development.

In 2015 the City, through the Downtown Development Authority (DDA), sought a framework for development and redevelopment that would emphasize the uniqueness of downtown and set it apart from its neighbors. A Downtown Master Plan was created that was long-range (10-20 years) in its view, and was intended to serve as a guide to development in the City. That plan defined and promoted a land use pattern consistent with the City's goals. It established long-range, general policies in a coordinated, unified manner, which were referred to in decision-making.

This plan provides an update and evaluation of the progress made since the adoption of the 2015 plan. The key aspects of downtown planning - building form, streetscape, circulation and parking, and the desired future land use - will be discussed in this plan, following an analysis of the existing conditions in the City. A comparison between the conditions when the 2015 plan was created and where the City is today and where it wants to be is included throughout. An implementation plan that states strategies and actions to be taken and identifies a lead body and time frame for completion is at the end of the plan.





Context & History



Montage Grill

CLAWSON, MI



SOUTH MAIN STREET, 1950'S-60'S

Downtown Clawson

Understanding the downtown's current conditions, particularly what businesses are there and where they are located, is an important first step in identifying needs and opportunities. Similarly, reviewing demographic information and trends can help determine what current needs are not being met and what future needs should be planned for. Considering what was outlined in previous plans and what has been completed through various planning and policy efforts is also important in understanding the current landscape and determining how to best move forward. This section discusses these conditions and considerations to provide the foundation for a deeper analysis of downtown components and suggestions for improvement.

Overview

As stated in the 2015 Plan, Downtown Clawson is a comfortable, eclectic small town center that provides numerous dining opportunities and a fairly diverse selection of retail and personal service businesses. Retail uses range from practical amenities that primarily serve local residents, such as hardware sales and home goods, to several specialty shops that draw clientele from around the region.

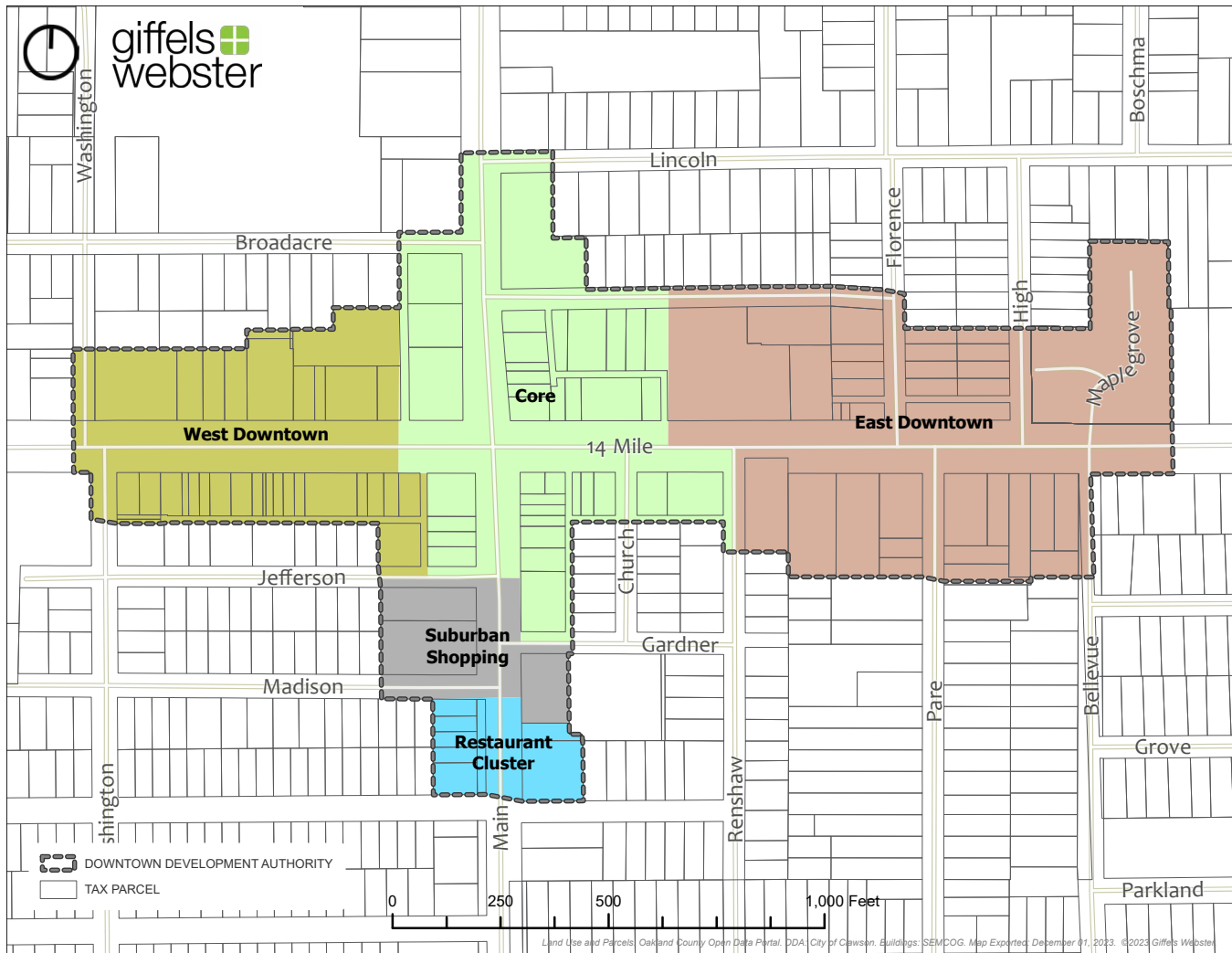
Downtown buildings consist almost entirely of one and two-story structures, and the area's casual, family-oriented urban/suburban atmosphere reflects the city's history of rapid growth in the mid-20th century. Though Downtown Clawson already has successful pieces in place, there are many ways in which the district could be made stronger and more vibrant.

The existing development pattern includes areas with defined building forms and concentrated uses. The 2015 Plan considered Downtown Clawson in terms of several smaller districts due to the existing development pattern and conditions which still apply today. Each district has strengths and challenges, and opportunities for improvement. See [Map 1](#) that shows these districts.

- The **Core** occupies the blocks concentrated at the intersection of 14 Mile and Main Street.
- The **Restaurant Cluster** lies at the southern end of Downtown on South Main between Madison Ave and Tacoma St.
- **East Downtown** runs along 14 Mile from the current hardware store parking lot and Renshaw to Bellevue on the south side and east of High St. on the north side. It has a less consistent character, especially on the south side of 14 Mile.
- **West Downtown** also runs along 14 Mile from the alley west of Main St. to Washington Ave and is uninterrupted by cross streets; it has a mix of building types but is interrupted on the south side of 14 Mile by a large vacant lot and large surface parking areas.
- The **Suburban Shopping** area lies south of the Core between Jefferson Ave and Madison Ave on the west side and just south of Gardner on the east side. It is characterized by strip-mall style development, with deep setbacks, and front yard parking.



Map 1. Downtown Districts



Clawson Today

The City of Clawson is a 2.2-square-mile community located in southern Oakland County between Royal Oak and Troy, 5.5 miles north of the Detroit city limit and about one mile west of I-75. The downtown is centered on the intersection of Fourteen Mile Road and Main Street and is surrounded by neighborhoods with modest homes. Downtown Clawson falls into parts of five US Census block groups, which together have a population of 4,796 people; the two block groups north of 14 Mile Road extend over half a mile from the core of Downtown Clawson. Within the DDA boundary, only two residential developments exist: the Clawsonian (31 units), and the Maple Grove townhomes (39 units). 24 units have been approved at the northeast corner of Washington and 14 Mile Road but not constructed.

The 2023 American Community Survey reported a population of 11,122, down almost 4% from the 2010 count of 11,825 persons. The median age of Clawson residents increased from 39.9 years old to 44 years old between 2010 and 2021 (American Community Survey 5-Year Estimates), consistent with national trends of a large, aging Baby Boomer population and younger generations having fewer children.

According to the Southeast Michigan Council of Governments (SEMCOG) 2020 data, changes to the city's land use composition have been minimal since the 2015 plan was completed. However, the COVID-19 pandemic did result in changes in land use that were not captured in the 2020 data. Occupancy rates for office space in particular have declined, and growth in commercial space has slowed, while demand for residential construction is very high and the nation is facing a housing shortage.

More demographic information for the city can be found in the 2024 Master Plan Update.

Impactful Redevelopment

Downtown Clawson has seen a handful of significant developments since the adoption of the 2015 Downtown Master Plan. The Clawsonian (pictured at top on the following page), brought 31 upper-floor residential units to Downtown, the first new dwelling units in Downtown Clawson in decades. The development also preserved and improved Ace Hardware without ever closing the business and added a bank of shopfronts along 14 Mile Road where the frontage was previously occupied by a degraded asphalt parking lot and loading area.

Weiss Distilling Company and Sabbath Coffee (pictured at bottom on the following page) respectively replaced and rehabilitated obsolete buildings on the south side of 14 Mile, adjacent to the pedestrian alley, which itself has undergone significant revitalization and become more inviting to visitors.

The resurrection of the old Clawson theater marquee on West 14 Mile Road (pictured on the cover of this plan) and renovation of the building for Three Cats also provides a striking landmark for visitors, enhancing the downtown's sense of place.

In addition to these new developments, two old vacant chain restaurants, the Pizza Hut at Main and 14 Mile, and the Burger King at 14 Mile and Washington, were torn down. A site plan for mixed commercial and residential has been approved at the old Burger King site.





Previous Planning Efforts

Since the previous downtown plan was completed in 2015, several other planning efforts have been undertaken. The findings of these studies and efforts should be considered when thinking about the future of downtown and its improvements. Below is an overview of these efforts, with an emphasis on how it relates to the downtown area.

2018 Master Plan

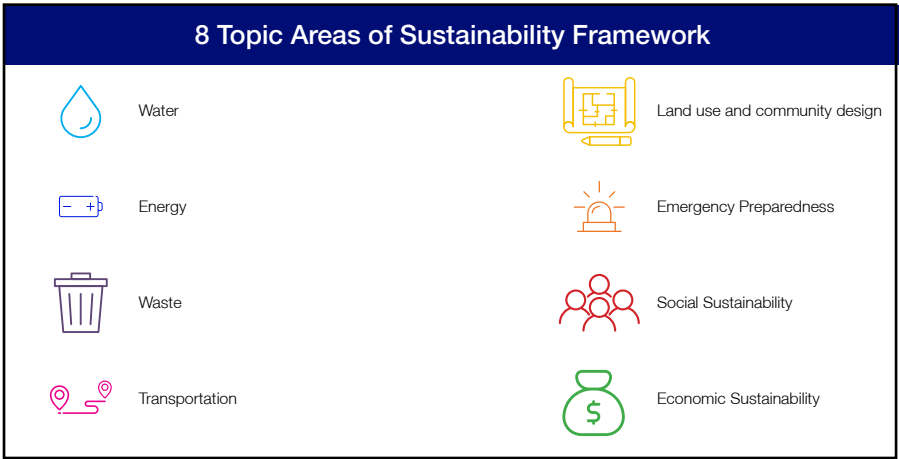
The most recent Master Plan was adopted in 2018, and reviewed in 2022. The plan includes eight goals, many of which are directly related to the downtown area. These goals include attracting new business and industry to the City, prioritizing development and revitalization along the main corridors, encouraging transitional development adjacent to commercial and industrial uses, promoting a safe and efficient transportation network, pursuing alternative forms of transportation where appropriate, and minimizing the overuse and reliance on private access drives and parking lots and instead promoting green space and minimizing environmental impacts. The downtown plan supports development and revitalization along the main corridors, and many of the suggestions in this plan align with the objectives listed under this goal and others. The master plan is currently being updated, with completion anticipated in 2024. The master plan can be found [on the City's website](#).

Sustainability Framework

In 2023 the City adopted the Sustainability Framework created by Clawson, Naturally, a group of volunteer stakeholders interested in creating a more sustainable Clawson. The group defined sustainability and resiliency for the City, and identified fourteen goals to guide a full sustainability plan in Clawson. These goals were informed by input received through a community survey conducted in 2021 as well as best practices. While all the goals are applicable to the downtown area, the most applicable to the downtown include:

- Goal 5: Use vacant property to the benefit of the community
- Goal 6: Increase healthy tree canopy throughout the City
- Goal 9: Increase opportunities and support for alternative modes of transportation
- Goal 10: Support new and existing businesses in Clawson in being local leaders in sustainability
- Goal 11: Identify a venue for community events

Clawson, Naturally is currently working on a full sustainability plan as part of the master plan update. The Framework will serve as a guiding document for the sustainability plan and can be found [on the City's website](#).



Rich & Associates Parking Study

The City of Clawson contracted with Rich & Associates to perform an assessment of the current and future parking conditions within the DDA boundaries. The goals of the report were to provide an assessment of the current parking conditions, identify the impact any future development may have on the parking system, and provide recommendations for improving the parking system. The study employed several data collection methods, including field data collection of parking supply and land use data, actual utilization observations, online surveys of businesses and residents, and in-person and phone interviews of key stakeholders.

The study found that the 13-block downtown area has a total of 1,253 parking spaces of which only 38% are publicly available, which falls below Rich's recommended best practice threshold of 50% of downtown parking being controlled by the municipality. High shares of municipality-controlled parking facilities encourage parking once and walking to multiple destinations, and also increase perceptions that parking will be available. During the turnover and occupancy study, it was found that only 42% of the downtown parking supply was occupied at the peak hour of noon until 1:00 p.m. Signage indicating on-street time limits was relatively sparse. While in many cases it was not clear how long patrons could remain on the street, Rich & Associates analysis found that just 4 percent of counted vehicles on the survey date were staying more than two hours in an on-street parking stall. This falls within the best practice of under 5%. Public opinion on the adequacy of parking availability was split, with 59.47% of the nearly 400 respondents indicating that there is sufficient parking and the remaining 40.53% indicating that there was not enough.

Despite having less than half of the parking controlled by the City, Rich & Associates identified nine categories of opportunities to improve the availability and accessibility of downtown parking. An overview of these nine are provided below, and more detail can be found in the study found on the City's website.

Improve parking management - Begin discussions to implement a system of parking management. This includes implementing timed on-street parking limitations of two hours, providing proper signage for spaces with time limits, hiring enforcement staff or volunteers, issuing citations for violations of the time limits, and creating a fine schedule that encourages payment of the citation and also abiding by the parking regulations.

1. Explore opportunities for shared parking to use the existing parking more efficiently, with the DDA functioning as the clearinghouse for excess private spaces.
2. Consider options for paid parking (not recommended to be implemented at this time) that are not infrastructure-intensive (for example, using cell phones for pay collection instead of meters or pay stations).
3. Begin a formal process to periodically review the condition of on and off-street spaces so that appropriate actions can be prepared and budgeted (patching, re-striping, lighting, etc.).
4. Consider adding handicap parking on-street in strategic areas.
5. Increase and enhance marketing to improve the perception of downtown parking to residents and visitors. This includes elements such as signage, brochures, webpages noting activities and regulations, etc.
6. Implement a cohesive sign program to improve the image of downtown Clawson and provide information about where parking is available, the regulations regarding the use of the parking, and information on downtown destinations and activities. Update as budget and time allows.
7. Consider changing parallel parking to angled parking along 14 Mile Road to add additional spaces.
8. A parking structure would increase the number of spaces available, but is not recommended at this time given the high costs and current parking occupancy.

Public Engagement

This Downtown Master Plan Update seeks to build on the direction set by the 2015 Downtown Master Plan, and makes adjustments to that plan's goals that are responsive to changes in the community since its adoption. The DDA held a public open house in November, 2023, and followed it up with an online version that drew about 200 responses from people living in all parts of Clawson, as well as several respondents living in nearby areas of Royal Oak and Troy.

A summary of the open house results follows.

Icebreaker

The questions began with an icebreaker that asked respondents what the best small downtown they've ever lived in or visited was. Responses ranged widely, from local examples (several cited Clawson itself), to places around the world. The response shed light on what respondents find appealing about downtowns; safety and the ability to explore were common themes, as were good public spaces and amenities. Variety, activity, cleanliness, safety, and walkability were all highly valued by respondents. Full results are included in the Appendix to this plan. The small sample below is intended to show the breadth of responses.

What is the best small downtown you have ever lived in or visited? What did you like about it?

Love downtowns that have plenty of different shops and restaurants (side by side)- walkable

I really like Lake Orion and Oxford. I appreciate the central parks and gathering spaces provided downtown. Both have a great mix of businesses (both big and small) and still maintain the character.

La Jolla California. Lots of great restaurants, open outdoor spaces to sit and relax, free parking, walkable streets and amazing views.

I really love the West side of the state like Holland. Holland has amazing breweries, food, and shopping. They have a lot of fun events that involve the local businesses, there are beer events celebrating the unique brews there, and they even have heated sidewalks making it easier to visit in the winter.

Downtown Rochester, lots of activity, great restaurants, great parks.

Clawson! I love how active Clawson is right now and how it is growing. The restaurants are the best we've had since I've lived here for 20 years. More shops, restaurants, bars, and events—and I feel Clawson will be the BEST small downtown.

Rapid City, SD - I liked the variety of shops and restaurants and the central town square. The town square is a nice gathering space for small musical performances and activities. There was lots of public art and a reasonable amount of parking.

