

2021



Fraser 2021 Master Plan

City of Fraser, Michigan

Adopted – July 8, 2021



Fraser 2021 Master Plan

City of Fraser, Michigan

Adopted – July 8, 2021

Prepared with the assistance of:



235 E. Main Street, Suite 105
Northville, MI 48167

T: 248.596.0920

F: 248.596.0930

www.mcka.com

**City of Fraser, Macomb County, Michigan
2021 Master Plan
RESOLUTION of ADOPTION**

WHEREAS the Michigan Planning Enabling Act (Public Act 33 of 2008), as amended, provides for a City Planning Commission to prepare and adopt a Master Plan for physical development of the community; and

WHEREAS the City of Fraser Planning Commission has prepared such a Master Plan for the City's physical development in compliance with the Michigan Planning Enabling Act, including relevant charts, maps and text; and

WHEREAS the Fraser Planning Commission has provided multiple opportunities for public participation in the planning process; and

WHEREAS the Fraser City Council approved the draft Plan for distribution, and subsequently the Master Plan was so distributed for review by surrounding communities and other public agencies as required by the Michigan Planning Enabling Act; and

WHEREAS the Fraser Planning Commission held a formal public hearing on the draft Master Plan on May 5, 2021 in order to provide additional opportunity for public comment; and

WHEREAS all comments received during the planning process have been carefully considered and the Planning Commission is satisfied that the Master Plan is ready for adoption.

NOW THEREFORE BE IT RESOLVED that the Fraser Planning Commission hereby adopts the Fraser 2021 Master Plan, as presented at the public hearing held on May 5, 2021, subject to incorporation of the following revisions (if applicable):

1. n/a
2. _____

BE IT FURTHER RESOLVED that the Fraser Planning Commission directs the Commission Chairperson and Commission Secretary to sign this Resolution signifying the adoption of the Fraser 2021 Master Plan, to file an attested copy with the City Clerk, and to request that the Master Plan, as revised (if applicable), be placed on the next available agenda of the City Council for consideration and adoption consistent with the Michigan Planning Enabling Act.

Motion by FARINA **and seconded by** CZARNECKI

AYES: 7

NAYS: 0

ABSENT: 0

Resolution Declared Adopted.



Kenneth Perry, Secretary
City of Fraser Planning Commission



City of Fraser

CENTENNIAL COMMUNITY

City of Fraser, Macomb County, Michigan
2021 Master Plan
RESOLUTION # 2021-007 of ADOPTION

WHEREAS the Michigan Planning Enabling Act (Public Act 33 of 2008), as amended, provides for a City planning commission to prepare and adopt a Master Plan for physical development of the community; and

WHEREAS the City of Fraser Planning Commission has prepared such a Master Plan for the City's physical development in compliance with the Michigan Planning Enabling Act, including relevant charts, maps and text; and

WHEREAS the Fraser Planning Commission has provided multiple opportunities for public participation in the planning process; and

WHEREAS the Fraser City Council approved the draft Plan for distribution, and subsequently the Master Plan was so distributed for review by surrounding communities and other public agencies as required by the Michigan Planning Enabling Act; and

WHEREAS the Fraser Planning Commission held a formal public hearing on the draft Master Plan on May 5, 2021 in order to provide additional opportunity for public comment; and

WHEREAS all comments received during the planning process have been carefully considered and the Planning Commission is satisfied that the Master Plan is ready for adoption.

NOW THEREFORE BE IT RESOLVED that the Fraser City Council hereby adopts the Fraser 2021 Master Plan, as presented at the public meeting held on **July 8, 2021** subject to incorporation of the following revisions (if applicable):

Motion by KALKA and seconded by LESICH

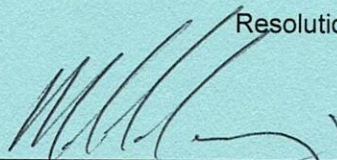
AYES: 6

NAYS: 0

ABSENT: 1



Resolution Declared Adopted.



Michael Carnegie, Mayor
City of Fraser, MI



Elaine Leven, Acting City Clerk
City of Fraser, MI

Acknowledgments

Fraser is a community of engaged, passionate residents—we thank them for their time, ideas, and important input provided throughout the planning process in 2019, 2020, and 2021. This plan has been shaped by their opinions and vision, championed by the Planning Commission, and thoughtfully considered by the City Council.

PLANNING COMMISSION

Randy Warunek, Chairperson (2021)

Kathy Czarnecki, Chairperson (2019-2020)

Don Cook, Vice Chairperson (2021)

John Keil, Vice-Chairperson (2019-2020)

Kenneth Perry, Jr., Secretary (2019-2021)

Joanne Barr

Frank Farina

CITY COUNCIL

Michael Carnagie, Mayor

David Winowiecki, Mayor Pro-Tem

Amy Baranski

Kathy Blanke

Suzanne Kalka

Michael Lesich

Patrice Schornak

ADMINISTRATION

Marc Thompson, Interim City Manager

Anderson, Eckstein & Westrick, Inc., City Engineer

O'Reilly Rancilio, City Attorney

Contents

Document Acronyms	v
Planning Context	1
Regional Snapshot	2
Regional Development and Planning Trends	4
Broader Development and Planning Trends	5
Fraser Today	9
People	10
Place	24
Economy	41
Fraser Tomorrow	43
Vision Statement	44
Goals and Objectives	45
Future Land Use	50
Central Business District	87
Flex Corridor Overlay District	102
Zoning Plan	112
Parks and Non-Motorized Transportation Framework	116
Sustainability and Resiliency in Fraser	123
Implementing Viable Change	129
Implementation Plan	130
Potential Funding Programs	139
Resources	141

LIST OF MAPS

Map 1.	Regional Location	3
Map 2.	Existing Land Use	28
Map 3.	Future Land Use	51
Map 4.	Parks & Planned Bike Facilities	121

LIST OF TABLES

Table 1.	Job Growth since 2010, Macomb Co.	4
Table 2.	Population Change, 2000-2017	11
Table 3.	Population Projections, 2020-2045.	11
Table 4.	Population by Age, 2019	12
Table 5.	Racial Distribution, 2000-2019	13
Table 6.	Housing Units, 2010-2017	14
Table 7.	Year Structure Built	15
Table 8.	Housing Tenure, 2019	16
Table 9.	Employed Population by Industry, 2019	17
Table 10.	Commuting Destinations, 2018	18
Table 11.	Zoning Districts and Future Land Use Categories	112
Table 12.	Suggested Facility Development Standards	117

Document Acronyms

The City of Fraser 2021 Master Plan is full of references to other community organizations, national organizations, State departments, and more. To ensure this document is as user-friendly as possible, the acronym table below is intended to be utilized as a tool for readers to reference as needed to assist with term recognition and understanding.

The acronyms included below are listed as they appear in the document.