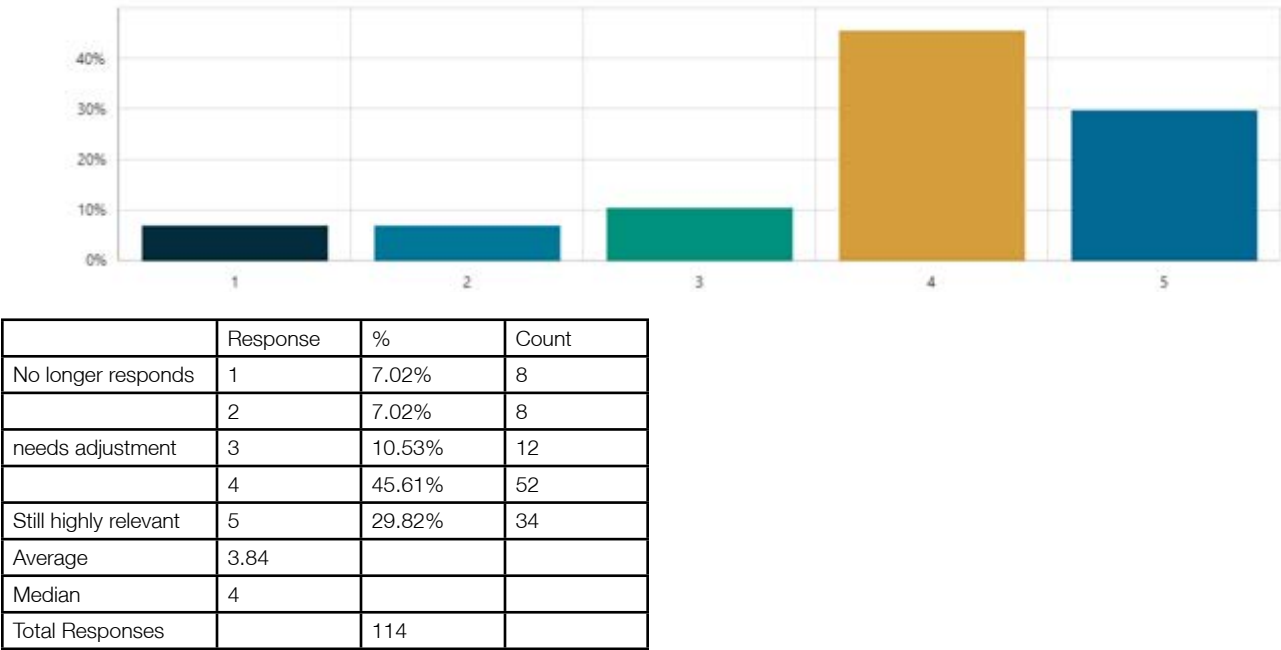
Plymouth has a very walkable downtown. They do have the benefit in not being on a major thoroughfare (like 14 Mile), but I feel we can make our downtown more "cozy" without forcing people to drive around it for commuting, etc.



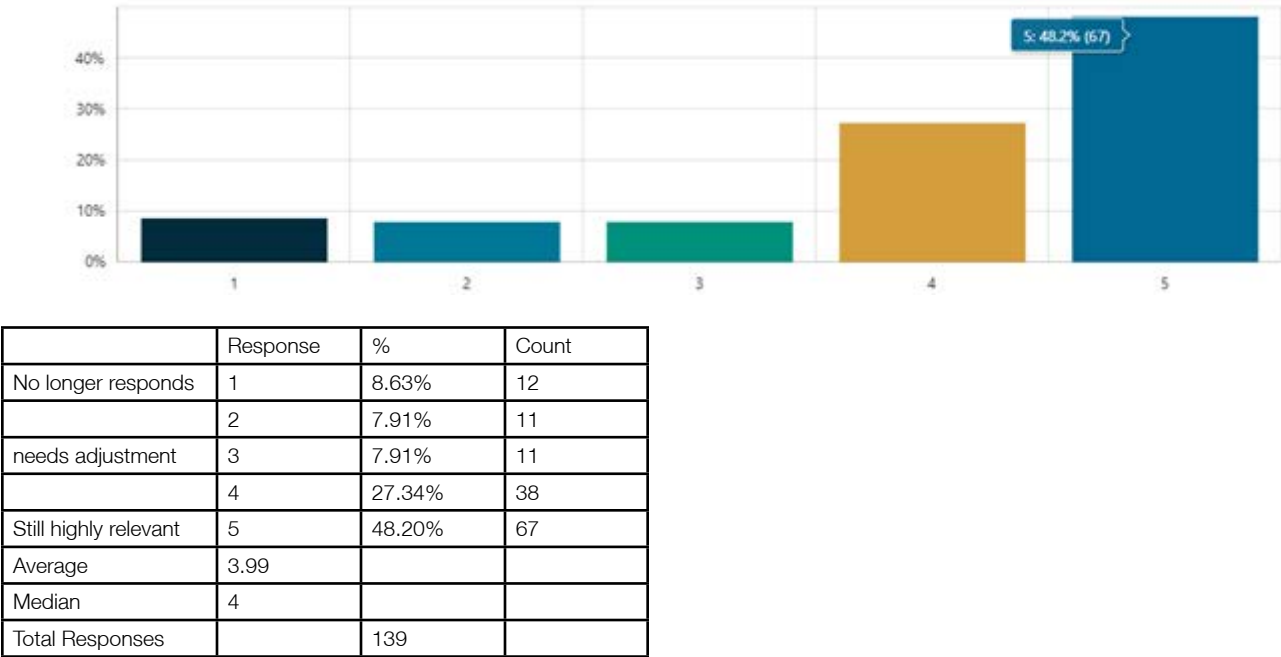
2015 Goals

Respondents were asked to rate the continued relevance of the 2015 Downtown Master Plan’s goals, and most were found by the majority of respondents to still be relevant in 2023/2024.

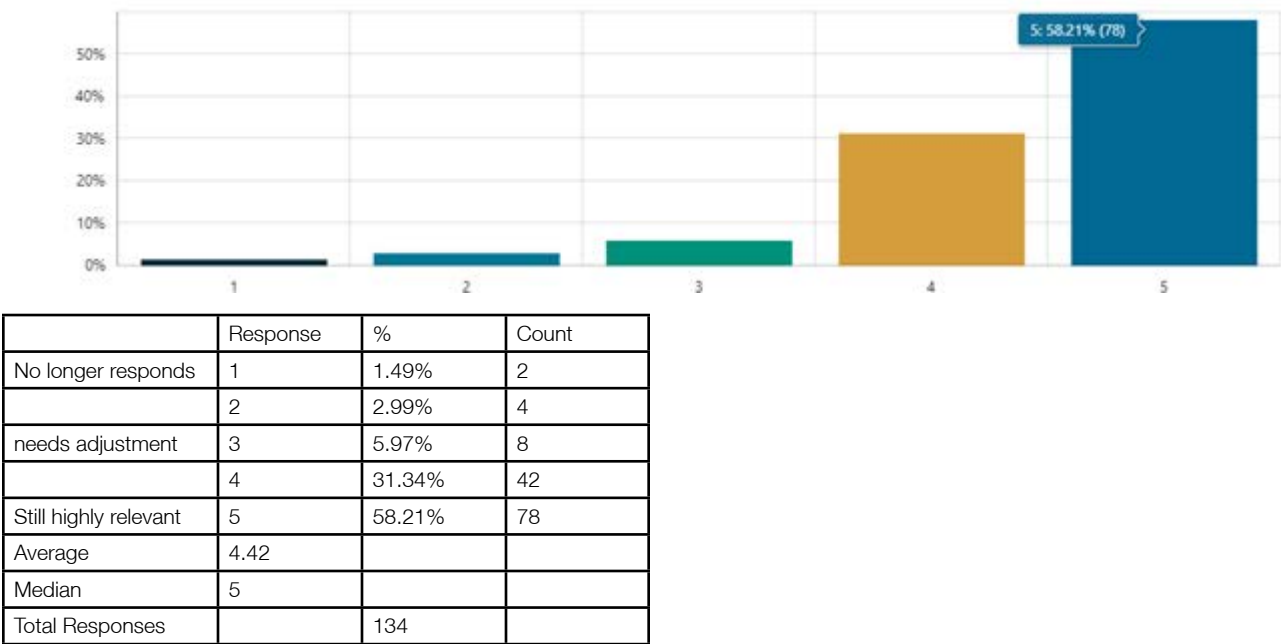
Goal: Regulations. Building and site regulations should produce consistent results and provide clear guidance for development and enforcement.



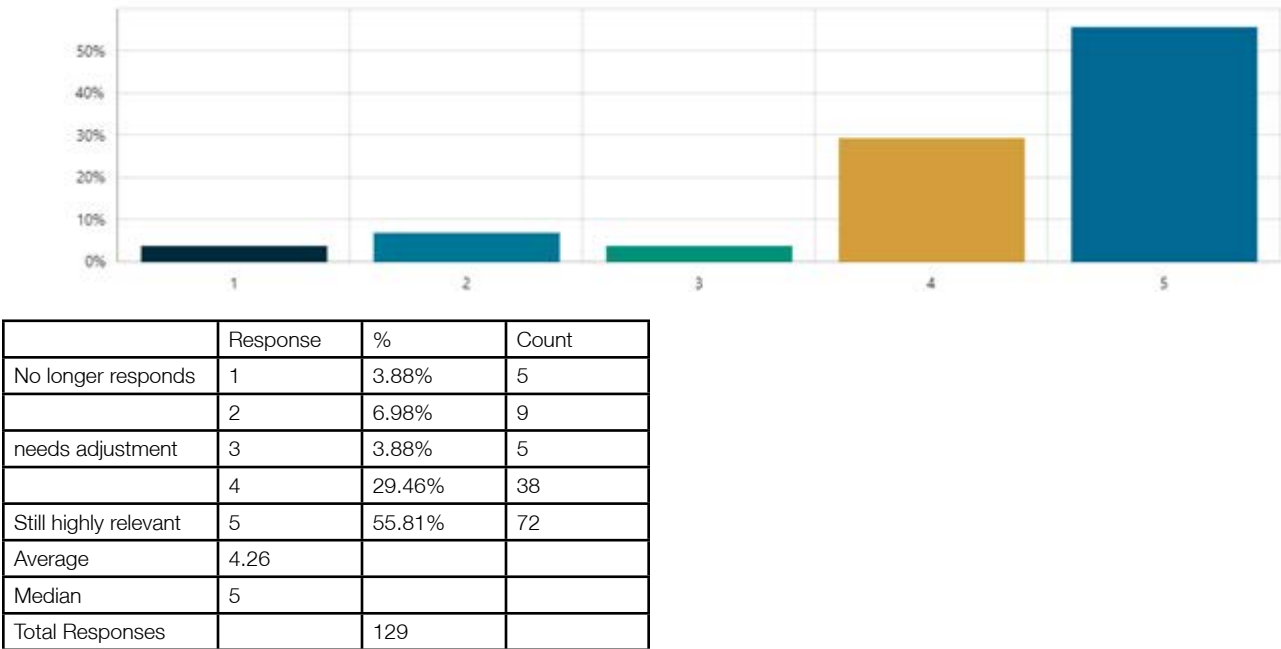
Goal: Downtown expansion. The Downtown area should be expanded to create more opportunities for development and redevelopment in a way that complements the vision of a vibrant, walkable area, while protecting existing residential areas. The expansion area should be distinct from, yet complementary, to the primary core area.



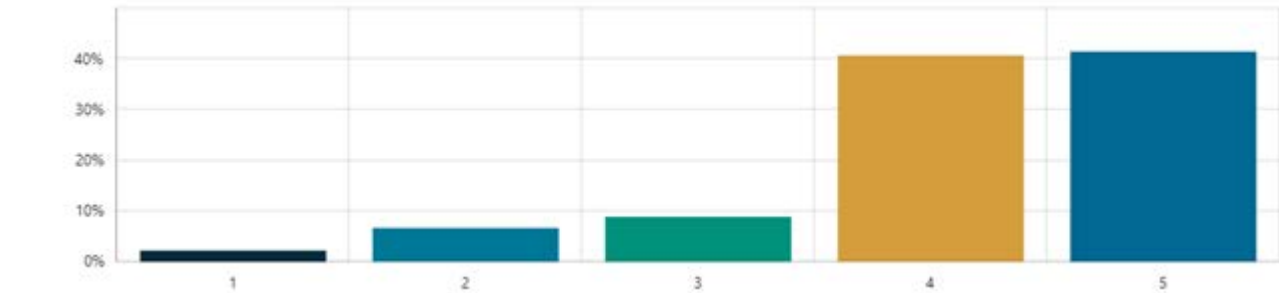
Goal: Business mix. The business mix of downtown should include both destination and neighborhood businesses that attract visitors from the region while also serving the needs of Clawson residents.



Goal: Parking. Parking in the downtown area should be convenient for vehicles and bicycles, allowing visitors to easily find parking both on-street and off-street in well-lit, safe, and attractive parking areas.



Goal: Physical design. Downtown Clawson should have an authentic and perceptible identity that sets it apart from neighboring downtowns. Public and private improvements that enhance walkability and the pedestrian experience should be encouraged.



	Response	%	Count
No longer responds	1	2.22%	3
	2	6.67%	9
needs adjustment	3	8.89%	12
	4	40.74%	55
Still highly relevant	5	41.48%	56
Average	4.13		
Median	4		
Total Responses		135	

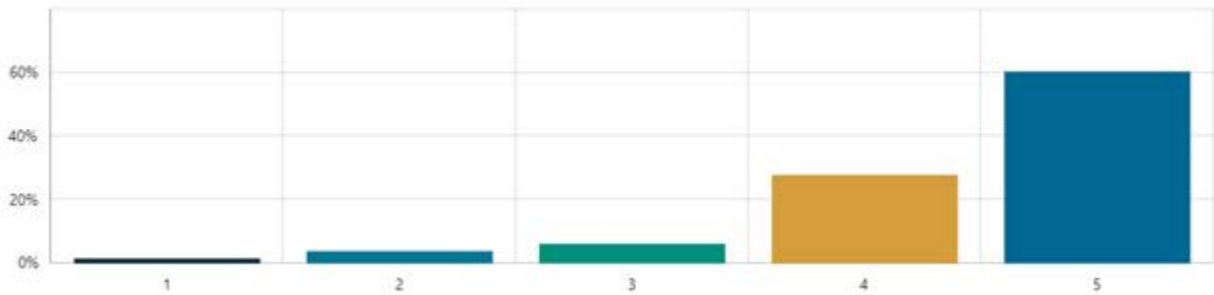
Goal: Historic preservation. Historic structures should be preserved to tell the story of Clawson and how it evolved over time.



	Response	%	Count
No longer responds	1	3.88%	5
	2	12.40%	16
needs adjustment	3	6.98%	9
	4	31.01%	40
Still highly relevant	5	45.74%	59
Average	4.02		
Median	4		
Total Responses		129	

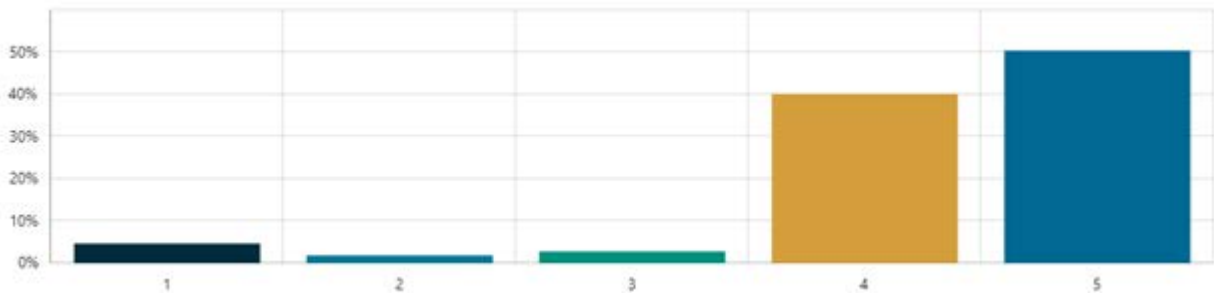


Goal: Vacant lots and buildings. Complete the fabric of Downtown Clawson to provide a continuous streetscape for pedestrians and additional economic opportunity for property owners and businesses.



	Response	%	Count
No longer responds	1	1.55%	2
	2	3.88%	5
needs adjustment	3	6.20%	8
	4	27.91%	36
Still highly relevant	5	60.47%	78
Average	4.42		
Median	5		
Total Responses		129	

Goal: Funding. Ensure that the implementation strategies associated with this Downtown Master Plan are adequately and consistently funded from initiation to completion.



	Response	%	Count
No longer responds	1	4.67%	5
	2	1.87%	2
needs adjustment	3	2.80%	3
	4	40.19%	43
Still highly relevant	5	50.47%	54
Average	4.3		
Median	5		
Total Responses		107	

Respondents were provided with an open-ended opportunity to recommend adjustments to the goals if they felt any were necessary. 40 responses were recorded, running a wide gamut (full responses are included in the appendix of this plan). The diversity of responses was such that it is difficult to draw any themes out of them, though one consistent point made in the comments is that vacant buildings and land are detrimental to the overall atmosphere of Downtown Clawson, and people would like to see action taken to the extent possible.



Building Height

Building height in the downtown area was a major topic of debate in 2015, and the ultimate direction of the plan was to recommend permitting a third story in the City Center district, so long as the third story was set back 10 feet from the front property line, in order to reduce the perception of bulk. Four stories were not recommended at the time. Two questions were included in the open house and virtual open house regarding building height.

A third story in the Central Mixed Use district. The CMD district currently has a height limit of two stories. When asked whether a third story with a setback should be permitted in this district (which was depicted on a map), respondents overwhelmingly supported increasing the height limit, with 74% of 186 choosing that answer.



A fourth story in the City Center district. Support for permitting a fourth story in the City Center district was much weaker, though still above half, with 52% of 186 respondents answering yes.



Redesign of 14 Mile Road & North Main

A basic concept for reducing 14 Mile Road to two travel lanes with one turning lane, with diagonal parking spaces on both sides of the street, was presented to respondents, who were asked whether they favored such a reconfiguration of the road. A concept for North Main, showing a travel lane in each direction replaced with parallel parking from 14 Mile to City Hall and the Library, was also presented for response.

Of 162 respondents, 78 supported redesigning 14 Mile Road as shown, while about 70 respondents outright opposed it. Some who supported redesigning 14 Mile in principle were concerned about the focus on providing more parking and were more interested in seeing improved bike and pedestrian infrastructure. Several opposed to the change were concerned that traffic would shift to neighborhood streets; in general, concerns centered on current traffic volumes and fears that eliminating travel lanes will lead to severe backups.