Acronym	What it Stands For	Brief Description
AARP	American Association of Retired Persons	A United States–based interest group focusing on issues affecting those over the age of fifty.
ACS	American Community Survey	An ongoing survey that provides vital information on a yearly basis in all states, administered by the U.S. Census Bureau..
ADA	Americans with Disabilities Act	A civil rights law passed in 1990 that prohibits discrimination based on disability.
CBD	Central Business District	A hub within a community that offers a mix of commercial, office, and residential land uses within higher density environments.
CIA	Corridor Improvement Authority	A municipal organization created by the legislative body and permitted by Public Act 57 of 2018 that is designed to assist a community with funding improvements in commercial corridors.
CNU	Congress for the New Urbanism	The mission of the organization is to champion walkable urbanism with the goal of creating socially just, economically robust, environmentally resilient, and people-centered places.
DDA	Downtown Development Authority	A municipal organization created by the legislative body and permitted by Public Act 57 of 2018 that is designed to be a catalyst in the development of a community's downtown district.
EGLE	Environment, Great Lakes, and Energy	A State government department with a mission to protect Michigan's environment and public health by managing air, water, land, and energy resources.
ESRI	Environmental Systems Research Institute	The global market leader in geographic information and data.
FEMA	Federal Emergency Management Agency	A Federal agency within the U.S Department of Homeland Security. The mission of FEMA is to help people before, after, and during disasters.
LEED	Leadership in Energy and Environmental Design	The most widely used "green" building rating system in the world developed to encourage healthy, high efficiency, and cost-saving sustainable development.
MDOT	Michigan Department of Transportation	The State of Michigan road agency.
MEDC	Michigan Economic Development Corporation	A State agency that supports communities in Michigan with economic development efforts.
QDA	Qualified Development Area	The area in which a CIA may expend its funds in compliance with a plan and Public Act 57 of 2018 for improvement projects.
RRC	Redevelopment Ready Communities	A certification process established by the MEDC that helps to offer transparent, predictable, and efficient development resources for communities.

Acronym	What it Stands For	Brief Description
SEMCOG	Southeast Michigan Council of Governments	A regional planning organization that helps local governments improve and maintain Southeast Michigan's transportation systems, environmental quality, economic interests, and infrastructure.
SMART	Suburban Mobility Authority for Regional Transportation	A public transit organization that serves suburban metro-Detroit.
SWOT	Strengths, Weaknesses, Opportunities, and Threats	A commonly used existing conditions analysis that helps to understand the current environment and develop recommendations for future projects and decision-making.
TIF	Tax Increment Financing	A funding mechanism established by the DDA and the State that permits tax capture revenue to be utilized by the DDA for downtown improvement projects within a specified Development Area ("downtown district").

Executive Summary

The City of Fraser 2021 Master Plan is, by design, a visionary yet pragmatic guide to steer high quality and attractive growth and development throughout Fraser for the next 20 years, while simultaneously supporting existing neighborhoods and businesses. City staff and officials are committed to ensuring that Fraser maintain its place in the greater Metro Detroit area as a great place to live, work, and recreate.

Some of the key ideas and themes that are represented throughout this Master Plan can be summarized as:

- » **A primary focus of the Master Plan is supporting the growth and development of Downtown Fraser.** The primary goal and desired end result is to create a traditional downtown environment in the City that reflects best practices in walkability, bikeability, placemaking, building and site design standards, and more. This Plan envisions a mixed-use area both within and surrounding the downtown, while also outlining the administrative steps to turn this vision into a reality.
- » **This Plan emphasizes and envisions a fully-connected City that is accessible by all modes of transportation.** An important piece to this goal is to close the gaps in the sidewalk network by establishing partnerships with property owners and road agencies and determine the best type(s) of bike infrastructure for priority corridors. Throughout the next 20 years, the City of Fraser will work to become entirely accessible for pedestrians, motorists, and bicyclists.
- » **Mixed land uses are encouraged.** As trends in retail, entertainment, employment, and living continue to shift as the population ages and younger generations move into the workforce and home ownership age, this Plan calls for the consideration and implementation of flexible and mixed-uses throughout planned areas of the City. These areas are more focused on design and appearance rather than land use type. As the City implements this Plan into the future, special attention will be paid to offering flexible redevelopment opportunities and strategies to be proactive on the changing environment.
- » **This Plan envisions sustainability and beautification as a high priority in the City for years to come.** Throughout the duration of this Plan, the City will work to encourage and support high-quality, attractive, and sustainable elements with each development and redevelopment project or opportunity.
- » **The City of Fraser is committed to excellence in continuously working to maintain a high quality of life for residents, businesses, and visitors.**



01

Planning Context

Planning for the future change and continual development and redevelopment of a community and its resulting land uses is largely dependent on where the community is located. Understanding the regional location of a community and other existing conditions such as transportation systems, environmental features, demographics, and more helps to drive logical, pragmatic, and action-oriented implementation measures that can be used to steer the community into a sustainable future.

Not only is it imperative to understand regional location and existing conditions within a community, other elements such as regional development and planning trends—along with broader, even national development and planning trends—provide significant foundations to the master planning process and subsequent implementation actions taken by a community. By analyzing both regional and broad planning trends, a community can proactively prepare for changing environments and seamlessly adapt to changing local conditions for years to come.

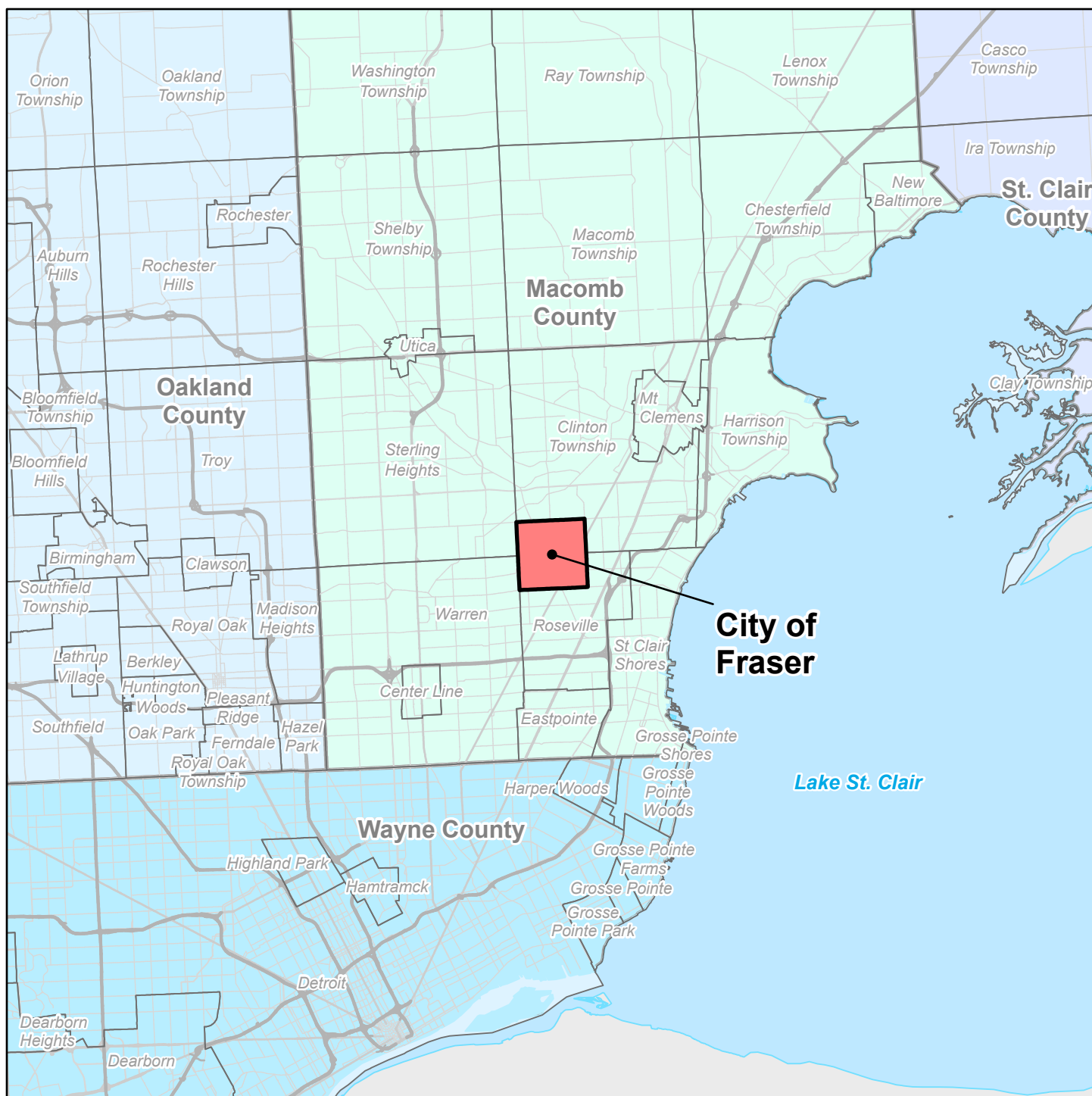
Regional Snapshot

Encompassing slightly more than four-square miles of land, the City of Fraser is located in southern Macomb County, in the Metro-Detroit region of Michigan. Fraser is surrounded by the cities of Warren, Roseville and Sterling Heights, and by Clinton Township. The City is approximately 18 miles north of downtown Detroit.

Running in a northeasterly direction from its apex just south of East 8 Mile Road at the border of Detroit and Warren, Groesbeck Highway (M-97) is the principal regional transportation route serving Fraser, providing access to neighboring communities, jobs, and goods and services. The I-696 Freeway is a major interstate freeway located two miles to the south of the City, and runs through the Cities of Warren and Roseville. I-696 provides regional access from western Oakland County to the west and the eastern I-94 corridor to the east.

Fraser includes a variety of suburban development types, including a number of industrial land uses, varying density residential land uses, and a centrally-located Community Business District—with typical auto-oriented suburban development along its key corridors.

In addition to its centrally-located regional position, Fraser is situated within a reasonably short distance of freshwater amenities such as Lake St. Clair, the Detroit River, and Lake Erie, and to other popular regional destinations such as Ontario, Canada and Toledo, Ohio. These connections place Fraser at the heart of region with an industrial legacy that includes wide-spanning transportation networks that move goods locally, regionally, nationally, and internationally.



Map 1:

Regional Location

City of Fraser, Michigan

February 6, 2020



Basemap Source: Michigan Center for
Geographic Information, Version 17a.
Data Source: Macomb County 2018.
McKenna 2020.

Regional Development and Planning Trends

With a rich history of automobile influence, suburban lifestyles, and community amenities, the Metro Detroit area—including Fraser—is a hub for an affordable live/work/play atmosphere. In more recent years, Metro Detroit, especially Macomb County and the City of Fraser, has experienced growth across multiple sectors. According to Macomb County Department of Planning and Economic Development data, the following development growth data has been identified since 2010 in Macomb County:

Table 1. Job Growth since 2010, Macomb Co.

Industry	Percent Growth
Healthcare	12%
Retail	12%
Advanced Manufacturing	25%
Automotive	27%
Food and Agriculture	46%
Defense	52%
Logistics	52%
IT and Cybersecurity	104%
Professional Services	116%

Source: SEMCOG Community Profile

According to the development trends noted above, Macomb County experienced overall growth within the last several years in terms of warehouse/distribution facility development, multi-family residential development, along with a large growth in professional service and IT/cybersecurity jobs.

Additionally, the Southeast Michigan Council of Governments (SEMCOG) publishes data and analyses of development trends in the Metro Detroit region. According to SEMCOG development trends, a total of 10,225 total new residential units were permitted in 2019, in which the total number of apartment complexes increased by 28% from the year prior (for the SEMCOG region). For Macomb County specifically, a total of 1,968 residential building permits were issued in 2019. However, according to SEMCOG data, those residential units were not constructed in the City of Fraser.

In comparison to residential development trends in Metro Detroit, SEMCOG noted that in 2018, a total of 543 nonresidential projects occurred within the SEMCOG region. Of those nonresidential projects (299 of which were finalized during 2018), 175 included retail/commercial development, 108 included industrial/research/hi-tech development, 65 included warehouse/distribution development, 46 included institutional development, 29 included hotel development, and more. For Macomb County specifically, the County gained over 5.8 million square feet of nonresidential development floorspace in 2018. Warehouse/Distribution projects were among the highest number of developments in the County at 34% of all total nonresidential development.

Broader Development and Planning Trends

In conjunction with the regional trends in planning and development in the Metro Detroit and Macomb County geographic area, the City of Fraser should also consider broad planning and development trends that are occurring at the national, and even international, level. By analyzing these important trends, the City can effectively and proactively plan for the future of the community, as well as get ahead of upcoming trends and important quality of life considerations to ensure Master Plan relevancy, longevity, and applicability. In turn, this will help the City to attract and retain residents and businesses, and move into an ongoing sustainable future.

An important best planning practice to consider throughout the implementation of this Plan and long after is the concept of New Urbanism. New urbanism refers to the planning and development approach that brings communities back to the basics—walkable blocks, accessible streets, mixed uses, accessible public spaces, and human-scaled design. By bringing communities back to the organic fundamentals of how towns originated, residents and businesses begin to thrive again. The New Urbanism movement focuses on ensuring that communities provide a sense of place for everyone.

Additionally, according to the American Association of Retired Persons (AARP), communities should examine current policies and planning practices and shift toward greater livability. In this context, livability is an overarching term meaning the “high-level performance measure of neighborhood design factors that are critical to high quality of life for people of all ages.” Planning for all ages is a sound method of planning for people with all abilities.

To achieve livability, a community must work toward the following four goals:

1. Compactness (walkable, less automobile dependent)
2. Integration of land uses (residential development within close proximity to places of employment, and neighborhood commercial nodes)
3. Housing diversity (varying types of housing for all ages and incomes)
4. Transportation options (easily available bike infrastructure, sidewalks, ridesharing, etc.)



01

COMPACTNESS

As briefly described above, compactness is an integral component of a livable community. On a broad spectrum, compactness simply means the close proximity of varying land uses. For example, in a compact community, residents would live within walking distance to work, school, and entertainment options such as parks, restaurants, and shopping. Compact communities tend to have successful businesses and higher property values. Given that the City of Fraser is a geographically small community, compactness can be achieved through mixed-use development, walkable neighborhoods, and road corridors fitted with pedestrian infrastructure and protected crossings, and a walkable Community Business District.

02

INTEGRATION OF LAND USES

As the title suggests, integration of land uses describes the planning practice of encouraging a variety of uses within close proximity of one another. For example, residents in a livable community may live within walking or biking distance to work or school, as well as shopping centers or grocery stores. Integrated land uses encourage living, working, and playing opportunities within the same area. Additionally, these areas should be close to public transit, outdoor recreation options, and more. As mentioned above, compactness and the integration of land uses are closely related with one another.

03

HOUSING DIVERSITY

A popular discussion topic across the nation, housing diversity is one of the many methods used to create a livable community with high quality of life. Housing diversity encourages a varied choice of housing stock and price points. For the City of Fraser, this could be accomplished by promoting mixed use development with upper floor residential units, as well as multi-family units, two-family units and duplexes, townhomes, and single-family homes and neighborhoods—types of residential units typically called “missing middle housing”. While the City of Fraser is largely built out, housing diversity can be implemented during the redevelopment of vacant or obsolete storefronts or homes, or retrofitting of underutilized areas such as large parking lots. According to the AARP livable communities report, land value is increased when higher-density development is permitted.

04

TRANSPORTATION OPTIONS

A livable community includes the accessibility of a multitude of transit options for people with a wide range of physical capabilities and ages. In this context, transportation options include automobiles, bikes, walking, buses, ridesharing, and more.