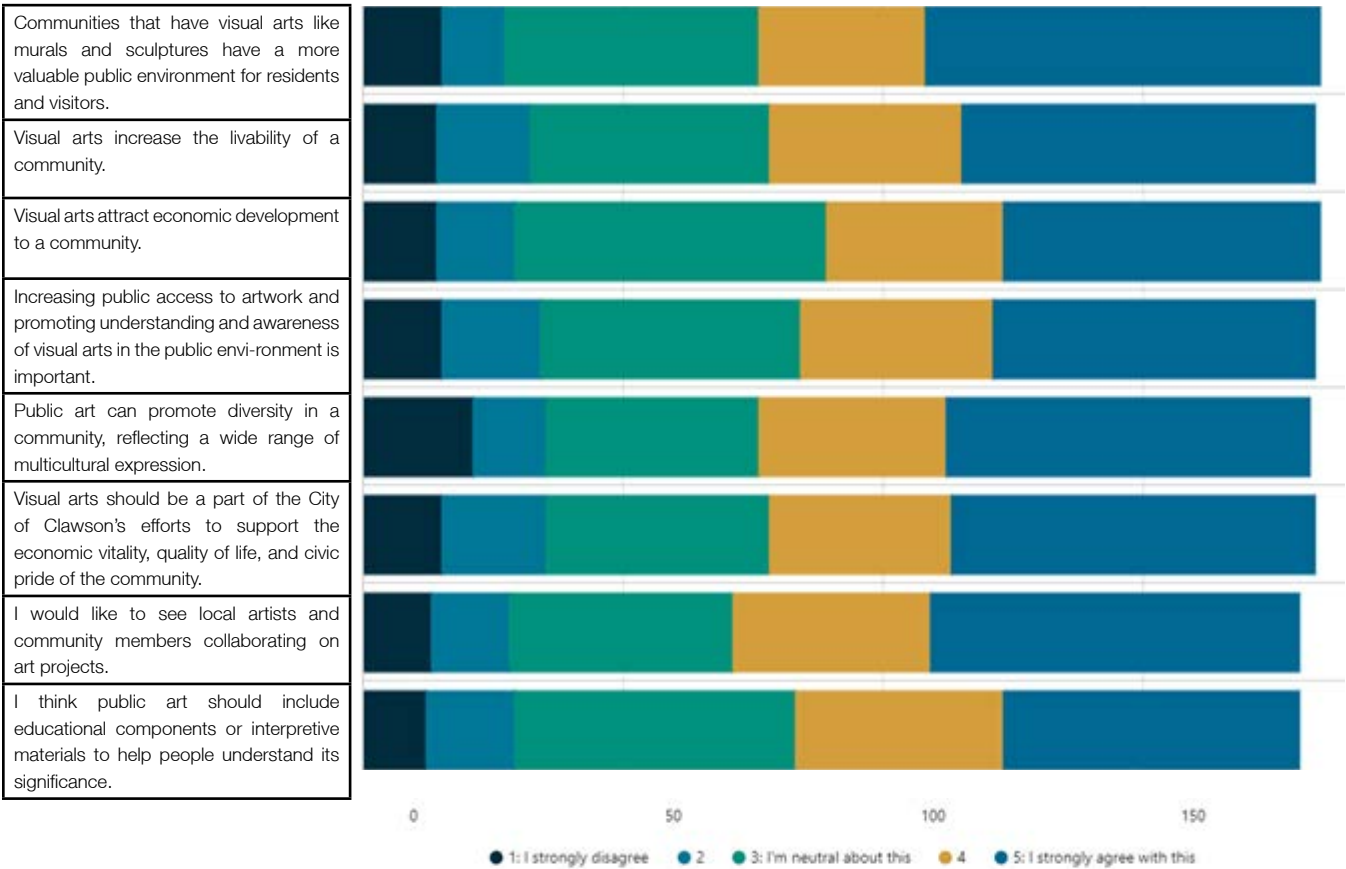
Most respondents focused comments on 14 Mile Road, though all 78 respondents who supported changes to 14 Mile also supported changes to North Main. Many (at least 15) who opposed changes to 14 Mile supported changes to North Main.

Several respondents felt they needed more information to fully respond, and a handful were undecided. Generally, support for reducing travel lanes on North Main is strong, and respondents were split on changes to 14 Mile Road, suggesting that the design of 14 Mile Road, if changes are to be made, should include a participatory process.

Public Art

A large block of questions focused on respondents’ attitudes toward public art in order to shape this plan’s recommendation on that subject. Most questions were open ended, though the survey began by asking about some general opinions and attitudes toward public art.

In all cases, pluralities agreed with the statements, with significant portions of the responses staying neutral; few respondents disagreed with the statements.



Open-Ended Questions

A series of open-ended questions about public art allowed respondents to provide their thoughts in their own words.

What types of public art do you enjoy or would you like to see in Clawson?

What values, themes or stories do you think should be represented through public art in Clawson?

How can a public art program be inclusive and reflect the diversity of the City of Clawson?

Respondents had a variety of thoughts on these subjects, and the answers were related, but several themes emerged from the responses:

- Art should be welcoming and inclusive.
- Art should acknowledge diversity and be open to different viewpoints.
- Some art should reflect the city's history, though that should include pre-European history.
- Some respondents were concerned that art would be too political or potentially alienating to some.
- Murals were the most commonly cited form of art.

How would you like to be involved in the creation of public art?

Responses to this and other questions indicated support for approaching local artists, including potentially students in the Clawson Public Schools system or the College for Creative Studies. Some suggested that an art commission or similar management body be created to coordinate public art. There was some interest in volunteering, though many respondents also indicated they would or could not do so.

How can public art be integrated into community events and festivals?

Many responses cited participatory art events (street chalking, collaborative murals, etc), or street fairs; centering events on art installations (either temporary for the event or existing). Unveiling new art during events was also mentioned several times.

How should the community provide feedback on the public art program and its installations?

Many responses focused on the idea of some sort of survey or participatory process for choosing artworks. Others suggested an arts commission that draws widely from the community. Several responses expressed concern that surveys and making decisions based on majorities could stifle creativity.

What funding sources do you think could support public art in Clawson?

Generally, respondents supported grant funding, philanthropic funding, sponsorships, and percent for art programs, and opposed spending general City funds on public art.

Updated Downtown Assessment





Updating the Downtown Assessment

For the 2015 Downtown Master Plan, an assessment of Downtown's buildings, land uses, parking and circulation, and streetscape was conducted to provide a full picture of the district's strengths and opportunities for improvement. In September, 2023, this on-the-street assessment was repeated. In general, Downtown is in a similar state to 2015, but with two key redevelopments on East 14 Mile Road (The Clawsonian and Weiss Distillery), the elimination of two blighted buildings (the former Pizza Hut and former Burger King), and several smaller renovations either complete or under way, have all contributed to the area's enhancement and increased vitality. Spaces where businesses were lost during the COVID-19 shelter-in-place orders of 2020 are generally full again. However, vacant land and incongruous land uses and buildings remain a challenge.

Building Form



Building form refers to the physical shape, configuration, and aesthetic characteristics of a structure or building. It includes elements such as massing, proportions, scale, orientation, facade design, roof shape, and overall composition. Building form can be indicative of functionality and impact energy efficiency and sustainability. Building form can also contribute to a building or an area's identity and branding and can reflect and express cultural, historical, or symbolic meaning. The building form plays a key role in shaping the visual and spatial experience of a place.



Historic Context

Changes Since the 2015 Plan

[Table 1](#) below lists examples of what was working and what wasn't working in 2015, and provides observations on these items and what, if anything, has changed in the interim.

Table 1. What is working and what needs work regarding the historic context, 2015-2023

2015 Plan	2023 Observations
What Is Working	
Three of the four corners of Main and 14 Mile feature quality buildings from the 1920s, which provide a sense of connection to the city's past at its most important intersection.	No change, though the suburban-style stand-alone restaurant that once occupied the northwest corner has been removed.
These buildings have been renovated and are currently in use with viable businesses that draw people into the Core.	No change.
Though its centerpiece buildings date from the 1920s, the downtown area primarily developed with one-story buildings during the 1950s and 1960s.	No change.
While the variety of buildings in the downtown could be seen as a lack of unity, the district's funky eclecticism can also be considered a strength and one of the aspects that sets it apart from nearby downtowns, with its own distinct identity.	No change.
What Needs Work	
The fourth corner (the northwest corner) of Main and 14 Mile lacks the mass and building form of the other three corners, leaving a gap in the downtown fabric.	The old Pizza Hut building has been removed; no proposal for redevelopment has been submitted.
While commercial strip centers are part of the district's mid-century character, inconsistent building setbacks limit the cohesion of the district outside of the historic core.	No change.
Some older buildings have been re-cladded with less expensive materials such as EIFS, which obscure their historic character.	No change in some places; some facade updates have occurred around Downtown.
Several surface parking lots interrupt the fabric of the downtown, especially with their lack of screening and landscaping.	Several surface parking lots still interrupt the fabric of downtown, though the largest gap on the north side of East 14 Mile was closed by the Clawsonian.
	Historic markers throughout downtown mark historic buildings and sites. These could be placed more strategically to be easier to read, and the Historic Walk more heavily promoted and publicized.

Architectural Elements

Changes Since the 2015 Plan

Table 2 below lists examples of what was working and what wasn't working in 2015, and provides observations on these items and what, if anything, has changed in the interim.

Table 2. What is working and what needs work regarding architectural elements, 2015-2023

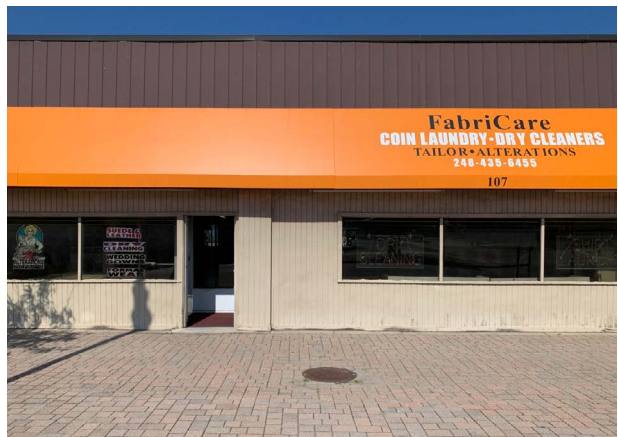
2015 Plan	2023 Observations
What Is Working	
Most buildings in the downtown core have windows and other features that provide visual interest by allowing passerby the chance to see activity.	No change.
Most buildings can be entered from the front, even when rear entry from a parking lot is also provided.	No change.
Several buildings include window trim, unique brickwork, shed awnings, and gooseneck light fixtures that add interest and style.	No change.
The majority of windows and doors are vertical in proportion and window glazing is clear and non-reflective.	No change.
What Needs Work	
A number of buildings, especially those set well back or not oriented toward the street, have little in the way of architectural detail.	No change.
While most buildings have good window coverage on the ground floor, some do not, and these are nearly as effective at discouraging foot traffic as the buildings with larger setbacks and the vacant lots.	Several renovations have improved this situation, particularly east of Main Street on the south side of 14 Mile Rd.
Awnings that are not an integral part of the building design detract from the appearance of downtown.	There has been modest improvement, with several small facade renovations improving those buildings, and one large, old barrel awning replaced with a more architecturally appropriate box awning.
Rooftop equipment is often not screened from view by parapet walls or other methods.	This has improved somewhat due to renovations of individual buildings.



Some buildings downtown have more suburban-style architecture or have covered historical architectural elements with incongruous materials.



Awnings integral to the building design are more architecturally appealing than those that are not.



Rear entrances to businesses in the Core are well taken care of and inviting with awnings, color, and signage (left). Entrances outside the Core are often missing signage and awnings (right).

Massing

Changes Since the 2015 Plan

Table 3 below lists examples of what was working and what wasn't working in 2015, and provides observations on these items and what, if anything, has changed in the interim.

Table 3. What is working and what needs work regarding building massing, 2015-2023

2015 Plan	2023 Observations
What Is Working	
In general, buildings are human-scaled and most break up continuous walls with vertical architectural elements.	No change.
Range in building sizes is small enough that there are no jarring transitions between buildings that touch each other.	No change.
Wide right-of-way reinforces the district's suburban character.	No change.
Most one-story buildings have high ceilings, cornices, or parapet walls that make them feel substantial.	No change.
What Needs Work	
Buildings that are exceptions to the provision of vertical architectural elements generally have low-quality facades, accentuating the lack of visual interest.	No change.
Buildings with large setbacks feel as though they do not continue the downtown fabric.	No change.
The Pizza Hut building is low and focused inward, occupying an important corner with a building obscured by landscaping and not in character with any of its neighbors.	The Pizza Hut building was demolished. The lot is vacant at present.
Several surface parking lots interrupt the fabric of the downtown and most of these lots are maintained and landscaped in a way that makes them feel like gaps. Better defining the boundaries of these spaces could greatly improve the pedestrian experience.	Clawsonian project better defined and landscaped the parking in that area of downtown, and filled in the street wall gap along 14 Mile Road.
Large vacant lots make the ends of downtown feel further apart than they are. West Downtown in particular feels nearly empty on the south side of 14 Mile despite the presence of several businesses.	No change.



The foundation pad for the old Pizza Hut building is still present at the northwest corner of Main and 14 Mile Road. This site should be a considered a priority for redevelopment.



Elevations

Changes Since the 2015 Plan

[Table 4](#) below lists examples of what was working and what wasn't working in 2015, and provides observations on these items and what, if anything, has changed in the interim.

Table 4. What is working and what needs work regarding building elevations, 2015-2023

2015 Plan	2023 Observations
What Is Working	
Many buildings are faced with high-quality materials that convey a sense of permanence, such as brick.	Renovations to several buildings and new construction have made this a more substantial strength of Downtown.
While natural colors are the dominant palette, there are splashes of color on many buildings that enhance the visual appeal of the downtown and convey a sense of liveliness. This is especially true of the Restaurant Cluster on South Main.	No change.
Most buildings have horizontal architectural elements that help define the different parts of the building.	No change.
Many businesses have high-quality signage on their frontage.	No change.
Many rear elevations in the Core are well-designed and maintained, inviting customers in with awnings and signage.	No change.
What Needs Work	
Many buildings, particularly those built after the 1940s, have facades at least partly constructed of less attractive materials, some of which have aged poorly.	No change outside of new construction.
The hardware store presents a loading zone and an unscreened dumpster to 14 Mile; this utilitarian area could be better screened from the road and sidewalk.	New planters on are the sidewalk on the west side of the building and the dumpster is now behind a neighboring building, out of site from 14 Mile.
Some businesses have signage that is made of non-durable materials; several panel signs and pole signs in particular look worn out.	No change.
When a variety of materials are used on a building, there should be changes in the vertical or horizontal building plane.	No change.
	There is an opportunity for the windows of vacant buildings to add vibrancy to downtown, such as by adding signs that are colorful and aesthetically pleasing in some way or highlight unique aspects of the area.



Front entrances to many businesses both the Core (right) and other districts are inviting and engaging with large windows and easy-to-read signage.

Sustainable Uses and Design

This section is new to this plan; these aspects of downtown were not assessed in the 2015 plan. Given the City's commitment to sustainability and increased interest and expectations by the public for sustainable practices, it is assessed in this plan.

Since the 2015 plan, the City has taken significant steps to make the community more sustainable and resilient. This includes the formation of Clawson, Naturally, a group of resident and business owners that identifies and prioritizes sustainability issues in the community, provides education and awareness events and activities for residents, and oversaw the creation of the Sustainability Framework (see an overview of the framework in the [Previous Planning Efforts](#) section).

What Is Working

- Housing is being added to downtown, supporting businesses through increased patronage and increasing the walkable nature of the area.
- There are no big box or large chain stores in Clawson's downtown; this supports the local economy more than having regional or national chains by keeping dollars spent in the pockets of local people.
- Big box stores and regional/national chains are located nearby.
- Downtown businesses appear to serve both local residents as well as regional visitors.
- Landscaping, street trees, and other beautification strategies help create a comfortable space while mitigating the effects of extreme weather such as heat and excessive precipitation.
- There is an interesting mix of uses downtown.
- Ground floor uses encourage pedestrian activity. Most ground floor uses are occupied.
- Drive-thru uses are limited downtown.
- Hours of operation vary for uses downtown, generating around-the-clock activity.
- Civic uses are present in the downtown.



A green wall, street trees, and other landscaping provide greenery amid the buildings and roadways downtown while providing services such as cooling, air purification, and flooding mitigation.



2023 Community Survey Results - Housing

The community survey gathered feedback related to multi-family housing. The first question focused on where it would be most appropriate to build multi-family housing in the City, and respondents were able to select as many options as they felt would be appropriate. The highest share of the 222 respondents to this question (54.8%) felt that along major roads, such as Crooks, Maple, and Rochester, were the most appropriate places to build multi-family housing. The second most popular place (35.8% of respondents) was along 14 Mile, east and west of downtown, followed by in and around downtown (31.7%). The least popular option (at 29.4% of respondents) felt that Main Street north and south of downtown were good places for multi-family housing. However, the responses to the following question about the type of multi-family housing that would be most appropriate indicate that any multifamily housing in the city is undesirable.



Multi-family housing downtown. On the left, units on Gardener between Church and Main St. The Ace Hardware on 14 Mile with second and third level apartments is on the right.

What Needs Work

- It has been difficult to attract and retain businesses in the downtown area, resulting in vacancies. Vacancies include both commercial spaces and full lots where buildings have been removed, in some cases many years ago.
- There are limited opportunities for visitors to extend their time downtown other than going to another restaurant or bar. Some businesses are not active for many hours in the day or days each week.
- Lack of diversity in the services and amenities offered. A better mix could be helpful in attracting both residents and visitors to spend more time downtown.
- Improvements to bike infrastructure (including parking and transit stops).
- Better drainage and stormwater detention in parking areas is needed.
- More third spaces - places that are not work or home - for people to congregate, are needed.
- Open lots should be activated in some way to continue the vibrancy of downtown without gaps.
- There is an opportunity for the windows of vacant buildings to add vibrancy to downtown, such as by adding signs that are colorful and aesthetically pleasing in some way or highlight unique aspects of the area.
- Requirements for new construction could include the reuse of materials, sustainably sourced materials, renewable energy generation, water saving measures, installation of native species for landscaping, public spaces and amenities, or other environmentally or socially supportive aspects.
- Civic spaces could be better connected and signage would be helpful in guiding people to these spaces. More shared or public spaces are needed.

2023 Community Survey Results - Downtown Business Mix

Respondents to a community survey could think of something they would like to see added to downtown, with only 25 stating that nothing was needed. Many respondents were interested in more food and beverage options, ranging from fast food chains and more affordable dining options to specialty restaurants and breweries to ice cream parlors. Several comments indicated that there were too many bars already in the city, and other food and beverage options are desired. Grocery options, particularly higher-end and specialty shops such as butchers, produce markets, bakeries, and those catering to various food preferences and needs such as vegans and celiacs were commonly mentioned. The number of people suggesting entertainment options was a third of those recommending food/beverage and grocery additions, but suggested parks, a social district, yoga studios, gyms, theaters, bowling alleys, arcades, a museum, and things for kids and teenagers to do.



Benchmark

Third spaces, those places that are not your home or place of work and are free or low cost to visit and stay in, are important in facilitating a sense of community and sense of pride in the community as well as creating spaces for people connect with others. Activating underutilized spaces downtown such as courtyards, alleys, and empty lots can improve the aesthetics of downtown and encourage visitors to stay longer.

There are several vacant lots and underactivated spaces in the downtown area, shown below. These could be activated in various ways, similar to the ones shown to the right.



Some gaps in the building wall and underutilized spaces have found new uses and ways to contribute to the vibrancy and offerings of downtown, such as the outdoor dining area (top), a courtyard (middle), and rotating art displays (bottom).