Although this is a small sample and brief overview of some of the broad overarching trends in planning and development, Fraser can implement each of these core principles noted in this section in a variety of ways with each development, redevelopment, and zoning ordinance review. This plan is also meant to be utilized as a guide to assist the City of Fraser moving toward these core planning principles, in a pragmatic sense that is applicable to the City.



02

Fraser Today

The City of Fraser Master Plan provides a roadmap for the future development of the City and is a comprehensive rewrite of the current Master Plan, which was adopted in the early 1990's. The changes in the City's demographics, acknowledgment of advances in technology, community-building, and other important sectors, and comments received during public input have led to a revised vision for the future changes within Fraser.

Demographic analysis, or the study of the characteristics of the population, is a fundamental element of master planning. Future growth and development require consideration of how many people will need City services, how much housing is affordable, how many new houses will be built, and other vital factors. By understanding these existing conditions and past trends, the City can then appropriately anticipate and plan for the future needs of the community.

The comprehensive data source for the City of Fraser is the U.S. Census in 2010, Esri 2019 Forecasts (utilizing Census data), as well as the 2000 U.S. Census and the 2013-2018 American Community Survey 5-Year Estimates. This analysis compares the City of Fraser to several surrounding communities and Macomb County where appropriate. Differences in demographics may indicate issues or areas in which land use planning and public policies are warranted; may identify strengths or assets that can be further developed; or may identify weaknesses or issues that need to be addressed. Please note that in some cases, the data year for the following tables in this Section vary given that data may not have been available on specific topics for specific years. In all cases, the most recent data available is the one that was utilized to create the tables.

People

Community Profile

POPULATION TRENDS

Changes in the number of people in an area provides an important indicator of community health; examining these trends is an integral tool in community planning. Table 2 shows the relative populations of the City of Fraser from years 2000 to 2017 in comparison with other surrounding communities.

As noted in Table 2, the total population of the City of Fraser has fluctuated within the 17-year time period. Like many communities in Michigan, Fraser saw a population decline in years 2000 to 2010, likely attributable to the “Great Recession”. However, from years 2010 to 2017, the City experienced a slight increase in population as families and individuals more freely moved around the region because of lower housing costs; however, overall, the City saw the population decrease from years 2000 to 2017 by 817 people.

The planning implications of population decrease may include exploring options for economic development, working to diversify the housing stock where applicable and exploring opportunities for redevelopment of priority sites to achieve the four livability goals discussed in the prior section.

Table 2. Population Change, 2000-2017

Community	2000	2010	2017	Total Change 2000-2010	% Change 2000-2010	Total Change 2010-2017	% Change 2010-2017
Fraser	15,297	14,480	14,616	↓ 817	↓ 5.3%	↑ 136	↑ 0.9%
Eastpointe	34,044	32,442	32,601	↓ 1,602	↓ 4.7%	↑ 159	↑ 0.5%
Roseville	48,129	47,299	47,501	↓ 830	↓ 1.7%	↑ 202	↑ 0.4%
Warren	138,247	134,056	135,022	↓ 4,191	↓ 3.0%	↑ 966	↑ 0.7%
Clinton Twp.	96,648	96,796	99,726	↑ 1,148	↑ 1.2%	↑ 2,930	↑ 3.9%
Shelby Twp.	65,159	73,804	79,101	↑ 8,645	↑ 13.3%	↑ 5,297	↑ 7.2%
Utica	4,577	4,757	4,924	↑ 180	↑ 3.9%	↑ 167	↑ 3.5%
Macomb County	788,149	840,978	871,375	↑ 52,829	↑ 6.7%	↑ 30,379	↑ 3.6%

Source: US Census Bureau, ACS 5-Year Estimates, 2017

Additionally, according to Esri, an international supplier of geographic information system software and data, in 2019 Market Profile Forecasts, the City of Fraser had a population of 14,599 people, which is an almost negligible decrease from the total population of 14,616 people from the 2017 U.S. Census estimate. Another noteworthy aspect to the City's population fluctuation is that the City's total daytime population is estimated at 15,886 people (1,287 more people), which means that the community is "importing" workers from other communities during the day—most likely into the industrial sector.

Likewise, SEMCOG produces population projection data for the counties and municipalities within its planning area. For the City of Fraser, the population forecasts include the following:

Table 3. Population Projections, 2020-2045

Year	Projected Population	% Change
2020	14,250	
2025	14,428	↑ 1.25%
2030	14,563	↑ 0.94%
2035	14,520	↓ 0.30%
2040	14,615	↑ 0.65%
2045	14,529	↓ 0.59%

Source: Esri Market Profile, 2020

Overall, the population in the City of Fraser is predicted to fluctuate slightly from years 2020 to 2045, and throughout the duration of this plan. This simply indicates that the general population counts within Fraser will be relatively stable over the next 25 years.

AGE DISTRIBUTION TRENDS

The age of a community's population has implications for planning and development, whether it be the need for housing alternatives, an increased or decreased need for schools, or services for empty nesters and older residents. In the City of Fraser, the median age of residents is 45.5 years old. By year 2024, Esri predicts the median age of the City's population will rise to 45.8 years old.

Age structure (analyzing which proportions of a municipality's populations are in which stages of life) gives a nuanced view of the makeup of a community. The table below describes the age distribution trends in the City of Fraser for the year 2019. As the table indicates, the age bracket with the highest population concentration in the City is the 55-64 age group.

Table 4. Population by Age, 2019

Age Bracket	Percentage of Population
0-4	4.4%
5-9	4.8%
10-14	5.3%
15-24	10.8%
25-34	12.4%
35-44	11.6%
45-54	14.2%
55-64	16.2%
65-74	11.6%
75-84	5.5%
85+	3.0%

Source: US Census Bureau ACS 5-Year Estimates, 2019

As such, it is imperative that the City of Fraser consider the planning and development implications of an aging population. Some of these implications include senior housing and assistance programs, outdoor recreation opportunities like parks, bike paths, and community gardens, public transportation opportunities, entertainment options, and others. The Goals and Objectives and Implementation sections of this plan contain strategies and planning principles upon which decisions and future investments can be based.

However, another noteworthy element of the age distribution chart is the percentage of 25-34 year-olds in the City. This can indicate in general housing affordability, resulting in a steady (or possibly increased) population into the future.

RACE AND ETHNICITY

The table below describes the racial and ethnic composition of Fraser residents. By understanding the racial and ethnic fabric of a City, decision makers can adequately plan and address the needs of different population groups. As the table below indicates, the population of “White Alone” exceeds the percentages of all other races at over 88% of the total population of the City.

Table 5. Racial Distribution, 2000-2019

Race/Ethnicity	2010 Percentage of Population	2019 Percentage of Population	Percent Change 2010 2019
White Alone	92.0%	88.2%	↓ 3.8%
Black Alone	3.9%	6.4%	↑ 1.3%
American Indian Alone	0.5%	0.5%	↑ 0.0%
Asian Alone	1.5%	2.1%	↑ 0.6%
Pacific Islander Alone	0.0%	0.0%	↑ 0.0%
Some Other Race	0.3%	0.3%	↑ 0.0%
Two or More Races	1.8%	2.5%	↑ 0.7%
Hispanic Origin	2.1%	2.5%	↑ 0.4%

Source: US Census Bureau ACS 5-Year Estimates, 2019.

Through the racial distribution analysis as noted above, overall, it can be concluded that the racial diversity the City of Fraser has expanded slightly between years 2010 and 2019.

HOUSING PROFILE

The quality, affordability, location, and availability of a community's housing stock have a significant impact on the vitality and livability of the community as a whole. The following analysis of trends relating to the number of housing units, the amount of owner-occupied, rental, and vacant units, and households by type helps evaluate the health of the City of Fraser's housing stock.

Table 6 provides more information on the types of available housing in the City, and how the housing types have changed over a seven-year time period. As a result, the number of attached single-family homes has risen the most at a 2.2% increase from 2010 to 2017. Conversely, the number of multi-family units has decreased the most at a reduction of 1.8% from 2010 to 2017. Being largely built out, it is not likely that the City of Fraser will experience a sharp increase in the construction of detached single-family homes, unless the construction is a redevelopment project. The increase in the number of attached single family homes can indicate that the City is working to address the needs of the aging population, as well as working to diversify housing options for the younger population.

Table 6. Housing Units, 2010-2017

Housing Type	2010 Number	2010 Percentage	2017 Number	2017 Percentage	Percent Change 2010-2017
Single Family Detached	4,075	65.1%	4,300	65.6%	▲ 0.5%
Single Family Attached	749	12%	928	14.2%	▲ 2.2%
2-4 Attached	193	3.1%	148	2.3%	▼ 0.8%
Multi-Family (5+ Units)	1,213	19.3%	1,149	17.5%	▼ 1.8%
Manufactured Units	31	0.5%	25	0.4%	▼ 0.1%
Total Units	6,550	100%	6,550	100%	

Source: US Census Bureau ACS 5-Year Estimates, 2017.

In addition to the number of housing units in the City over a given period of time, it is also significant to consider the year that residential structures were built. Construction year data helps provide insight regarding the age of the current housing stock in the City. Table 7 provides more information on the years homes were constructed; and, as indicated, the time period with the greatest number of homes being built in the City of Fraser was 1970 to 1979. Following closely behind, the postwar years between 1950 and 1959 were times of strong residential development activity in Fraser (and similar postwar suburban communities around the country). This data is consistent with the context of the City's overall aging population and relatively stable population counts, coupled with the aging housing stock.

Table 7. Year Structure Built

Year	Number of Structures Built
2014 or Later	14
2010 to 2013	20
2000 to 2009	270
1990 to 1999	938
1980 to 1989	517
1970 to 1979	1,594
1960 to 1969	1,098
1950 to 1959	1,398
1940 to 1949	326
1939 or earlier	279

Source: US Census Bureau ACS 5-Year Estimates, 2019



HOUSING TENURE

Housing tenure describes how housing is occupied—whether by an owner, by a renter, or whether it is vacant. According to Table 8, the housing tenure with the highest share of residents is owner-occupied housing (66.3%), with a small smattering of vacant homes. This data is consistent with the housing type data, in that attached single family home construction has risen, and multi-family development has decreased (and those are often the housing types that are occupied by renters).

Additionally, Table 8 concludes that Fraser has one of the higher rates of home ownership among the sample communities. Some of the planning implications to consider in analyzing housing tenure data are whether to address aging housing stock, ensure that housing stock diversity is appropriately balanced, and adequate rental housing is available to meet the local demand.

Table 8. Housing Tenure, 2019

	Fraser	Eastpointe	Roseville	Warren	Utica	Macomb County
Owner Occupied	66.3%	58.0%	58.9%	63.7%	54.3%	68.6%
Renter Occupied (2017)	27.9%	33.8%	34.7%	27.7%	40.5%	25.5%
Vacant	5.8%	8.2%	6.8%	8.5%	5.2%	5.9%

Source: US Census Bureau ACS 5-Year Estimates, 2019

HOUSEHOLDS

In the City of Fraser, the 2019 average household size was 2.33 persons and the average family size was 2.95 persons. Of this information, combined with the age distribution, it is likely that the City of Fraser is comprised largely of older 2-person families that no longer have children living in their homes, or older residents living in their adult child's home.

ECONOMIC PROFILE

This section describes the employment distribution, income, educational attainment, and other economic data for the City of Fraser. It also includes a Tapestry Segmentation profile, which summarizes the segments, based on demographics and socioeconomic factors, that can be found in the City.

The following table addresses the employment sector of the residents in the City. This is not an analysis of what kinds of jobs are available or what businesses are located within the community, but rather an analysis of what occupations in which residents are employed, regardless of where they work. Major occupational sectors for residents of Fraser include “services” at 40% and “manufacturing” at 20.2%.

The high number of manufacturing and service jobs is consistent with the City’s existing land use fabric, given that the City has a robust presence of industrial businesses. In this context, services refer to “blue collar” jobs such as installation, maintenance, repair, production, transportation, and material moving. Fraser residents build, maintain, and repair “things,” which are skilled labor jobs that are at risk of being moved to different regions or even countries with the current mobility of many sectors. Likely, these jobs are related to the automotive industry and their fortunes are tied to the long-term viability of that sector.

Table 9. Employed Population by Industry, 2019

Industry	Percentage of 16+ Labor Force
Agriculture/Mining	0.1%
Construction	5.4%
Manufacturing	20.2%
Wholesale Trade	3.2%
Retail Trade	11.5%
Transportation/Utilities	5.1%
Information	2.7%
Finance/Insurance/Real Estate	8.0%
Services	40.0%
Public Administration	3.7%

Source: US Census Bureau ACS 5-Year Estimates, 2019

INCOME AND UNEMPLOYMENT

In the City of Fraser, the median household income in the year 2019 was approximately \$58,681, and according to the Esri 2019 Estimates, the median home value was \$163,047. Additionally, only 3.6% of Fraser's residents were unemployed in 2019.

Some of the planning implications of the income and poverty data noted above include housing affordability, education and lifelong learning / training, availability of transportation options, availability of recreation options, relationships with local large employers, and more.

COMMUTING

An indication of this area's economic position relative to the surrounding region can be illustrated in travel time to work for residents. Table 10 further outlines the time that residents, age 16 and older, spend traveling to their place of employment, as well as which places of work can be reached in that radius.

Table 10. Commuting Destinations, 2018

Travel Time to Work	Places of Work within this Commute Radius	% of Population
Less than 10 minutes	Fraser	6.6%
10-24 minutes	Warren/Sterling Heights/ Mt. Clemens	43.8%
25-44 minutes	Detroit/Rochester Hills/Royal Oak/Pontiac	30%
45-59 minutes	Ann Arbor/Sarnia/Howell/Brighton	12.1%
60 + minutes	Toledo/ Flint/Lansing	7.5%

Source: US Census Bureau ACS 5-Year Estimates, 2018

Table 10 above indicates that the highest percentage of residents in the City of Fraser have commute times of around 10-24 minutes. However, it is also important to note that many people who live in Fraser likely work in Fraser, or a neighboring municipality. Commuting data is significant when planning for future transportation systems (both motorized and nonmotorized), business and economic development projects and programs, corridor enhancements, and more.

TAPESTRY SEGMENTATION PROFILE

Tapestry segmentation profiles, developed and produced by Esri, provide an accurate, detailed description of America's neighborhoods, classifying them into unique segments based not only on demographics, but also upon socioeconomic characteristics. For the City of Fraser, there are three major segments which provide information about the neighborhoods and its residents.

"Rustbelt Traditions"

The "Rustbelt Traditions" Tapestry Segmentation profile comprises the highest percentage of residents in the City of Fraser. Rustbelt Traditions have an average household size of approximately 2.47 people, a median age of 39 years old, and a median household income of \$51,800. A majority of Rustbelt Traditions homes are located in older industrial cities surrounding the Great Lakes. Additionally, this group is likely to have low unemployment rates, contains family-oriented consumers, and lives in modest single-family homes.