Streetscape

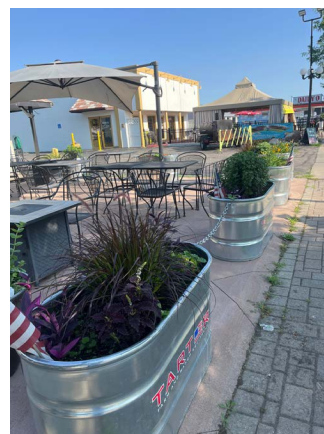
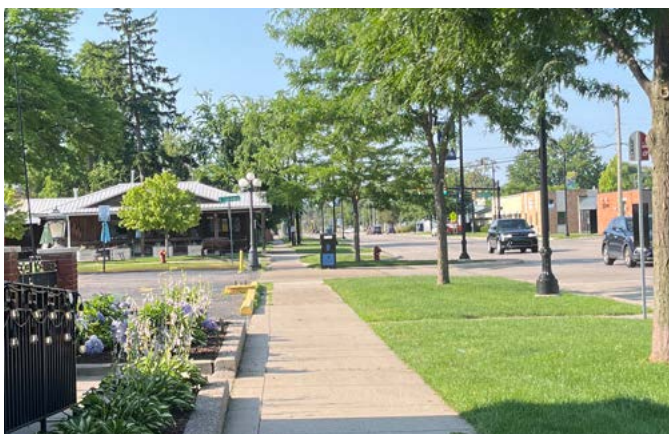


Streetscape refers to the visual and physical characteristics of a street, including the buildings, sidewalks, street furniture, landscaping, and overall design. The streetscape should take into consideration the needs of pedestrians, cyclists, and motorists. Streetscapes are important for many reasons, including their impact on the visual attractiveness of an area, contributions to creating a sense of place and identity, ability to facilitate social interaction and connection, promotion of walkability, support in attracting and retaining local business, potential to improve safety and reduce air pollution and the effects of the urban heat island effect. In short, well-designed streetscapes contribute to a more livable, sustainable, and vibrant environment.

Plantings and Landscaping

Changes Since the 2015 Plan

[Table 5](#) below lists examples of what was working and what wasn't working in 2015, and provides observations on these items and what, if anything, has changed in the interim.



Great landscaping, street tree coverage, and screening on Main Street south of 14 Mile.



Table 5. What is working and what needs work regarding plantings and landscaping, 2015-2023

2015 Plan	2023 Observations
What Is Working	
A small number of businesses, including Leon & Lulu, Clawson Grill, and the establishments in the Restaurant Cluster, have taken a great deal of initiative to enhance their frontage with flowers and other plantings. Michael's Liquor has also extensively landscaped the base of its sign.	Appeared to be a variety of flowers and mixture of flowers, perennials, and grasses within plantings. This is especially true at the intersection of Main and 14 Mile.
The only remaining old-growth street tree on either Main or 14 Mile, at the far south end in the Restaurant Cluster, provides attractive and functional shade for the adjacent outdoor dining areas.	Streets are generally lined fairly well with trees to provide shade. No trees appeared to create any sight obstructions or hazards; branch height and projection was maintained.
	The plantings between the sidewalk and parking lot on the west side of Main, north of Madison, are effective at providing a division between the areas and disguising the tail lights/headlights from the right-of-way.
	Trees are located at the bus stop on Main, north of Madison, providing shade for those waiting for the bus.
What Needs Work	
There is ample space for more plantings throughout Downtown, and especially along 14 Mile.	There is more space for plantings, particularly outward from the Core, although there are some good examples of plantings, particularly those in planters. Plantings should include plants that are hardier and evergreen-types that provide color year-round. Plantings should be located so as not to block signs and other markers.
Street trees are young and do not yet provide shade. While this will change with time, street trees are also not consistently spaced; in many cases, trees seem to have been left out of the planting plan to avoid placing them in front of businesses. Without further planting, the future stock of mature trees will not provide a consistent or continuous canopy.	There has been minimal change. Tree species should be diversified. Honey locusts dominate by a wide margin, besides a few ginkgo trees in front of the Clawsonian. A few small areas lacked street trees. Some tree roots were heaving the public sidewalk.
The most landscaped property, on the northwest corner of 14 Mile and Main, has no plantings intended to mature into canopy; the low vegetation is essentially intended to screen the building.	The Pizza Hut building was removed, but the landscaping largely remains. There are opportunities to activate this site in a public/private partnership.
The planting strips that separate sidewalks from parking lots on South Main are scrubby, especially on the west side of the street.	Weeds are prevalent, especially on private property and in certain public planting beds. Many shrubs were dead on private property. The west side of Main just south of Jefferson has overgrown bushes that should be trimmed to allow for easier pedestrian access.
The grass lawns that fall within the right-of-way are underutilized; some of them could be landscaped with more extensive plantings to beautify the area.	There could be more thorough buffering from the busy Main & 14 Mile intersection to enhance perceived pedestrian safety.
The vacant lots that dot Downtown are generally well-maintained, but the vast expanses of grass feel empty and inhibit pedestrian connectivity.	No change.

2015 Plan	2023 Observations
There are several large expanses of paving that could benefit from more definition, which plantings and knee walls could help provide.	There are areas where the sidewalk abuts the parking area. This could be better divided to better define the spaces and enhance perceived pedestrian safety.
Public parking lots are barren expanses of concrete or asphalt.	There is very poor screening/division of parking lots from the sidewalk. The Clawsonian improved landscaping in the parking lot behind the building, but otherwise, there has been little change.
	Fertilizers are used on grass areas in the Downtown area. Given the known negative effects they can have on waterways and wildlife, use of alternatives may be explored.



Street trees and landscaping on Main Street north of Madison.

Benchmark

In addition to providing aesthetic value, plantings and landscaping can be used to achieve other goals important to the city, such as stormwater management and reducing the likelihood of flooding. Incorporating native plants in the landscaping can reduce flooding during heavy rains due to the long roots that allow for water to percolate more easily through the soil. Native plants also promote biodiversity by providing food and habitat for birds and insects. They also tend to require less maintenance, and are hardy against the weather conditions common in Southeast Michigan.

Creating a downtown that models what can be done in other parts of the City to mitigate the impacts of flooding can help these strategies catch on in other places. Additionally, finding ways to improve the downtown while meeting other City goals and community needs creates more avenues for financial and other forms of support, helping achieve multiple objectives more quickly and efficiently.



Amenities

Table 6 below lists examples of what was working and what wasn’t working in 2015, and provides observations on these items and what, if anything, has changed in the interim

Table 6. What is working and what needs work regarding amenities, 2015-2023

2015 Plan Observations	2023 Observations
What Is Working	
Street furniture is durable and uniform in style.	Newer trash cans in the district are an improvement over older models. Benches have been added in several locations.
Street lamps are attractive and different in style from lamps found in other districts.	No change.
Street lamps support attractive banners that can be changed seasonally.	Banners are consistently maintained and changed seasonally. Additional
The City of Clawson sign prominently reminds people in vehicles passing through where they are.	Additional work has been done on identity signage, including historic markers, public alley signage, and banners.



Lights and banners give the downtown a distinctive feel. The alley on the right has been extensively refurbished and turned into a lively public space.



2015 Plan Observations	2023 Observations
What Needs Work	
Downtown lacks a public gathering space.	This is still true; downtown still lacks large spaces to gather. Public gathering spaces are provided often in the form of benches in front of buildings or under tree canopies. The alley seating area is a successful example of what other spaces downtown could look like and provide to visitors. Downtown could use a larger gathering space, or a clear connection to a larger public park.
Placement of street furniture is often puzzling and seems to have no regular pattern. For instance, one bench is placed in the middle of an alley, facing the street; it is unlikely to be used at this location.	Street furniture is consistently found throughout the Downtown area; improvement has been considerable, and this is now something that is working.
The northwest corner of 14 Mile and Main has an unusually high concentration of street furniture, as though the street treatment was attempting to compensate for the excessively wide sidewalk and the presence of a building out of character with the district.	Street furniture is consistently found throughout the Downtown area; this is now something that is working.
Placement of bike racks is unpredictable; several are too close to trash cans or benches to allow two bicycles to park. The racks are also drably colored and can be difficult to notice.	There has been marginal improvement. The bike rack on Main Street at Madison Street allows for two bicycles to be parked there without obstructions. The bike rack in the alley between Jefferson Ave and Madison Ave behind the CrossFit gym could hold four bikes. More bike racks are needed throughout the corridor.
Public utilities currently screened by trash can cages might be more effectively screened by plantings.	No change.
Additional pedestrian-oriented lighting would be a benefit along paths and sidewalks.	No change.
Street furniture, including trash receptacles, should be maintained on a regular basis.	As written, this item will always be needed. Overall the street furniture appeared to be well-maintained, with the exception of an unsafe bench on the south side of 14 Mile Road, at the western end of the district.



Cages for electrical equipment screening could be improved or replaced with vegetative screening.

Right: Maintenance of trash receptacles should be done on a regular basis. Receptacles should be placed in areas with easy access that do not impede walking. The bicycle parking and road closure gates may make it challenging to reach the receptacle or for bicycles to park at this facility.



Sidewalks

[Table 7](#) below lists examples of what was working and what wasn't working in 2015, and provides observations on these items and what, if anything, has changed in the interim.

Table 7. What is working and what needs work regarding sidewalks, 2015-2023

2015 Plan Observations	2023 Observations
What Is Working	
Outdoor dining lends the area a sense of vitality and activity.	Outdoor dining has increased, accelerated by the pandemic. These options beautify the downtown area and illustrate a thriving community, especially in good weather.
Sidewalk pavers in the Core create the sense that this is a distinct district.	No change.
Crossings at 14 Mile and Main are timed.	No change. Additional pedestrian signaling/signage and an enhanced culture of concern for pedestrians is needed, particularly at crosswalks.
In the Core, there are very few interruptions in the sidewalk.	No change.
What Needs Work	
The boundary between many front parking lots and the sidewalk is ill-defined.	No change.
There is only one sidewalk-oriented projecting sign in all of Downtown.	Two additional projecting signs have been added since the last plan was adopted; uptake is beginning to occur.
Lighting on the sidewalks is inconsistent. Streetlamps have only one neck, oriented to the street, and much of the remaining sidewalk light is provided by gooseneck fixtures on buildings. In areas where there are no buildings or buildings are set back behind parking lots, the sidewalk can be dark at night.	No change.
Outside the Core, many driveways cross the sidewalk.	Except for the Clawsonian, this has not changed.



Sidewalk pavers in the Core give downtown a distinct feel and geography. Constant maintenance is key to keeping the sidewalk safe and functional.



A sidewalk in good condition outside the Core of downtown.

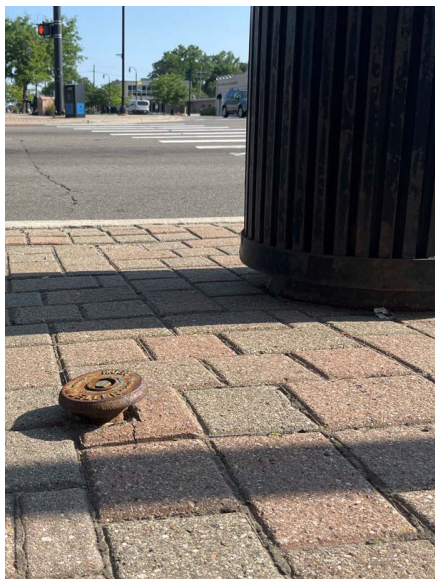
Benchmark

As described in the 2015 plan, downtowns should be safe, walkable, and barrier-free with minimal conflicts between vehicles and pedestrians. It should also have accommodations that encourage bicycle traffic.

Downtown Clawson has a walk score of 87, indicating it is very walkable with options for dining and drinking, groceries, shopping, errands, schools, and culture and entertainment within a short walk. Distance from parks lowered the score slightly.

The Downtown's bikescore is 68, which is considered bikeable with some bike infrastructure present. Other conditions that are considered in this score are the presence of bike lanes and hills, destinations and road connectivity, and the number regular of cyclists in an area.

These scores are helpful in noting progress towards walkability and bikeability as changes are made to the Downtown area.



While the sidewalks in the Core are generally in good shape, sidewalks outside the Core have weeds, trip hazards, lack a clear boundary from the adjacent parking lot, and are interrupted by access drives for vehicles crossing them.

Signs

[Table 8](#) below lists examples of what was working and what wasn't working in 2015, and provides observations on these items and what, if anything, has changed in the interim.

Table 8. What is working and what needs work regarding signs, 2015-2023

2015 Plan Observations	2023 Observations
What Is Working	
Public parking lots can be located with the aid of signs.	No change.
Banners on street lights contribute to a sense of place.	No change.
City of Clawson sign helps solidify a sense of place.	No change.
What Needs Work	
Public parking lot signs are generic traffic signs.	No change; updating these to be different from the traffic signs would help them stand out. Signs have been added within lots
Outside of signs pointing drivers to parking lots, there are no wayfinding signs Downtown. Signage pointing pedestrians to various destinations, including places outside of the DDA territory such as parks, the City Hall, and the public library, with distances, could be very useful. A district map would be helpful as well, and serve as a cue to visitors to the extent of Downtown and what it has to offer.	No change. Wayfinding signage would still be beneficial downtown.
In general, public signage does not convey a brand or unified image for downtown.	No change; updating signs to have a downtown- or city-specific symbol would enhance and support the branding of the area.
Pole signs for businesses in East Downtown and West Downtown are in poor repair.	No change; pole signs still exist unmaintained.
Many businesses lack signage facing rear parking lots.	More businesses have signage facing the rear parking lots.
	The amount and relative space that window signs take up should be considered and the standard enforced consistently.
	Some signs are worn and the lettering has been removed or is difficult to read.
	The use of wall signs without projecting signs makes it challenging for pedestrians, to identify locations while on the same side of the street.
	Some interpretive signs are in landscape islands, making it difficult to read the small font.
	Some windows of businesses with window signs are full, making it difficult to see into the building.
	Add wayfinding signs and maps to orient visitors to key destinations and parking facilities.



Many businesses have signs above their rear entrance, but some do not.



This sign for the social district has a unique symbol that helps brand the City, downtown, and the district.

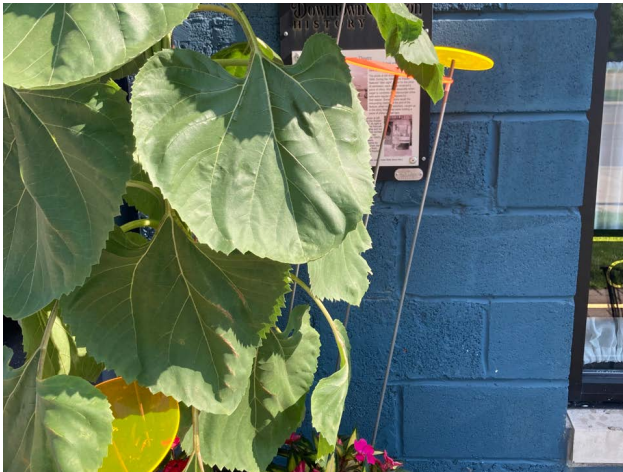
Benchmark

Community identity is an important component of place; it helps people feel connected to the spatial and physical elements, as well as the other people there. The most evident factor in creating and maintaining a place's identity is appearance. The physical attributes of places may be the only impression people have of the community, especially among those who are only simply passing-by. Streetscape elements such as banners, wayfinding, or other signs, can help distinguish a specific place and promote social connectivity. Collaboration with the downtown business owners is essential to garner a stronger sense of place that draws people into the area, to the mutual benefit of the businesses and the downtown overall.



Some businesses fill their windows with window signs and decals, making it difficult to see inside.





The History Walk is a low-cost, low-maintenance way for people to learn about Clawson and connect with the community, and incentivize going to parts of the area that they may not have otherwise gone to. Many of the markers on the History Walk are difficult to read due to the small font size used relative to their placement in planters or behind benches. The locations should be checked regularly to make sure the plaques are visible and not obstructed by things such as plants that are thriving in planters, such as the example on the bottom left..

Benchmark

Orienting signage to be pedestrian-friendly is key in making the downtown easy to navigate and improving the pedestrian flow. Signs flat against building facades are challenging to read from the sidewalk, encouraging those unfamiliar with a site's specific location to rely on a map or walk on the other side of the road. Business owners should be encouraged to create signs that project from the building and have faces that are readable from the sidewalk.



The use of A-frame and projecting signs can make it less challenging for people using the sidewalk to see businesses.



Circulation & Parking



Circulation refers to the movement of people, vehicles, and goods within a space or between different spaces. It involves the design and organization of pathways, roads, sidewalks, transit systems, and other elements that facilitate the flow of movement within a given area. Circulation planning is integral to creating functional and efficient environments and enhancing safety for all involved, regardless of their method of transportation. Different aspects related to circulation must be considered for the different users in an area.

- **Pedestrian Circulation:** Planning for pedestrian movement involves designing sidewalks, pathways, and public spaces to accommodate safe and convenient walking. Walkability, accessibility, and amenities for pedestrians such as benches, trash cans, and other pieces of street furniture are key considerations.
- **Vehicular Circulation:** Facilitating the movement of vehicles requires a focus on the roads, streets, and transportation networks. Road design, traffic signals and timing, parking facilities, and overall layout of the transportation infrastructure are key considerations related to vehicular movement.
- **Public Transportation:** In the case of Clawson, integration of the bus system into its circulation system is needed. Designing transit hubs and bus stops to be safe and comfortable and ensuring efficient connectivity between modes of transit are key in circulation planning related to public transit.
- **Cyclist Circulation:** Cyclists have needs that are different from those of vehicle drivers and pedestrians, such as bike lanes, bike-share programs, and secure bicycle parking and storage facilities.
- **Emergency Circulation:** Planning for emergency situations involves designing circulation systems that can accommodate the swift movement of emergency vehicles and pedestrians during critical times so they can reach their destinations quickly and efficiently.



Pedestrian and Bicyclist Circulation

Changes Since the 2015 Plan

[Table 9](#) below lists examples of what was working and what wasn't working in 2015, and provides observations on these items and what, if anything, has changed in the interim.

Table 9. What is working and what needs work regarding pedestrian and bicycle circulation, 2015-2023

2015 Plan Observations	2023 Observations
What Is Working	
There are five streets with signed bicycle routes that come directly into downtown.	No change.
In general, the narrowing of Main Street north and south of 14 Mile calms traffic and enhances pedestrian safety.	No change, though the design of the choke-down north of 14 Mile Road leads to occasional merge conflicts.
Wide sidewalks in the Core and throughout much of the rest of downtown offer convenience and safety for pedestrians.	No change.
	Shade trees and landscaping in the Core improve the aesthetics and comfort for pedestrians.
What Needs Work	
Outside of the primary intersection, there are no additional marked pedestrian crossings in downtown; the nearest signaled pedestrian crossings to the east and west are over half a mile away, while the nearest signaled crossings to the north and south are each over 1,000 feet away.	Three additional pedestrian crossings are available across 14 Mile: one at S. Washington Ave, one between Church Ave and Renshaw Ave, and one at Florence.
Once bicyclists reach downtown via a signed bicycle route, there are no further directions regarding routes through downtown.	No change.
There are no bicycle lanes downtown; 14 Mile in particular offers little safety for cyclists.	No change.
In some places, pedestrians exiting cars in the on-street parking bays or buses at signed stops do not have a paved, direct path to the sidewalk.	No change, except near the Clawsonian.
Pedestrians and cyclists navigating through the mix of public and private parking lots north of 14 Mile have no defined paths to follow.	No change.
	Crosswalks should be maintained to be visible and signals improved to provide auditory cues for crossing.
	Add "no turn on red" signs at the intersection of Main and 14 Mile to improve walkability and safety, at a minimum during peak hours.