"Small Town Simplicity"

The "Small Town Simplicity" Tapestry Segmentation Profile comprises the second highest percentage of residents in the City of Fraser. The median age of this group is 40.8 years old, the median household income is \$31,500 and the average household size is 2.26 people. Small Town Simplicity residents are more likely to be young families or seniors that are bound to the City by community ties. With this group, the unemployment rate is slightly higher at 7.7% and labor force participation is lower, which could be due to lack of jobs or retirement.

"Savvy Suburbanites "

The "Savvy Suburbanites" Tapestry Segmentation Profile is characterized by well-educated, well-read, and well-capitalized people. The median age of this group is 45.1 years old, with a median household income of \$108,700, and an average household size of 2.85 people. This group is likely to be empty-nesters, or nearing empty-nester stage of their lives. This group has lower unemployment rates, appreciate technology and tend to spend more money on entertainment.

Community Conversations

An important element of the City of Fraser Master Plan process is public engagement. With a total of 243 responses, the survey was promoted to City residents for a handful of months during the fall of 2020. The online survey sought to ultimately understand the perceptions of residents and business owners on various aspects of the City such as transportation, parks and recreation, housing and neighborhoods, commercial and industrial businesses, and more. The results of the survey have been utilized and led to a refinement of the overarching goals and objectives of this Plan.

Some of the key highlights from the survey results include:

- The Master Plan should include a focus on methods and recommendations of how to improve and enhance Downtown Fraser. This section should include economic development steps and recommendations for reducing commercial vacancies, promoting and encouraging of more local shops and dining opportunities, and more.
- Major road corridors in the City are in need of general repairs and enhancements. Traffic speeds are consistently noted as a problem in the City.
- The only elements in the City that respondents noted a need for moderate change include speeding motorists, sidewalks, and street improvements.
- Overall, it was noted that the City may not be in need of additional housing options, but if more options were available, residents would generally be supportive—especially in the Downtown area.
- It can be concluded that the City's neighborhoods are in need of some moderate enhancements, (sidewalk repair, traffic calming, enhanced code enforcement, etc.). This can also help to ensure the longevity of current older homes throughout the duration of the period covered by the plan.
- Overall, respondents did not indicate a need for additional parks.

RESPONDENT CHARACTERISTICS

When asked about the respondents' household composition, **just under 60% of respondents noted they live with their partner or spouse.** Furthermore, about 26.9% live with other family members, 12.8% reported they live alone or are the lone household adult, and 0.4% live with friends or roommates.

Of the 243 responses to this question, 58.4% of respondents noted that they do not have any children under the age of 18 in their household.

The age group with the highest percentage of respondents is 55-64 years old.

Respondent Relationship to Fraser

I am a resident – 94.89%
 I am a property owner – 73.62%
 I am a business owner – 7.66%
 I work in Fraser – 11.91%
 I attend an institution in Fraser – 27.23%
 I shop or dine in Fraser – 77.87%
 I live nearby – 3.68%

RESIDENTIAL DETAILS

According to the 232 responses to this question, the highest percentage of respondents noted that they live in **Neighborhood Planning District #1 at 19.4%.** The next most common was District #4 (18.53%) and District #3 (17.24%).

When asked how long each respondent has lived in the City of Fraser, the most common response was **21+ years, at 43.59%.** The next most common response was 0-5 years at 19.23%.

Respondents were asked to select the best aspects of their neighborhood. The results include:

Of those who chose "other" some of the most common responses to this question include close to work, close to family, City services (snow removal and road quality), mature trees, quiet, small-town feel, and more.

Respondents were asked to rate their neighborhood identity. Of the 218 responses to this question, the most common response was **"Somewhat Strong" at 35.78%.** The second most common response was "Neutral" at 33.49%.

When asked how well they know their neighbors, the most common respondents noted:

"I Know a Few" on my street at 56.11%
 "I Know Many" on my street at 29.86%
 "I know Most" on my street at 9.5%
"I Know a Few" within 2 blocks at 52.09%
 "Not at All" within 2 blocks at 33.49%
"Not at All" within 6 blocks at 53.08%
 "I Know a Few" within 6 blocks at 39.81%

NEIGHBORHOOD CHARACTERISTICS & IMPRESSIONS

A total of **48.4% of respondents noted that they deem their neighborhood streets "Very Safe"** and 47.03% of respondents noted they deem their neighborhood streets "Moderately Safe."

47.96% of respondents noted that they believe sidewalks should be installed in certain key locations, but should not be required everywhere as a matter of policy. Additionally, 43.89% of respondents noted they believe sidewalks should be installed wherever none currently exist.

When respondents were asked what needs changed in their neighborhood the results include:

A total of **47.85% of respondents noted their neighborhood is not changing**, closely following that, 32.54% of respondents noted their neighborhood is becoming a little worse.

35.01% of respondents said the City is becoming a little worse, 32.69% of respondents said the City is not changing, and 26.92% said the City is becoming a little better.

73.91% of respondents said they plan to remain in Fraser for the foreseeable future.

Of those who responded they plan to leave Fraser, the most common reasoning includes: expensive taxes, water bill is too high, crime and unsafe neighborhoods, more privacy, bigger lot sizes, and more.

Overall, **45.71% of respondents said Fraser is a decent place to live**, 28.10% of respondents noted Fraser is a wonderful place to live, and 23.81% said Fraser is an average place to live.

HOUSING OPTIONS

78.8% of respondents said that the current housing options in the City meet their needs.

57.21% of respondents said they would like to live in small single-family homes (less than 2,000 square feet) and 28.84% of respondents would like to live in large single-family homes (2,000-4,000 square feet).

51.15% of respondents noted they would prefer to live near active areas, but not too close.

41.47% of respondents noted they would support the City focusing housing attraction efforts on developing additional housing in and/or near the Downtown area as a means of generating more activity in the heart of Fraser. 33.64% of respondents said they were Neutral/Unsure.

TRANSPORTATION

When asked to select the most common methods of transportation, **99.07% of respondents use a passenger vehicle**, 60.47% selected walking, and 40% selecting biking.

A majority (**53.95%**) of respondents said they only occasionally experience traffic congestion.

A majority of respondents also noted they feel they have ample parking opportunities in the City.

PARKS

A vast majority (**75.70%**) **noted they feel they have safe and convenient access to parks.**

A **near even** number of respondents noted they drive and walk to City parks, at 74.30% and 71.96% respectively.

When asked the frequency of visitation of parks, the highest percentage of respondents said they **visit parks weekly, at 37.62%**. The next most common response was yearly, at 30.95%.

SHORT ANSWER SUGGESTIONS AND IDEAS

Respondents were given the opportunity to provide any suggestions or ideas to include in the Fraser Master Plan. Of the 243 respondents, 91 provided a short answer to this open-ended question. Of the 91 responses, the most common themes represented include:

- The City should address commercial property vacancies.
- Downtown Fraser should be enhanced, and developed into a regional destination with shopping, dining, and living opportunities.
- Utilize the City's small geographic size as an advantage to improve infrastructure and amenities such as walkability, utilities, road network, and parks.
- The City should provide more activities for families with young children to attract more young families to the City. The City should also provide more opportunities for senior citizen events and activities.
- Property maintenance has become an issue in the City. Many respondents noted the lack of maintenance on residential lots, causing neighborhoods to look unsightly.
- Many respondents noted dissatisfaction with the condition of Garfield Road, Utica Road, 14 Mile Road, and 15 Mile Road.
- The current road design leads to many speeders in the City, especially in areas near residential neighborhoods.
- As noted above, many respondents noted that costly water bills have become a major reason for people leaving the City.
- Complete the sidewalk gaps in the City (e.g. Mulvey Road, Utica Road, McKinley Road).
- The City does not need any more parks.