Potential trip hazards for pedestrians.



Some crosswalks in downtown are well-maintained, while others could use some upkeep.



Benchmark

Signage, pavement markings, lights, and other ways to alert drivers to pedestrian areas helps improve pedestrians and driver safety. Use of designated crossing areas can improve pedestrian and vehicle flow throughout the area, so signage directing pedestrians to crossing areas and signage that explains the signals is useful. Signals that use noise to direct pedestrians across intersections and textured cross walk strips can assist those with visual impairments cross safely.



Signage directing pedestrians to crossing areas and alerting drivers to these areas can increase pedestrian and vehicular driver safety.



The crosswalks across 14 Mile Road have a light that flashes to notify drivers of a pedestrian crossing and to stop to allow the person to cross. This does not consistently occur though.

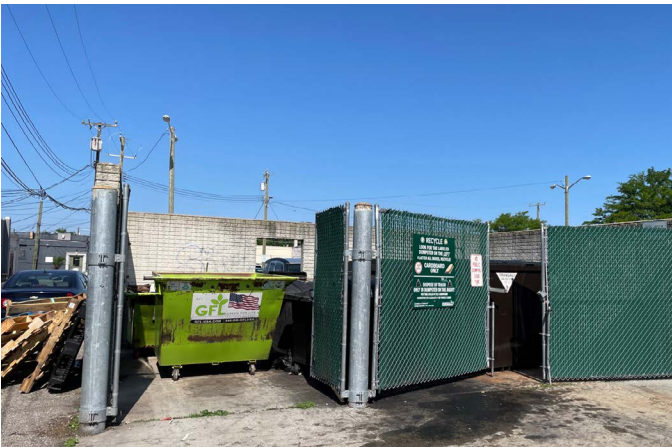
Pedestrian Access and Bicycle Parking

Changes Since the 2015 Plan

[Table 10](#) below lists examples of what was working and what wasn't working in 2015, and provides observations on these items and what, if anything, has changed in the interim.

Table 10. What is working and what needs work regarding pedestrian and bicycle parking, 2015-2023

2015 Plan Observations	2023 Observations
What Is Working	
Downtown has parking distributed throughout the district, including on-street spaces, off-street public lots, and off-street private lots. It is nearly always easy to find a space.	Public parking spaces are often at a premium during peak times, especially Friday and Saturday evenings, while privately controlled spaces are unused but unavailable.
Public lots that are shared among uses allow downtown to provide ample parking for visitors without providing an oversupply of parking relative to actual at-one-time demand. This helps minimize the amount of land in the district devoted to pavement.	No change.
What Needs Work	
Many private lots are unstriped or inefficiently laid out.	Some of the larger parking lots in the Core do not have pavement markings in the access lanes and the parking spaces could be better defined with new striping.
In two locations, both north of 14 Mile, it is difficult to distinguish the boundary between public and private lots; particularly northeast of 14 Mile and Main, the private lot is cluttered with signage.	The private lot is now better defined, with much less signage than in 2015.
The half-public/half-private lot northeast of 14 Mile and Main has spaces that are covered by outdoor storage and dumpsters. This space is generally disorganized and aesthetically unappealing.	The Clawsonian project addressed the private parking here. the public lot still has issues surrounding the trash enclosure, particularly with items being left outside the enclosure.
Many parking lots are open to adjacent public streets, with little or no screening.	Very little change.



The dumpster enclosure in the northeast lot is a frequent source of problems.



Landscaping and low walls or fences provide separation and screening for parking lots.



2015 Plan Observations	2023 Observations
The lot of Main Street Liquor is in poor repair, unstriped, and has boundaries that are difficult to distinguish. Parking lots along Bowers Street are generally in poor repair and abut this lot.	The parking lot of Main Street Liquor has been repaired and restriped, but its boundaries are still difficult to distinguish. Other lots to the north have not been improved.
Parking lots on the south side of 14 Mile in East Downtown have little sense of separation from the sidewalk other than bumper blocks; this is an issue repeated at the north and south ends of downtown on the east side of Main.	Uncurbed parking spaces, especially those immediately adjacent to a building, can lead to vehicle/building collisions, while parking abutting sidewalks can cause vehicle/pedestrian conflicts.
The Pizza Hut parking lot is inefficiently laid out, and its boundaries with respect to neighboring parking lots are ambiguous.	Generally still true; the building is gone, but the parking lot has not changed.
Parking in the alleys between buildings on the north side of 14 Mile in West Downtown is haphazard.	No change.
The public lot southeast of 14 Mile and Main is aesthetically unappealing.	No change for the northeastern portion of this lot.
Parking time limits in the public lots are unreasonably short in most cases; one-hour parking is inadequate for visitors seeking to visit more than one business, especially if one of those businesses is a restaurant.	No change.
Parking lots in some sections of downtown are located in front of buildings.	No change.
Most downtown parking lots have few places for pedestrians to walk other than in the maneuvering lanes.	No change.
	More accessible and safe bicycle parking facilities should be provided, especially in the Core of downtown, in areas that are well-lit and visible.
	There are no electric vehicle (EV) charging stations in the downtown area.



Some parking lots downtown are nicely screened with vegetation or a wall. Others have no screening, or screening that needs to be repaired. Where parking lot pavement directly abuts the sidewalk, there is no protection or separation for pedestrians, and no blockage of headlights pointing into the road.

Benchmark

Electric vehicles (EVs) are becoming more popular as their costs come down, more consumers are concerned about the environmental impacts of combustion engines, and charging infrastructure becomes available. Having charging infrastructure brings people to the area and encourages them to stay longer, boosting local businesses. If it is not possible to add charging infrastructure immediately, planning for it by requiring that all parking lot upgrades include adding the electrical conduit for future charging stations is a forward-thinking and money and time saving measure.

Most parking lots downtown do not have a good place for pedestrians to walk other than the maneuvering lane. This safety concern is compounded by the lack of clear pavement markings to direct vehicles.





Top Left: Unique signage calls attention to this bike rack.



Top Right: Accessible bicycle parking at the CrossFit gym.



Bottom Left: Accessible bicycle parking at the corner of Main and Madison.



Bottom Right: It may be challenging for someone to park a bike here with the trash can and construction materials in the area.

Benchmark

Clawson's bikescore is currently 52, indicating it has some bike infrastructure. Adding bicycle parking facilities can reduce the number of parking spaces needed downtown and greatly improve the bikeability of the area. Bicycle parking facilities should be securely anchored to the ground, have at least two contact points with the bicycle, and be at least three feet tall. When located near in or near parking lots, the bicycle parking should be separated from automobile parking spots and access aisles by a raised curb, landscaped area, or sidewalk. Bicycle parking areas should be well-lit and accessible without other street furniture or items impeding its use.

Service Areas

Changes Since the 2015 Plan

Table 11 below lists examples of what was working and what wasn't working in 2015, and provides observations on these items and what, if anything, has changed in the interim.

Table 11. What is working and what needs work regarding service areas, 2015-2023

2015 Plan Observations	2023 Observations
What Is Working	
Most public alleys are kept clear.	No change.
Loading and unloading are mostly kept off the public streets.	With the old loading zoning for Ace Hardware moving off 14 Mile Road, the loading location situation in Downtown has improved.
What Needs Work	
Quality of dumpster screening is inconsistent, and some dumpsters are not screened, including one in the alley leading to the public parking lot southeast of 14 Mile and Main and the hardware store dumpster, which is visible from 14 Mile.	Quality of dumpster screening is still inconsistent, and some dumpsters are still not screened, including ones in the southeast and northwest lots. The dumpsters in the parking lot on the northeast corner of 14 Mile and Livernois are screened, but often have refuse outside the enclosure.
The hardware store loading area is immediately adjacent to the sidewalk along 14 Mile and completely unscreened.	No longer true; loading has moved to an organized area at the rear of the building.
Several other loading zones have the potential to conflict with parking spaces in public lots.	No change.
Opportunities exist for rear facades and service areas to be enhanced for customer entry, outdoor gathering/dining, employee break areas, and more.	Many rear entrances have been improved. Other similar opportunities remain throughout the district.



Some of the rear entrances and alleyways have been enhanced to be more aesthetically pleasing for customer entry, provide a place for customers to wait before being served, a place to socialize, and/or a place for employees to take a break.

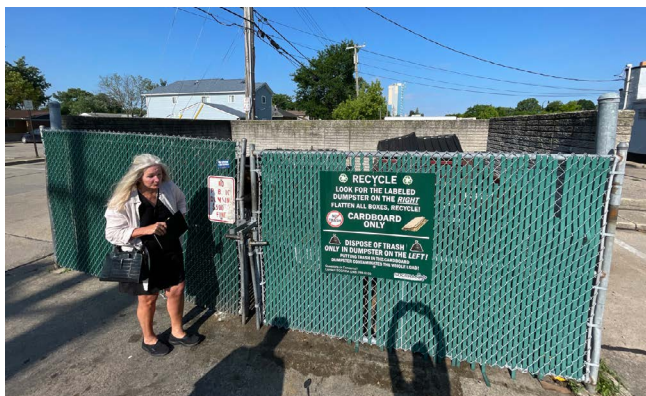




The dumpster enclosure in the northeast lot has area around it that accumulate unscreened refuse.



The dumpsters in the alleys in the parking lot southeast (left) and northwest (right) of 14 Mile and Main are not screened, reducing the aesthetic quality of the area.



This dumpster in the southwest lot is screened and does not have refuse and debris around it.

Public Art Framework





Town Clawson

Art in Clawson

As cities compete for residents and businesses, a strong identity is key. The reputation of Downtown Clawson has evolved in recent years as new businesses and development reflect this unique community. By strategically integrating public art and thoughtful placemaking, the City and DDA can continue nurturing a vibrant, welcoming environment that fosters community pride and attracts people to live, work, and play here.



Placemaking In Clawson

Making physical improvements to downtown has been a priority of the Clawson DDA for several years and was highlighted in the 2015 Downtown Master Plan. This plan updates that goal to more broadly address placemaking, which is a multi-faceted approach to the planning, design, and management of public spaces with the goal of creating vibrant, inclusive, and meaningful environments for people. It involves transforming spaces into welcoming, accessible, and engaging areas that reflect the community's identity, encourage social interaction and support local businesses. Placemaking includes more than physical improvements, as it also incorporates some programming of public places.

Downtown Master Plan Goal: Placemaking. Downtown Clawson should have an authentic and perceptible identity that sets it apart from neighboring downtowns. Public and private improvements that enhance walkability and the pedestrian experience should be encouraged.

In addition to the physical improvements recommended elsewhere in this document, one concrete approach to placemaking is a public art program that supports and lifts up those activities through art in public spaces.

For the City of Clawson, a public art program can enhance the quality of life in downtown and the rest of the community by contributing to its cultural, economic, and social well-being. It can be a valuable asset that enriches the city's identity and makes it a more attractive and vibrant place to live, work, and visit. This section provides a framework to creating a public art plan that strives to address concerns and risks associated with a public art program, including outlining a balance between work that is thought-provoking and work that is acceptable to the broader community, considering the limited financial resources to implement and maintain projects, potential strain on staff time and how to address the potential for negative response to selected artworks.



Vision and Identity

Residents love Clawson because of its small-town feel. When they describe what they like about downtown, they generally cite safety, affordability and walkability. People frequently say that they appreciate that downtown Clawson is unlike its neighboring communities in scale. Input during this planning process revealed interest in adding street furnishings, trees and landscaping and improvements to sidewalks. During the master plan process, one engagement activity asked participants to allocate 1,000 points towards public projects. Just under half of the respondents funded community art projects, with about 40% funding above the minimum amount. Although a small sample, it does indicate there could be support for public arts funding in the city.

This feedback supports the Downtown Master Plan goal noted above, which can be expanded into a vision for an arts program:

Downtown Clawson will enhance its authentic and perceptible identity that sets it apart from neighboring downtowns. Public and private improvements will incorporate art in ways that are meaningful, organic, vibrant and enhance the community's shared sense of place in ways that leave a lasting legacy for generations to come.



Back wall of White Wolf Patisserie. Much of the public art currently present in Downtown Clawson is closely tied to the identity of the business it adorns.

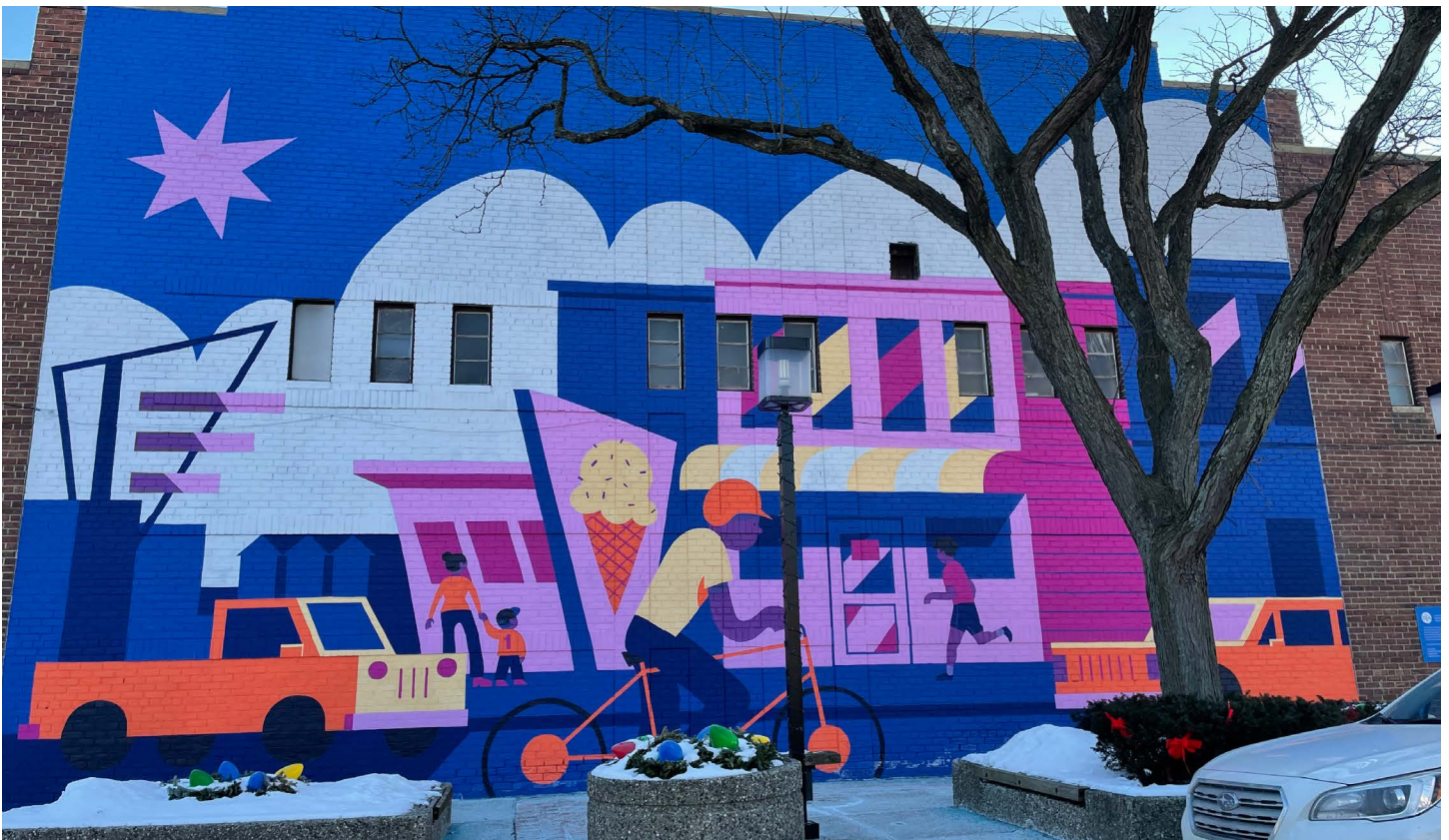
Arts, Culture and Placemaking

The earliest human experiences include expressions of art and the creation of cultures that define a group of people. There is no one definition of art; expressions of art include the visual, such as painting, drawing, photography or sculpture, as well as the performed, such as music, theater, dance and film. Art includes the spectrum from the written word and storytelling to animation and textiles. It includes industrial design, architecture and graphic design industries. The definition of “culture” is “all that is fabricated, endowed, designed, articulated, conceived or directed by human beings, as opposed to what is given in nature. Culture includes both material elements (buildings, artifacts, etc.) and immaterial ones (ideology, value systems, languages).”¹

According to the American Planning Association (APA), planners in the past have used art and culture as a “community revitalization tool,” but today, there is recognition that arts and cultural opportunities have tremendous potential to contribute to broader social, economic, and environmental aspects of community life.² The APA states that arts and culture provide a medium to:

- Preserve, celebrate, challenge, and invent community identity;
- Engage participation in civic life;
- Inform, educate, and learn from diverse audiences; and
- Communicate across demographic and socioeconomic lines.

Arts & cultural activities – vast and innumerable – support individual health and wellbeing, promote community identity through placemaking and catalyze economic development.



Berkley, Michigan's Downtown mural program has brought numerous works of art to walls through the 12 Mile, Coolidge Highway, and 11 Mile corridors.





Planter with mosaic, Lemont, IL



Fairy doors, Asheville, NC

What are the benefits of public art?

The benefits of public art are wide-ranging. Some broad benefits are noted below; additional information on health and wellbeing, placemaking and economic impacts follow.

- **Aesthetic Improvement:** Public art can enhance the visual appeal of public spaces, making them more attractive and inviting. It can transform otherwise mundane areas into vibrant and engaging spaces.
- **Economic Development:** Public art can attract visitors and tourists, boosting local businesses and the overall economy. It can also increase property values in the area, benefiting property owners and the local tax base. Public art can be a draw for tourists and locals alike, encouraging exploration and outdoor activities. Public art trails and installations can make a city or neighborhood more appealing to walkers and cyclists.
- **Sense of Place:** Public art can define and enhance the character of a place. It helps create unique and memorable spaces that encourage people to gather, socialize, and build a sense of community.
- **Social Engagement:** Public art often serves as a focal point for community events and gatherings. It can bring people together, stimulate conversations, and facilitate cultural exchange. Inclusive public art programs can promote diversity and address social issues. They may involve underrepresented groups, encouraging broader participation and representation in the arts. Public art contributes to the city's cultural identity and can celebrate its history, values, and diversity. It can help foster a sense of pride and connection among residents.
- **Education and Inspiration:** Public art can educate and inspire the community. It may convey important messages, provoke thought, and introduce people to new ideas, artists, and cultural traditions.
- **Civic Pride:** A well-executed public art program can instill a sense of civic pride and ownership among community members. People often take pride in art that reflects their values and tells their stories. Public art projects can be designed to reflect the unique character and history of a community, reinforcing a sense of identity and belonging.
- **Creative Expression:** Public art provides a platform for local artists to display their work and can serve as a source of support and recognition for artistic talent within the community.
- **Crime Reduction:** Studies suggest that well-placed public art can deter vandalism and graffiti by making spaces feel cared for and watched over.

1. United States Department of Art and Culture (2018). *Art & Well-Being: Toward a Culture of Health*: Arlene Goldbard.

2. American Planning Association (2011). *The Role of Arts and Culture in Planning Practice (Briefing Papers)*, p. 4.

Health and Wellbeing

There are specific connections between arts and health. Over the past several years, studies throughout the world have shown the value of arts and culture on individual and community health. The positive impacts of art can be seen at all ages, from arts education in schools to the participation in arts activities by older adults, the arts can lead to improved social, emotional and physical health.

In a 2018 report, the United States Department of Art and Culture (USDAC), a non-governmental grassroots action organization, cites several of these studies that include wide-ranging data to support the power of art on health and wellness. The report concludes, “we understand human connection, meaning-making, creativity, and purpose as key contributions to individual and collective well-being and therefore as powerful modes of prevention.” The report concludes with the following findings:

- The arts can help keep us well, aid our recovery and support longer lives better lived.
- The arts can help meet major challenges facing health and social care: aging, long-term conditions, loneliness and mental health.
- The arts can help save money in the health service and social care.

Another public health study showed that public art has “clear public health impacts” due to its ability to “decrease stress, elicit awe, develop shared identity, reinforce self-efficacy, and promote positive health behaviors.”

Improved safety is another healthy outcome from public art. In 2019, Bloomberg Philanthropies created an “Asphalt Art Initiative,” that promotes the installation of artwork in streetscapes, sidewalks and crosswalks. A 2002 study of 17 diverse sites over a two-year period found “significantly improved safety performance across a variety of measures during periods when asphalt art was installed.” Measures included a 50% decrease in the rate of crashes involving pedestrians or other “vulnerable road users,” a 37% decrease in the rate of crashes leading to injuries and a 17% decrease in the total crash rate.

Placemaking

As described above, placemaking means intentionally creating quality places that people seek out to live, work and play. It is a process of creating and nurturing quality places that have a strong sense of place. As it becomes increasingly easier to live and work anywhere, people will choose quality places that are:

- Safe
- Connected
- Welcoming
- Conducive to authentic experiences
- Accessible; people can easily circulate within and to and from these locations
- Comfortable; they address cleanliness, character, and charm
- Sociable; they have a physical fabric that encourages people to connect with one another
- Able to promote and facilitate civic engagement.



Placemaking is important to connect people to communities; residents, business owners, employees and visitors are drawn to places with a strong sense of place and identity. Over the last several years, the Clawson DDA has focused placemaking activities in public spaces – primarily streets, sidewalks, other public spaces. Placemaking initiatives that encourage people to gather and celebrate together can help to create a sense of belonging and identity. Public spaces provide opportunities for people to meet and interact with each other, which can help to build stronger communities.

Because authenticity is a critical component of placemaking, arts and culture unique to a community are key ingredients in creating quality places. The Kresge Foundation is a strong advocate for placemaking in communities and focuses on the role that art and culture play. They establish the following guiding premises :

- Creativity, aesthetic expression and the impulse to create meaning are evidence of our humanity and serve as community assets from which to build.
- Participation in arts and culture takes many forms and occurs in a wide range of venues—parks, community centers, churches and public spaces. People attend art events and buy art. But they also make, teach, learn and support arts and culture in myriad ways, from the amateur to professional realms.
- Our societal tendency is to focus on art products, but it is also imperative to recognize and appreciate the creative process. Process can be as important as, or in some cases, more important than art product.
- Artists have many kinds of relationships with communities, often helping people find their voice and expression or lending a different perspective when framing or devising solutions to community issues.
- Arts-and-culture activity is intrinsically important and contributes to a wide range of community dynamics, conditions and issues.
- Arts-and-culture activity in communities relies on supports inside and outside of the cultural sector.

Economic Impact of Arts and Culture

The nonprofit organization Americans for the Art provides research data on the impact of arts and culture in communities. Their 2023 report on the economic impact of the arts (supported by the US Bureau of Economic Analysis) found that nonprofit arts and culture industries generated \$151.7 billion in total economic activity and supported 2.6 million jobs in 2022. The report notes that findings show that the arts are an “industry that supports jobs, generates government revenue and is a cornerstone of tourism.”

The economic impacts are substantial in Michigan. In 2023, the arts and culture industries added 2.7% or \$15.5 billion to the state’s economy and employed 109,943 workers (about 2.6% of Michigan’s employment). These workers earned wages and benefits totaling over \$8.5 billion.

Sources

United States Department of Art and Culture (2018).

Cameron M, Crane N, Ings R, Taylor K. Promoting well-being through creativity: how arts and public health can learn from each other. Perspectives in Public Health. 2013;133(1):52-59. doi:10.1177/1757913912466951

<https://assets.bbhub.io/dotorg/sites/43/2022/04/Asphalt-Art-Safety-Study.pdf>

Steuteville, R. (2014) “Four Types of Placemaking,” Congress for the New Urbanism <https://www.cnu.org/publicsquare/four-types-placemaking>

The Kresge Foundation (2018). Creative Placemaking and Expansion of Opportunities: Observations and Reflections: Jackson, Maria Rosario, Ph.D.

Public Art Program Framework

This section provides a framework to creating a public art plan that strives to address concerns and risks associated with a public art program, including outlining a balance between work that is thought-provoking and work that is acceptable to the broader community, considering the limited financial resources to implement and maintain projects, potential strain on staff time and how to address the potential for negative response to selected artworks.

Strategies for Downtown Clawson

To support community health and wellness, placemaking efforts and the local economy, the DDA should look for ways to support local arts and cultural activities through some of the following strategies:

- Understand the community's arts and cultural assets: identify arts-related organizations and for-profit businesses as well as cultural organizations.
- Promote community arts and cultural assets: Leverage assets to attract and retain residents and businesses.
 - o Reaching out to realtors, the Clawson Chamber of Commerce and the Clawson Public Schools can spread the word of the existing and future arts offerings in the city.
 - o Continue to encourage and support civic celebrations such as festivals and farmers markets.
 - o Encourage youth in the community: provide opportunities for young people to create and participate in arts and cultural events and activities. Keep in mind that engaging the youth of the community also often engages adults.
- Support arts-related businesses: Tap into the skill sets and synergies of local arts-related businesses; facilitate discussions with businesses to identify opportunities for support.
 - o Promoting downtown as welcoming to the arts and arts businesses as well as fostering connections between businesses already downtown can enhance the City's profile and tax base.
- Promote interaction in public space: design, manage and program public space with people in mind. Include citizen participation in these elements to ensure buy-in and ongoing support.
 - o Tap into the expertise of planning, engineering and recreation professionals to incorporate art into public spaces.
 - o Add standards for public art in private development.



Long-Term Objectives

Objectives help move the goals of a plan to reality. The objectives below are not necessarily in any order; however, one of the common concerns when considering a public arts program is how to get started and create a support system that ensures viability and success. Another is to identify priority areas and public art focus for the community. Those two objectives are listed first.

Objective 1: Establish a sustainable and efficient public arts administration system

While the City of Clawson has limited staff, tapping into existing expertise could lead to enhanced support for local businesses as well as a visible impact on the built environment. A more broad-based public arts program will be able to consider the long-term impact of art installations (inside and out), including maintenance and sustainability. Once a program is started, long-term efforts are needed to ensure that art remains a valuable and relevant part of the community. Creating an Arts and Culture Plan can be based on the framework of this Master Plan and be further refined through the following:

- Stakeholder Engagement. Engage with various stakeholders, such as artists, cultural organizations, City residents, businesses, and government officials through surveys, focus group discussions and other meetings conducted to gather input and insights. Identify overarching themes or narratives within the city that come from individual stories and locations.
 - Conduct interviews with community members of different ages and backgrounds to collect personal stories and memories.
 - Partner with local historical societies and archives to identify historical narratives and events.
 - Conduct arts-specific surveys about public art and the willingness of the community (businesses and residents) to support a public arts program (volunteering and/or funding).
- Budget and Funding. Potential funding sources include general fund contributions, government grants, corporate sponsorships, private donations, or public-private partnerships. Establish a protocol to create a budget for art projects, secure funding, and determine the most strategic locations for installations. Options may include:
 - Diversify funding sources: Implement a “percent for art” program, collaborate with private foundations, corporations, and local businesses. Explore partnerships with cultural institutions, community development initiatives, and crowdfunding platforms.
 - Develop funding proposals: Equip staff with skills to write compelling grant proposals tailored to specific funding opportunities. Create a database of past proposals for reference and best practices.
 - Offer sponsorship opportunities: Develop tiered sponsorship packages with benefits like public recognition, logo placement, and event participation.
 - Organize fundraising events: Host art auctions, benefit dinners, or community-driven initiatives to raise awareness and generate funds.
 - Establish a dedicated public art fund with contributions from various sources.
 - Implement a transparent funding selection process with clear criteria and community involvement.
 - Regularly update location criteria and selection protocols based on evolving community needs and trends.
- Implementation Timeline. As with any plan, there will be a clear timeline for the implementation of the arts and culture plan with a breakdown into short-term, medium-term, and long-term goals, milestones, and checkpoints for monitoring progress.

Objective 1: Establish a sustainable and efficient public arts administration system

Evaluation and Performance Indicators. The plan will outline the metrics and indicators that will be used to evaluate the success of the plan. This could include attendance at cultural events, community engagement levels, economic impact, artist satisfaction, and more. The methods for data collection and analysis will be explored.

- o Quality Control: Develop guidelines and standards for public art will help ensure that the art is of high quality and fits within the overall aesthetic of the community.
- o Conflict Resolution: Provide a framework for addressing conflicts and making decisions based on established criteria.
- Sustainability and Legacy. The plan will consider how the arts and culture plan will be sustained beyond the initial implementation phase. Opportunities to ensure its long-term impact and legacy within the city's cultural landscape.

Objective 2: Create a cohesive, intentional network of public art installations that celebrate the city's identity and stories, boost local businesses, and stimulate economic development in specific areas.

Building on Objective 1, identify priority areas and focused strategies for public art.

- Priority Areas and Strategies. The plan will identify key priority areas for the arts and culture plan based on the input gathered from stakeholders. For each priority area, specific strategies and action plans could be proposed.
 - o Accessibility and Inclusivity: Address issues of accessibility, making sure that art installations are inclusive and available to everyone in the community, regardless of age, ability, or background.
 - o Consider existing infrastructure: Utilize underused spaces like parks, plazas, bus stops, non-motorized transportation routes, or building facades for installations. Prioritize areas seeking revitalization or improved livability.
 - o Identify opportunities, such as through zoning amendments, to encourage and/or require public art in private development throughout the city.
- When considering "showcase" areas in highly visible and prominent locations, other factors are important too, including:
 - o Comfort and Image: What makes the area look and feel inviting and safe? What makes it feel uninviting?
 - o Access/Linkages: What makes it easy or difficult to get to and around this area, in particular on foot or by bicycle?
 - o Uses and Activities: What kinds of activities happen here? What makes it feel vibrant? What makes it feel lackluster? Which places have the most potential and opportunity, but aren't quite there yet?
 - o Sociability: What makes it feel like a welcoming, social place? What might make someone feel unwelcome? Locations should be known and accessible to many in order to ensure project relevance.
 - o Create a map documenting existing public spaces, traffic patterns, and accessibility.
- Partner with businesses to sponsor art installations or create art districts with walking maps and guides. Develop public art-themed events and festivals to attract visitors.
- Create opportunities for art throughout the downtown area on both public and private property. Consider ways in which art can serve a function, such as for seating, bicycle parking, screening, and wayfinding.
- Develop a plan to strategically place visually impactful landscape improvements, such as greenwalls and decorative planter boxes, at locations throughout the downtown districts.
- Encourage unique signage that expresses business character while respecting the building upon which it is located.



Objective 3: Support the city’s goals of sustainability and community resilience by integrating public art installations that encourage physical activity, environmental awareness, and community engagement along public spaces, sidewalks, and non-motorized routes.

- Promote physical activity through interactive elements and play, encouraging walking, cycling, and other forms of non-motorized transportation. (e.g., augmented reality fitness games, sculptures encouraging movement)
- Raise awareness about the city’s sustainability framework and promote strategies for sustainability and environmentally friendly practices. (e.g., murals depicting renewable energy sources, installations utilizing recycled materials)
- Strengthen community connections and foster a sense of ownership through collaborative art projects. (e.g., community-designed bike racks, public spaces for gatherings)
- Integrate sustainable and resilient design principles into public art and public spaces (e.g., rain gardens, solar-powered lighting).
- Encourage walking and cycling by creating visually appealing and engaging routes. (e.g., interactive light installations, storytelling murals)

Program Funding

Finding and maintaining funding is also a critical component of a public art plan. One approach that many communities use is to dedicate a “percent for art” program. This is a funding mechanism where a specific percentage of the budget for a public construction project is set aside for the acquisition, commissioning, and installation of public art. This percentage can vary depending on the specific program, but typically falls between 0.5% and 2%.

Even with this dedicated source, the allocated percentage might not always be sufficient for complex projects. A similar principle can be applied to private development. In this case, a portion of the development budget, typically between 0.5% and 2%, is allocated for public art integration. Communities may take different approaches on this. In some cases, municipalities enact ordinances requiring art inclusion in private development above a certain size or value. Others offer incentive programs or zoning allowances for voluntary participation. Programs that offer flexible approaches allow developers to integrate artwork directly into the project (e.g., sculptures, murals), contribute to a public art fund used for community projects and offer in-kind support like providing a dedicated space for artwork.

Examples of Percent for Art Ordinances

Burlington, Vermont (population: 44,595)

Program: Percent for Art Ordinance

Requirement: 1% of public project costs exceeding \$250,000 dedicated to public art for public infrastructure; private development projects are encouraged to participate.

Fort Collins, Colorado (population: 176,220)

Program: Public Art Program Municipal Code

Requirement: 1% of public project costs exceeding \$250,000 dedicated to public art for public buildings and parks. Smaller projects also have requirements to incorporate art.

Ashland, Oregon (population: 21,939)

Program: Public Art Program

Requirement: One-half percent (0.5%) of the total cost of a qualifying city project shall be dedicated to the public art account;

Santa Fe, New Mexico (population: 84,070)

Program: Art in Public Places program (1985)

Requirement: 2% of the cost of capital construction projects is set aside for the acquisition of art.

Agoura Hills, CA (population: 19,825)

Program: Art in Public Places

Requirement: 1% of private development projects greater than 30,000 sf or the alteration/repair of 50% or more of floor area .

East Lansing, MI (population: 47,741)

Program: Public Art Fund

Requirement: 1% of the cost of public improvement projects; private projects are required to be designed and developed to contain public art as defined by the ordinance.

While the scale of public art projects in smaller cities might differ compared to larger urban centers, these examples demonstrate that “percent for art” programs can foster vibrant and enriching artistic experiences communities of all sizes. Tailoring the program to the specific context and resources of the city is crucial for its success. Further, celebrating measurable success will help demonstrating the long-term value of the program.





This table and seats in Washington, DC, serves both a practical and a recreational purpose and welcomes people into a space filled with temporary art installations.

<https://www.burlingtoncityarts.org/sites/default/files/2022-10/Art%20in%20Public%20Places%20Guidelines%20FINAL%209.12.22%20%282%29.pdf>

https://library.municode.com/co/fort_collins/codes/municipal_code?nodeId=CH23PUPR_ARTXIIARPUPL

<https://ashland.municipal.codes/AMC/2.29.020>

https://library.municode.com/ca/agoura_hills/codes/code_of_ordinances?nodeId=ARTIXZO_CH6REPR_PT2SPRE_DIV9EXAEIM

https://library.municode.com/mi/east_lansing/codes/code_of_ordinances?nodeId=PTIICOOR_CH2AD_ARTVBOCO_DIV4ARCO

Future Land Use Plan





Goals & Objectives

Overview

Development and redevelopment in downtown Clawson should achieve certain goals and objectives that reflect the community's vision for how downtown will look and function. Land use policy and decisions are guided by the framework illustrated in the future land use plan.

Goals describe the community's vision for the future. Objectives describe how the community can achieve the goals. This Master Plan Update will consider goals and objectives from previous planning studies in conjunction with public input and current demographic and economic data to refine goals and objectives for the future.

Goals & Objectives

Development-Ready Downtown. Building and site regulations should produce consistent results and provide clear guidance for development and enforcement.

- Objective: Refine existing development regulations in conjunction with the recommendations and vision of the Downtown Master Plan.

Business mix. The business mix of downtown should include both destination and neighborhood businesses that attract visitors from the region while also serving the needs of Clawson residents.

- Objective: Continue marketing activities aimed at bringing visitors to downtown Clawson, while offering support to local business owners to help them grow and succeed.
- Objective: Ensure that the City's development guide remains up-to-date and comprehensive.
- Objective: Ensure the development review process is efficient and consistent.

Parking. Parking in the downtown area should be convenient for vehicles and bicycles, allowing visitors to easily find parking both on-street and off-street in well-lit, safe, and attractive parking areas.

- Objective: Enhance public parking areas by maximizing the number of parking spaces while improving circulation and wayfinding.
- Objective: Assist property owners willing to share private spaces to maximize parking areas and improve aesthetics.
- Objective: Develop a parking management plan to leverage underutilized private parking lots for overflow parking at peak demand times.
- Objective: Document parking demand during peak hours on at least a yearly basis to assist ongoing efforts to effectively manage parking within the DDA district.
- Objective: Develop a signage program to direct visitors to parking lots, with distinct names or color codes for different parking lots; a map of district parking should be posted online to help people plan their visits.



Placemaking. Downtown Clawson should have an authentic and perceptible identity that sets it apart from neighboring downtowns. Public and private improvements that enhance walkability and the pedestrian experience should be encouraged.