Place

Planning Framework—Neighborhoods, Nodes, and Corridors

A major component of a community master plan is to identify existing land use patterns. To make informed decisions regarding the future of land uses in the City of Fraser, it is critical to have a clear understanding of existing land uses and the relationships between those land uses. Documenting the existing land use framework not only identifies the locations of particular land use activities, but also highlights the areas with future growth potential and areas where land use conflicts may exist.

A key element to consider when determining the future fabric of a community is the identification of where current activities (such as residential, commercial, industrial, and recreational) take place. This existing conditions and land use analysis will help to determine what areas and corridors should be preserved, redeveloped, or intensified.

This master planning process has also identified other existing conditions that help determine not only the Future Land Use Plan, but also the overarching goals, objectives, and recommendations, as described in the next section—specifically neighborhoods, nodes, and corridors.

Existing Land Uses and Character

Fraser generally consists of seven land use types. Differing from zoning districts, land use types describe the overarching character of an area and how the land is occupied. The land use types are then described further and encoded by zoning districts with corresponding regulations. The existing land uses represented in Fraser include:



Single-Family Residential

Single-family homes occupy the majority of the City's total land area. Single-family residential areas typically include residential neighborhoods with detached one-family homes constructed on small-to-medium size lots.



Multi-Family Residential

This classification includes land areas that are occupied by predominately residential structures containing dwelling units for three or more households. The Multiple Family classification includes apartments and attached condominiums. Multi-Family Residential land uses are found in the northwest and southwest portions of the City, typically in close proximity to commercial nodes.



Commercial

The commercial land use category includes all commercial uses related to goods and services. Primarily focused around major road intersections and arterial corridors, the commercial category includes a wide-range of uses from big-box retail and grocery stores to smaller retail and services like dry cleaners and specialty stores. Most of the commercial land in Fraser is located along Utica Road in the northwest portion of the City, as well as on the southeast portion of the City along Groesbeck Highway, adjacent to industrial businesses.



Office

The office land use classification often is associated with commercial land use, and most frequently these two use categories are mixed together. In Fraser, office uses are primarily located adjacent to the industrial areas.



Industrial

This category includes manufacturing, warehousing, assembly, fabrication facilities, and other non-manufacturing industrial and utility uses. Fraser has a vast number of industrial land uses located throughout the east side of the City along all major road corridors. The existing industrial businesses include warehousing, processing, packaging, wholesale establishments, and more.



Public/Semi Public

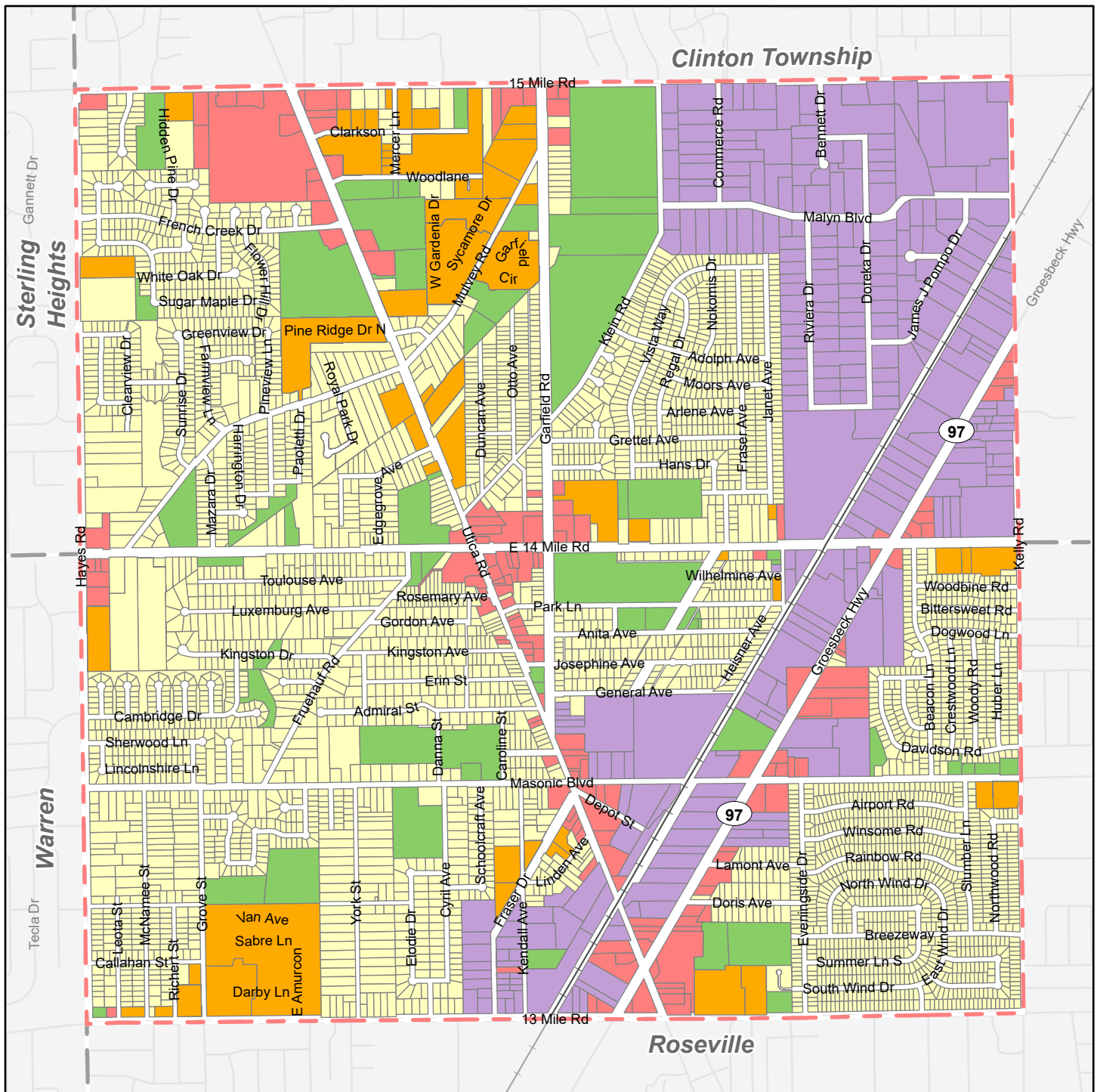
Public/Semi Public uses are comprised of schools and municipal buildings such as the City Library or City Hall, and other municipally-owned parcels. These land uses are generally intended to provide a public service.



Park/Open Space

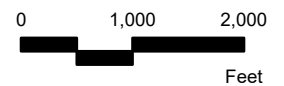
This classification includes parcels (both improved or unimproved) that are used for public or private non-intensive recreational activities, including parks, golf courses, swimming pools, ice rinks, natural areas, and private outdoor recreational facilities.

The map on the following page includes the existing land uses in the City of Fraser.



LEGEND

- Fraser Boundary
- Other Municipal Boundaries
- Existing Land Use Categories**
- Single-Family Residential
- Multiple-Family Residential
- Office/Commercial
- Industrial
- Public/Institutional



Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: Macomb County 2018.
McKenna 2020.





Neighborhood Planning Areas

City of Fraser, Michigan

The City's eight neighborhood clusters are described in further detail on the following pages.

NEIGHBORHOODS

The City of Fraser is divided into eight distinct neighborhood clusters. The clusters have been identified by grouping certain areas within the city that share similar characteristics, or encompass infrastructure that services a specific surrounding area. Some of the primary reasons for dividing the City into neighborhood clusters as they relate to the Master Plan include:

- To gain a better understanding of the existing conditions in the City as a whole.
- To identify the specific needs of a given area.
- To conduct a high-level analysis of existing conditions and utilize those to develop the future land use framework for the City.
- To determine how those future land uses work together.
- To break down the City into smaller planning areas for in-depth analysis.