- Objective: Utilize physical design elements and building form to create vibrant, cohesive, and pedestrian-oriented downtown. The ground floor of new buildings should have high ceilings and all street-facing facades should have design elements to foster pedestrian activity.
- Objective: Through the creation of a public art plan, create opportunities for art throughout the downtown area on both public and private property. Consider ways in which art can serve a function, such as for seating, bicycle parking, screening, and wayfinding.
- Objective: Develop a plan to strategically place visually impactful landscape improvements, such as greenwalls and decorative planter boxes, at locations throughout the downtown districts.
- Objective: Encourage unique signage that expresses business character while respecting the building upon which it is located.
- Objective: Establish a sustainable and efficient public arts administration program.
- Objective: Create a cohesive, intentional network of public art installations that celebrate the city's identity and stories, boost local businesses, and stimulate economic development in specific areas.
- Objective: Support the city's goals of sustainability and community resilience by integrating public art installations that encourage physical activity, environmental awareness, and community engagement along public spaces, sidewalks, and non-motorized routes.

Historic preservation. Historic structures should be preserved to tell the story of Clawson and how it evolved over time.

- Objective: Refine development regulations to ensure that additions and improvements respect and complement existing historic structures.
- Continue adding informative historic markers and photos to downtown properties to illuminate the history of the area.

Vacant lots and buildings. Complete the fabric of Downtown Clawson to provide a continuous streetscape for pedestrians and additional economic opportunity for property owners and businesses.

- Objective: Develop short-term and long-term strategies aimed at ensuring that all parcels in the downtown area contribute to the vitality and economy of downtown.
- Objective: Update and enforce property and blight maintenance standards to improve and maintain the appearance of downtown.

Age-friendly community. Prioritize accessibility, safety, and strong community connections downtown. Create a welcoming environment where residents of all ages can thrive, connect, and enjoy a downtown that meets their needs and fosters a strong sense of community.

- Objective: Enhance the downtown infrastructure to be more accessible for people of all ages by implementing features such as ramps, widened sidewalks, street furnishings, updated lighting, and accessible public spaces.
- Objective: Develop and promote programs and events specifically tailored to the interests and needs of the community's youth and senior populations, fostering social connections and a sense of belonging within the downtown community.
- Objective: Implement safety measures such as well-lit pedestrian areas, clear signage, and pedestrian-friendly traffic patterns to ensure the safety and comfort of children and older residents as they navigate downtown spaces.

Future Land Use Plan

The Future Land Use Map illustrates where the City intends to locate general land use categories into the future. The map is accompanied by text that describes the categories shown on the map. The text is general in nature, to allow for some flexibility, but it should also be specific enough to not only guide any zoning amendments that may be needed to realize the vision of the plan, but also to provide the City support for land use policies and decisions (like a planned unit development (PUD) or a rezoning application).

Where the Future Land Use Map and Zoning Map are out of alignment, zoning amendments may not be intended to be imminent; rather, the recommendations set a long-range planning goal for the City.

Future Land Use Categories

The 2015 Future Land Use Plan for Downtown Clawson established three future land use categories for the area, which became the basis for the City Center, Central Mixed Use, and Core Residential zoning districts. This update maintains these categories, with the following basic descriptions:

Downtown Core

The Downtown Core is the hub of downtown. The existing building stock consists entirely of one and two-story structures, and reflects the city's history of rapid growth in the mid-20th century. Though Downtown Clawson already has successful pieces in place, there are many ways in which the district could be made stronger and more vibrant. The core of downtown includes the primary intersection of 14 Mile and Main Street and is anchored by the highest concentration of historic structures. The identity of Clawson should start in the center and work its way outward.

Core Fringe

The Core Fringe supports the Downtown Core and helps contribute to the identity of downtown Clawson. Defining this expansion area helps the downtown grow while preserving the integrity and character of the surrounding single family residential neighborhoods. Regulations in the Core Fringe area will reflect the looser development pattern that exists while providing consistent direction for redevelopment and improvements.

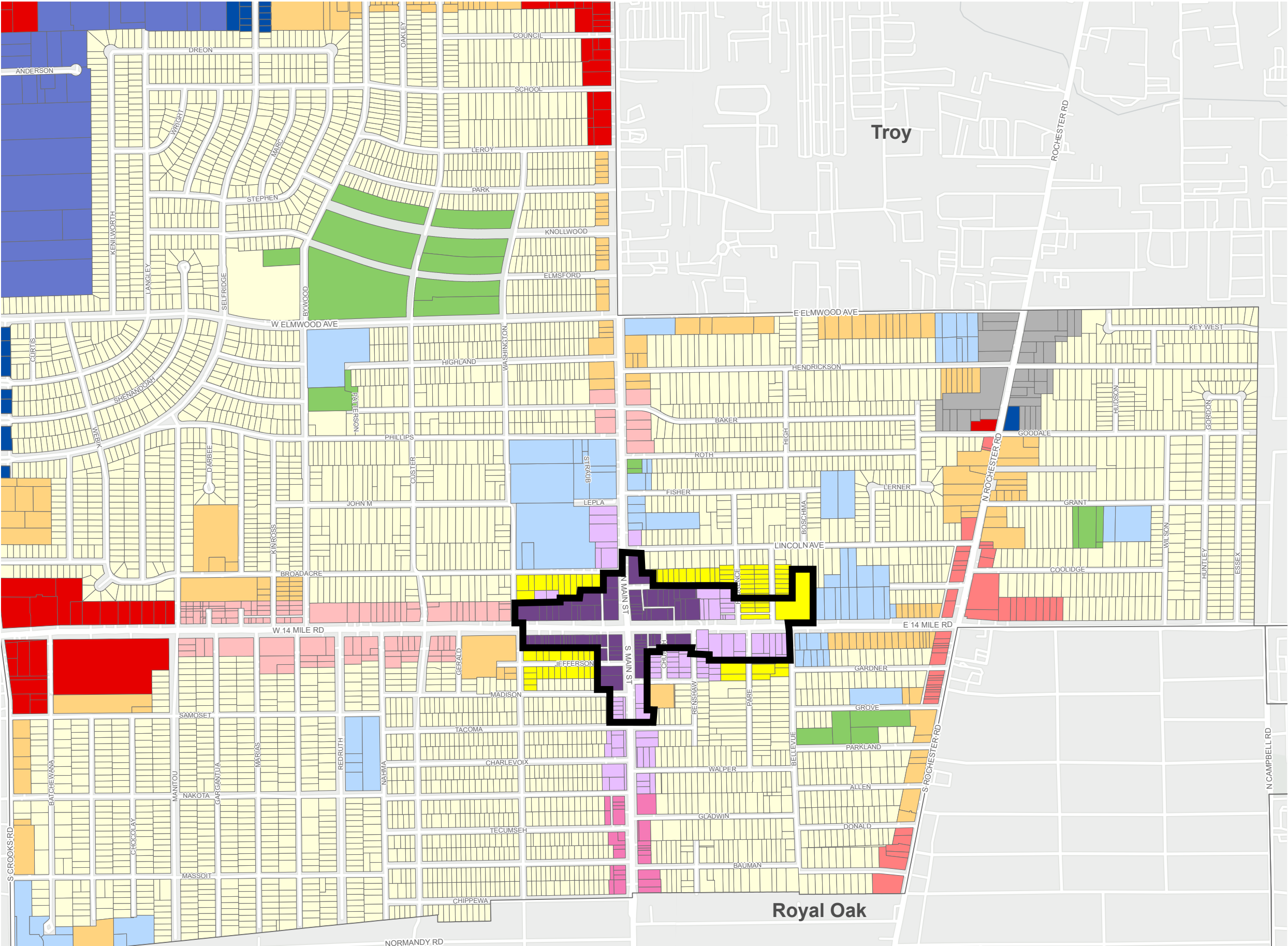
Core Residential

Thriving downtowns include opportunities for a variety of housing types. In Clawson, single-family residential is the predominant housing type and, while some higher density housing options are desirable in the Downtown Core and Core Fringe, there are a few areas where the single-family home remains an integral part of the downtown. It is envisioned in the short-term that residential uses will continue, and the City may wish to consider allowing low-intensity non-residential uses to encourage a transition that may support redevelopment and development of vacant parcels. Such low-intensity uses might include office and "by-appointment" retail, such as for art or furniture studios. These uses should not require significant parking beyond that which is customary in a residential neighborhood and should otherwise be harmonious with neighboring parcels.



Future Land Use Clawson, Michigan

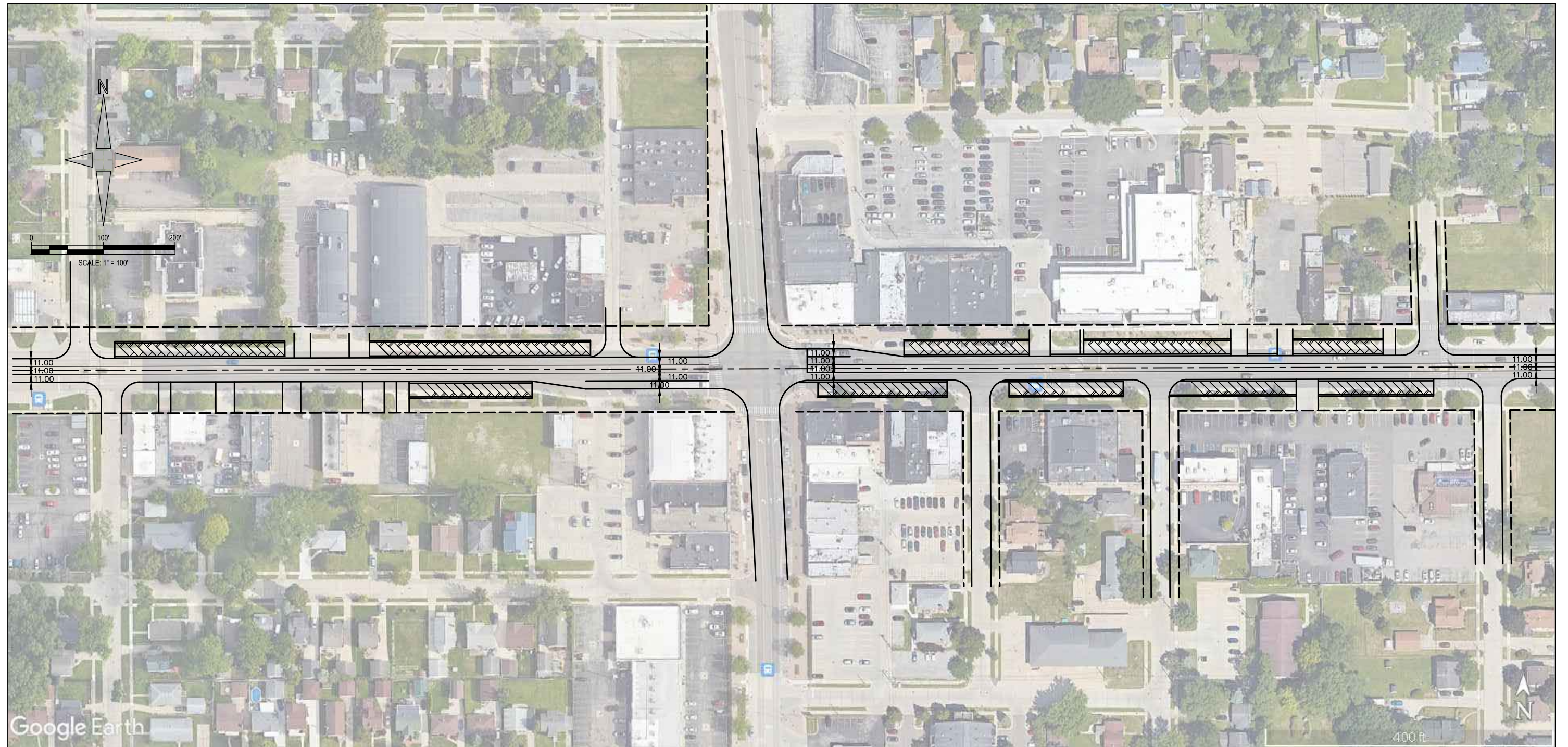
May 22, 2024



- Municipal_Districts
- Single Family Residential
- Core Residential
- Multiple Family Residential
- Local Business
- General Business
- Mixed Use - 1
- Mixed Use - 2
- Mixed Use - 3
- Downtown Fringe
- City Center
- Office
- Industrial
- Public / Quasi-Public
- Recreation / Open Space
- DDA Boundary

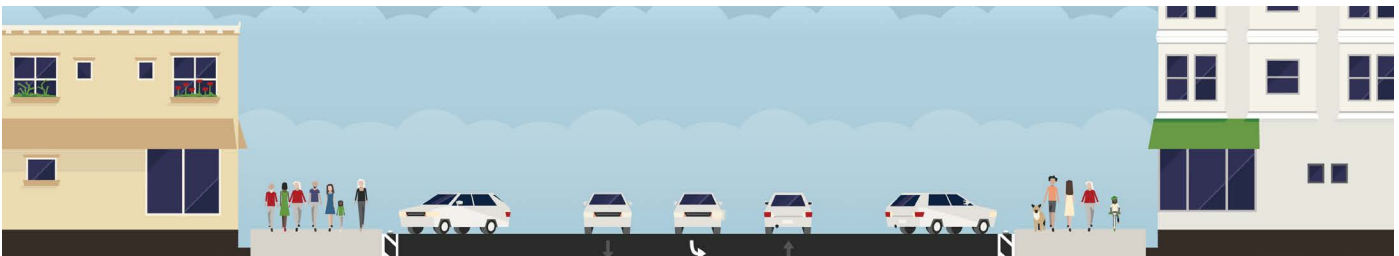
14 Mile Angled Parking Concept - Adding On-Street Spaces

The diagram below shows the potential for parking spaces between Washington Street and Florence Street if the City moved to a 45-degree parking model. The Downtown currently has 42 parallel spaces on the north side of 14 Mile and 39 spaces on the south side (81 total). 11 parallel spaces on the south side of the road and 7 on the north side are left untouched in this concept drawing, and a total of 134 on-street spaces, a net gain of 53. The concept drawing does not assume the elimination of any existing driveways; if this were to occur, especially south of 14 Mile and west of Main, more spaces could be gained.



14 Mile Road

As Downtown Clawson seeks ways to alleviate peak-demand pressure on its public parking lots, there are several options it can consider. This chapter discusses several of these approaches. One is to revisit the configuration of 14 Mile Road, reducing the road from four travel lanes and a turning lane to two travel lanes with a turning lane and angled parking on both sides through Downtown. This would add dozens of parking spaces throughout downtown and shorten crossing distances for people walking in Downtown. Curb extensions could accommodate landscaping, stormwater facilities, and bike parking. The illustration below shows a conceptual cross-section of the reconfigured road, with the current sidewalk widths maintained in the design.



Online Survey Results

When asked whether they supported narrowing 14 Mile Road through Downtown, survey respondents were divided, with some strongly in opposition, and others in favor. Some who favored the idea in principle preferred to see benefits other than increased parking, such as bike facilities.

Potential Challenges

Possibility of backups along 14 Mile Road during high-traffic times of day. 14 Mile Road west of Main is slightly above the 20,000 average annual daily trips where significant backups are anticipated with removal of a lane.

Possible shift of through traffic to other streets less equipped to handle high volumes, especially those that are through streets from one thoroughfare to another.

Some traffic may go around Downtown rather than through it.

Initial implementation would most likely be temporary and low-cost to test the concept. During that time, traffic studies can be conducted to measure the three items listed above.

Potential Benefits

Lower travel speeds through Downtown reduce noise, improve safety, and benefit local businesses.

Additional parking spaces improve convenience and also separate walking areas from moving traffic.

Reduced traffic noise and more landscaping creates a more pleasant walking environment.

Outdoor dining areas are better protected from the street and quieter.

Curb extensions add space for landscaping, stormwater control, and bike racks.

Businesses benefit from increased walkability and visitability.

14 Mile Road crossing distance is reduced and much safer for children, seniors, and other users.

North Main Street

As with 14 Mile Road, North Main Street offers the potential to provide additional parking in support of Downtown and the City's civic uses by providing new parking spaces in the existing right-of-way. North Main is a wide road with a posted speed limit of 25 mph south of Baker Avenue but design characteristics that do not encourage low speeds. Changing the road cross section from two travel lanes in both directions with a turning lane to one travel lane in each direction with a turning lane and lanes of parking on each side up to Roth and Phillips could have multiple benefits to downtown and the City as a whole. Adding parallel spaces would not require significant physical changes to the road in the short-term; in the long-term, curb extensions would be essential to making the change permanent.

Online Survey Results

When asked whether they supported narrowing North Main up to the Library and City Hall, a large majority of survey respondents said yes.

Design Considerations for North Main

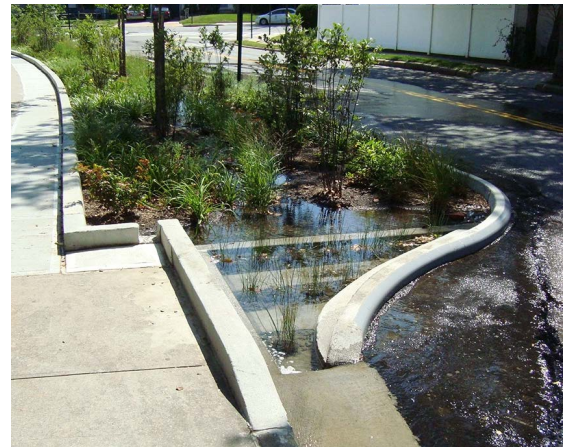
Main Street south of 14 Mile Road once had a similar cross-section to Main Street north of 14 Mile Road. This was reconfigured to one travel lane in each direction, a turning lane, and parking lanes in stages beginning in the early 2000s. This cross section continues for one block north of 14 Mile Road (albeit with turning lanes for southbound traffic), then widens to two travel lanes north of Bowers and Broadacre. North of this point, vehicles frequently travel much faster than 25 miles per hour. Changing the configuration to one travel lane in each direction with parking potentially adds 50 to 60 parking spaces with little disruption to overall traffic patterns in and through the City. Importantly, this would also shorten the crossing at the Lepla/Fisher intersection, where students from Clawson School District frequently cross to get to the library. Average Annual Daily Traffic (AADT) volumes on Main between 14 Mile Road and Elmwood are 15,400 trips, well below the threshold of 20,000 where lane reduction typically results in significant backups.

Implementing Street Reconfigurations

Street reconfigurations such as those discussed for North Main and 14 Mile Road in this plan chapter should be implemented carefully, and the City should be mindful of public opinion. While North Main reconfiguration was strongly supported in public engagement, support for changes to 14 Mile Road was much weaker. Reducing lanes on 14 Mile is also a bigger change in terms of its overall effect on traffic patterns. In any case, the process should proceed in stages:

1. Traffic study. Ensure that volumes on the principal street affected and side streets likely to be affected are understood and establish a baseline for levels of service.
2. Introduction/Trial. If traffic study indicates that the project is feasible, the design is tested with paint, temporary bollards, and other, low-cost and temporary items.
3. Assessment. Changes to traffic patterns and volumes can be assessed, and adjustments can be made to the design. If side streets have absorbed additional traffic, are there mitigation measures that can be taken?
4. Decision. If the outcome of the trial is satisfactory, proceed to full engineering and build-out.





Design Considerations

If lane reductions on North Main are made permanent, protection of on-street parking with curb extensions is recommended. This has the added benefit of reducing crossing distances as crosswalks, and can also be used to add landscaping, tree canopy, and stormwater management facilities to the street cross-section.

Islands can be designed so that existing curbs do not need to be disturbed (see top image). The bottom image shows a curb extension designed to retain and infiltrate stormwater.

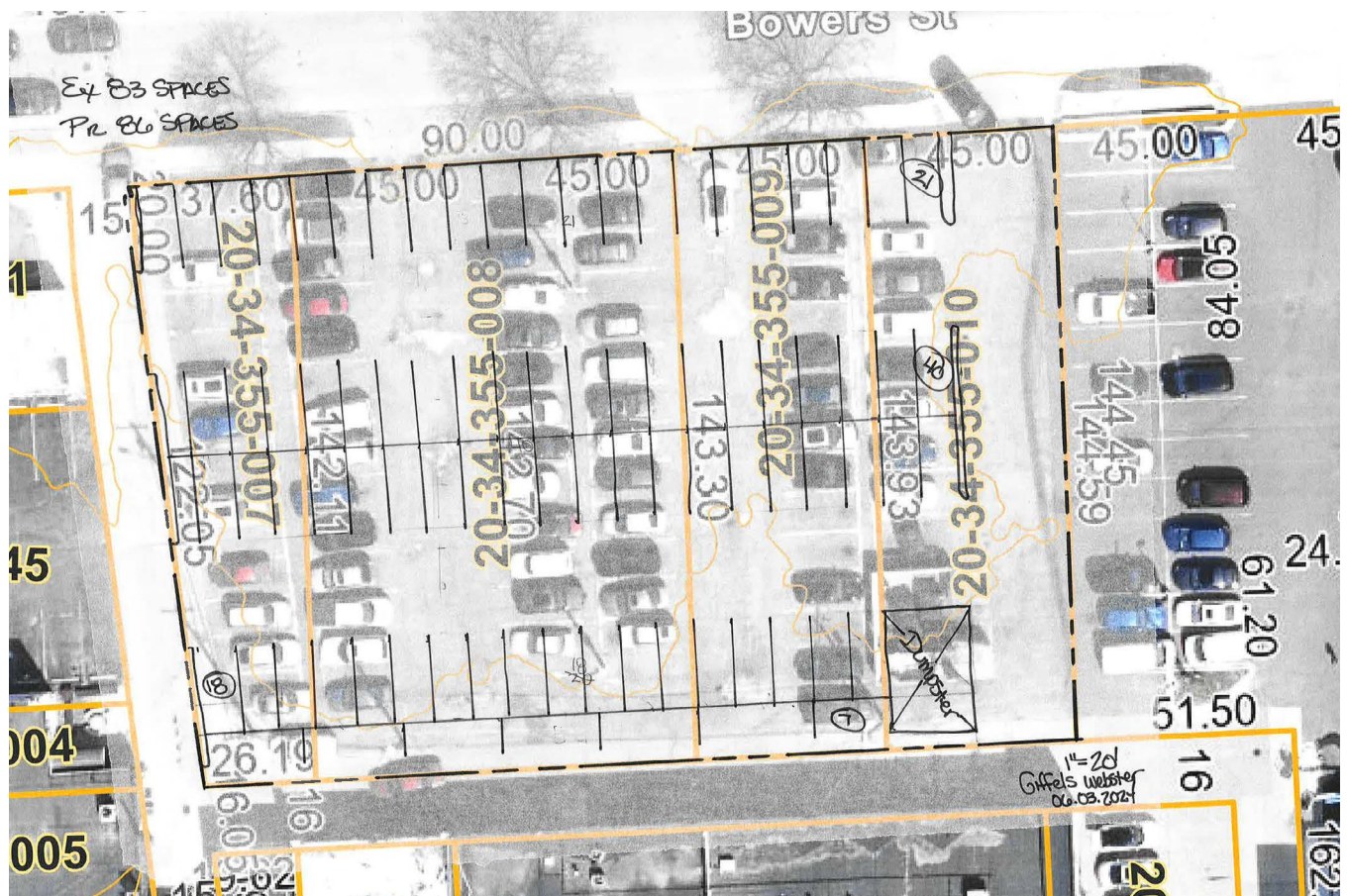
Public Parking Lots & Parking Management

As part of this update, the physical layout of the public parking lots in Downtown Clawson was examined to determine if changes could result in additional spaces. While these lots are physically constrained, there is potential for some marginal improvement in the northeast and northwest lots.

Northeast Lot

The northeast lot is often the busiest lot. It is close to many businesses and is frequently more than 60% full even when the southeast lot is nearly empty. The lot is contiguous to the Clawsonian's private parking lot and includes a large trash enclosure. Power lines also run above ground through the lot. An alley wraps the east and south sides of the lot, and hosts truck deliveries. Designs explored adjusting the widths of maneuvering lanes and depth of parking spaces to gain another row of parking, but there was insufficient space to accommodate an additional bay of parking. The alternative design below nets only three additional parking spaces (going from 83 to 86), but has less complicated circulation and closes two driveway approaches. It may be worth exploring this design if the lot is ever reconstructed.

Northeast Lot Alternative Layout



Northwest Lot

The northwest lot is more physically constrained than the northeast lot, but its configuration has more potential for improvement. The raised curbs between parking bays may need to be removed or partially removed in these designs. The lot currently has 65 parking spaces. Alternative 1 below requires less curb removal than Option 2 and nets 6 spaces for 71 total. The concept shows two additional spaces closing the alley to the west; it is assumed this is not desirable. Additionally, two spaces at the end of the north maneuvering lane could be the site of a new dumpster enclosure, which would lower the space count to 69. Alternative 2 is a more radical redesign that yields 74 spaces, two of which again will be yielded for a dumpster enclosure. The disadvantage of this alternative is that it requires removal of all existing curbing within the lot, as well as relocation of two power poles.

Northwest Lot Alternative 1



Northwest Lot Alternative 2



Parking Management

The Rich & Associates parking study found that, in terms of raw parking spaces that are painted on the ground, Downtown Clawson has a surplus of parking for even its highest-demand times. The problem is that less than 40% of those spaces are public, and therefore much of that parking is not available for public use. A person patronizing a business at the corner of Main and 14 Mile cannot park in the lot of a business or organization that is otherwise closed. Several parking lots around downtown sit empty while visitors to downtown cruise for spaces in the public lots.

The DDA and City should approach all property owners with parking that could provide additional capacity at peak times and explore the possibility of agreements that would allow the use of those spaces as specific times when it is not needed by the uses on the site. For instance, the parking lot pictured below has 14 spaces and is directly adjacent to the northeast lot, but these spaces are not available on Friday evening, even though the business that owns them closes at 5:00pm.

Additionally, The DDA and City can work to better publicize parking that is available, online for people planning a visit, and in the district with signage and maps. Most people who come to Downtown Clawson will come more than once, and increasing awareness may encourage repeat visitors to try a different lot next time.



Implementation





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Implementation

The thoughtful preparation and adoption of any plan would be of diminished value without a program of implementation strategies. The implementation strategies of this chapter will assist the City in putting the key recommendations of the Master Plan to work.

The implementation program is based on this plan's goals and objectives, prior planning efforts, and input received from staff, members of the Downtown Development Authority, and the Planning Commission.

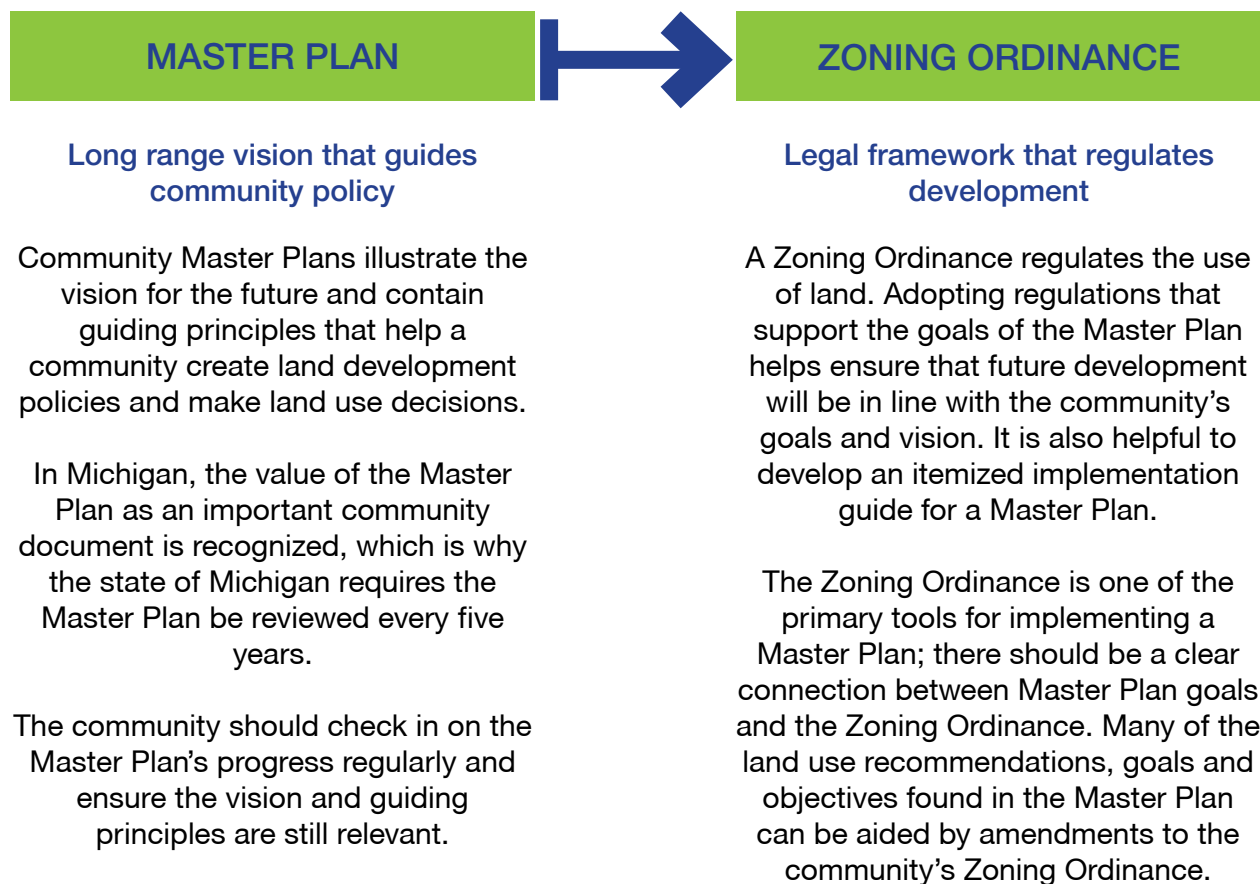
Zoning Plan

The Zoning Plan for this Master Plan update shows how the City's planned long-range land use will be implemented through the use of zoning regulations.

Each future land use category should have an appropriate zoning framework for regulating development. There are a few zoning district classifications that may need to be amended to be consistent with the changes suggested in the Future Land Use Map and descriptions.

The Downtown

Figure 1. Relationship between Master Plan and Zoning Ordinance



Zoning Plan:

Clawson amended its zoning ordinance after the adoption of the 2015 Downtown Master Plan to create the form-based City Center, Central Mixed Use, and Core Residential districts. The future land use recommendations of this plan align with keeping these districts in place, except that the recommendations now include permitting a third story in the CMD district.

FUTURE LAND USE CATEGORY	EQUIVALENT ZONING DISTRICT
Downtown Core	CC City Center
Core Fringe	CMD Central Mixed Use
Core Residential	CR Core Residential



Action Items

Bringing plans to fruition is best done through consistent, incremental, and logical implementation of steps towards the final goals. The implementation matrix that follows is designed to show how the goals of the Master Plan are fulfilled by action items, or strategies. All boards and commissions are encouraged to read through the strategies to understand how they all work together to create a better community to live, work, and play.

In order to illustrate the connection between goals, objectives, and action strategies, each of the implementation matrices that follow align with the Master Plan goals, which are noted at the top of each matrix. Within each matrix, the action items are broken into subcategories intended to assist with identification and prioritization. Not all goals contain action items within each subcategory and some action items are repeated as they can advance more than one goal. The matrix subcategories are listed in [Table 12](#).

Table 12. Implementation Action Item Types

Action Item Type	Description
Zoning	These are items requiring zoning amendments and will generally be led by staff and the Planning Commission.
Advocacy	These will be items involving education of the community, including residents, business owners, property owners, developers and design professionals. They will be led by a combination of staff, boards and commissions. This may also involve Township staff and officials working with county and state officials to coordinate plans and funding, as appropriate.
Capital Improvement	These items involve large capital investments, such as equipment, projects or studies, that require inclusion into the City's Capital Improvement Plans (CIPs) in order to determine the most efficient time and method of completion and may involve multiple municipal departments.
Other	Other items may involve research, study, and further evaluation by staff and/or other boards and commissions.

The tables that follow assign actions to the goals and objectives, leaving room to establish priority levels for short-term, mid-term, and long-term items as the next step following adoption of this plan. This chapter should be reviewed periodically and at least annually to assess progress and adequately budget for specific strategies. Each action should have a "lead," a board, commission, group, or individual who is responsible for project initiation and coordination.

Table 13. Implementation Matrix Columns

Matrix Column	Description
Action Item	The strategic actions necessary to carry out goals and objectives.
Lead Body	Identifies the primary party responsible for accomplishing the action item.
Priority / Time Frame	Identifies and prioritizes the time frame for the action item to be implemented. Generally, short time frames are intended as three years or less; medium time frames are three to five years, and long time frames are over five years. Priorities would generally be categorized as high, medium, or low.
Potential Funding Sources	Potential funding sources that could be utilized to accomplish the action item.
Potential Supporting Partners	Potential parties who may be involved in the accomplishment of the action item.
Abbreviations	PC = Planning Commission; PD = Planning Department; TB = Township Board of Trustees; PR = Parks and Recreation; NA = Not Applicable; RCOG = Road Commission of Oakland County; MDOT = Michigan Department of Transportation; AO = Advantage Oakland



After adoption, the Planning Commission will assign time frames or priorities to the action items. These time frames are intended as guides and may be adjusted as resources allow or as other issues arise. The plan should be treated as a living document and the Planning Commission is expected to make changes to the tables as needed.

Implementation Tools and Techniques

The Clawson has a wide variety of tools and techniques at its disposal to help implement its long-range planning, including, but not limited to:

- Zoning Ordinance standards and Zoning Map
- Code enforcement
- Special design plans and study area plans
- Capital improvement program (CIP)
- Public-private partnerships (P3s or PPPs)
- Site plan, special land use, and rezoning review
- Special millages and assessments
- Local land trusts and conservancies
- Federal and state grant programs
- State and regional partnerships
- Tax increment financing, including existing DDA TIF district
- Tax abatements for industrial growth and commercial/obsolete property rehabilitations
- Parks and recreation planning
- Re-evaluation and adjustment of the Master Plan

Metrics

In order to assist the City with implementation, each objective has metrics associated with it that should be assessed annually, or as data is available. In some cases, new tools will need to be developed to help gauge success in order to garner support from both the community as well as appointed and elected officials. Metrics can be found in the [“Goals & Objectives”](#) chapter.

Action Item Table

Table 14. Action Items: Residential Development

Action Item	Lead Body	Priority / Time Frame	Potential Funding Source	Potential Supporting Partners
Zoning				
Z.1 Amend CMD district to permit a third story with a setback.				
Z.2 Review parking standards to make sure they are up-to-date. Adopt flexible parking standards that work within the context of a site plan and mutual agreements to reduce parking requirements where feasible.				
Z.3 Consider standards for activation of vacant buildings and lots.				
Advocacy				
A.1 Provide information to the public about parking locations. S	PC			
A.2 Continue marketing activities aimed at bringing visitors to downtown Clawson, while offering support to local business owners to help them grow and succeed. Develop online and print tools to promote awareness of downtown businesses.				
A.3 Develop a business recruitment strategy that includes 1) an inventory of existing buildings, 2) an action plan, and 3) a business recruitment package.				
A.4 Assist property owners willing to share private spaces to maximize parking areas and improve aesthetics.				
A.5 Partner with businesses to improve secure bicycle parking options; consider a design contest to produce for artful, eye-catching bike racks.				
Capital Improvement				
C.1 Conduct traffic studies for 14 Mile Road and North Main to determine feasibility of road reconfigurations.	CC	High		
C.2 Enhance public parking areas by maximizing the number of parking spaces while improving circulation and wayfinding.				
C.3 Develop a system of in-town wayfinding and directional signage: • Inventory the important sites and districts in the City that might benefit from signage guiding visitors to them. Businesses willing to fund the system may be included in this process. • Identify locations where wayfinding signs are appropriate and determine the destinations to place on each sign. As a first step, consider using a free service such as walkyourcity.org to gauge the effectiveness of signage locations. • Place a map with walking distances in an appropriate location downtown.				



Action Item	Lead Body	Priority / Time Frame	Potential Funding Source	Potential Supporting Partners
C.4 Continue seeking funding for the remaining proposed pedestrian island on West 14 Mile; complement these efforts with signaled crossings on Main closer to 14 Mile.				
C.5 Seek and obtain funding for public electric vehicle charging units.				
Other				
O.1 Create a public art promotion/selection process that considers the three objectives of the public art framework. Consider ways in which art can serve a function, such as for seating, bicycle parking, screening, and wayfinding.				
O.2 Document parking demand during peak hours on at least a yearly basis to assist ongoing efforts to effectively manage parking within the DDA district.				
O.3 Create a program to promote upper floor redevelopment to downtown property owners, highlighting financial benefits.				
O.4 Seek capital to fund matching loans for life safety and other upper floor improvements that enable residential conversions.				
O.5 Review the implementation strategies annually and celebrate benchmarks achieved, tasks completed, and outstanding items. Share this review with the community and all participants of the financial program.				



ASSISTED BY:

Giffels Webster - 1025 East Maple, Suite 100 | Birmingham, MI 48009