Northwest (Neighborhoods 1 & 2)

The first two neighborhood clusters are located on the Northwest side of the City of Fraser. The limits of the first neighborhood cluster spans from 14 Mile Road, along the west side of Utica Road, up to 15 Mile Road. The second neighborhood cluster, or planning area, has a south boundary on 14 Mile Road, runs along the east side of Utica Road, up to 15 Mile Road.

The first neighborhood planning area is characterized by medium density residential development, pockets of general commercial areas, and small areas of low density residential. The homes here are typically older and are located on relatively small lots. Many of these neighborhood streets are connected to one another, with few cul-de-sac designs. Additionally, a higher-intensity commercial node on the north side of the first neighborhood planning area is located around the intersection of Utica Road and 15 Mile Road.

Neighborhood 2 is largely characterized by high density residential development, along with high-intensity commercial and small areas of medium density residential.



Northeast (Neighborhood 3)

The northeast portion of Fraser has one neighborhood cluster, neighborhood 3. This quadrant of the City is nearly completely developed, and is located between the Fraser Schools campus on the west side of Mulvey Drive and the industrial park. The residential areas within Neighborhood 3 generally contain older one-story single-family homes on small lots in close proximity to one another. A small pocket of neighborhood commercial development is located in this neighborhood at the corner of East 14 Mile Road and Garfield Road.



Southwest (Neighborhoods 4 & 7)

Neighborhoods 4 and 7 are located in the southwest quadrant of the City. These two neighborhoods are separated by Masonic Road. Additionally, these two neighborhoods are largely residential in nature, ranging in density. While a majority of the residential land uses are detached single-family homes with small lots, areas of high-density multi-family residential developments are also located in Neighborhood 7. In Neighborhood 4, many of the residential streets contain dead-end streets and cul-de-sacs.



Southeast (Neighborhoods 5, 6, & 8)

Three neighborhood clusters are located in the Southeast quadrant of the City. Neighborhood 6 is largely built-out with industrial development, and a small area of residential development comprised of smaller single-family homes on small lots. Neighborhood 5 is more centrally located in the City, encompassing City Hall and Steffens Park. Neighborhood 5 also includes residential development with older single-family homes.

Neighborhood 8 is located at the very southeast corner of the City, which is largely residential in nature and also considered entirely built-out. Residential development in Neighborhood 8 is comprised of densely populated older single-family homes.

NODES

“Nodes” is a term used to describe popular destinations in a community and the surrounding area of similar character, with defined edges and a compactness that allows for walkability within. In the City of Fraser, nodes may include municipal destinations, such as schools, the public library and City Hall, but also describe the areas to which people often travel for goods and services, or to places of employment. Understanding the existing conditions of the most popular destinations and hubs in the City will also assist with determining the future direction of these places, and how they can be enhanced. Some of the most significant nodes in the City identified in this Plan include:



Central Business District

The Central (or Community) Business District is centrally-located within the City, at the crossroads of 14 Mile Road, Utica Road, Garfield Road, and Groesbeck Highway. This node consists largely of commercial uses such as corner stores, grocery stores, gas stations, City Hall, and other amenities. This area is characterized by high traffic volumes, four-lane corridors, older commercial development with strip malls, and large parking areas. Residents in the City of Fraser would likely travel to this destination for low-intensity commercial needs, such as quick groceries or pharmaceutical services, as well as for entertainment, such as sit-down restaurants, bowling, and places of worship.

Utica and 15 Mile

The general character of the Utica Road and 15 Mile Road node can be best described as commercial in nature. In this area, higher-intensity commercial uses are prevalent, such as a large grocery store with expansive parking areas, banks, fast food restaurants, gas stations, and more. This node is likely where residents would travel to for goods and services in bulk. Additionally, this area is characterized by high volume and high-speed traffic with four-lane roads, strip malls, and buildings that are off-set from the street. This area is likely to experience more commercial traffic, given its higher-intensity commercial development coupled with close proximity to major thoroughfares such as 16 Mile Road. This node is also the northern gateway into Clinton Township. Another noteworthy characteristic of this area is its close proximity to the medium-to-high density residential units located on both the east and west sides of this node.

Groesbeck, Utica, and 13 Mile

This node is located in the southcentral portion of the City. Similar to the nodes described above, the Groesbeck/Utica/13 Mile Node is comprised of commercial development. However, it also should be noted that this node is surrounded by industrial land uses and a rail corridor to the northwest. Additionally, this node is unique in that the three corridors all meet in this area, forming high traffic volume intersections. Here the commercial development includes older strip mall designs integrated with other higher-intensity services, such as used car sales and fast-food restaurants. It is likely that this node experiences the highest traffic volumes during peak hours when employees are traveling to and from work in the adjacent industrial businesses, as well as to the medium-to-high density residential development located directly east. The development patterns here can be described as a high-intensity mix of commercial uses with an industrial character. The Groesbeck/Utica/13 Mile Node can also be considered a southern gateway into the City of Roseville to the south.

Industrial Park

The Industrial Park in the City of Fraser is located primarily in the northeast section of the City. A large portion of the City is dedicated to industrial uses, comprising the second largest land use designation in the City. In addition to the industrial park located at the northeast section of the City, a linear strip of industrial uses exists along the Groesbeck Highway Corridor, spanning between the rail corridor and the Highway. In this area, the developments include older industrial facilities located in close proximity to one another, with varying types of development styles.



CORRIDORS

Groesbeck Highway (M-97)

Groesbeck Highway, or M-97, is a State-owned and maintained thoroughfare located in Metro Detroit. It is one of the main regional corridors serving the City of Fraser, and runs northeast to southwest, from Mount Clemens to the outer northeast side of Detroit. Groesbeck Highway also provides access to other State thoroughfares such as Interstate 696 and M-59. In the City of Fraser, a majority of the existing land uses located along M-97 are industrial and commercial. In neighboring jurisdictions, the land uses along M-97 can be characterized as industrial and high-intensity commercial. This is likely due to its close proximity to the rail corridor, running parallel, to it.

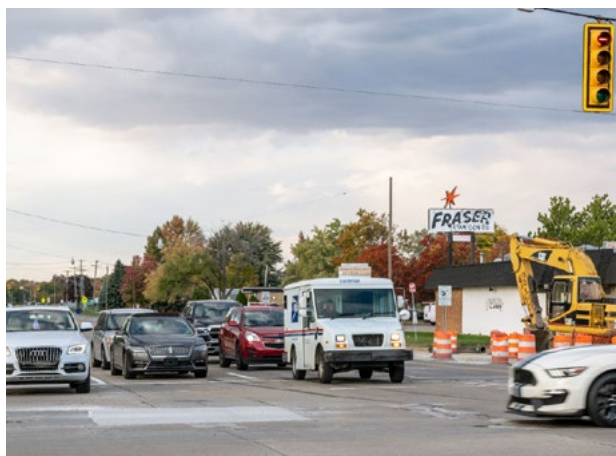


Utica Road

Utica Road is another major corridor in the City of Fraser. Running from northwest to southeast across the City, the primary land uses located along this corridor include commercial, high-density residential, and industrial. Utica Road provides connectivity from Utica on the north side, to St. Clair Shores on the south side. Utica Road is a two-lane corridor with high traffic volumes and higher speeds. Utica road is maintained by the Macomb County Department of Roads. Along this route, existing land uses generally range from commercial, such as restaurants, auto body shops, and more to higher-density residential developments.

15 Mile Road

15 Mile Road is an east-west corridor that also serves as the northernmost boundary for the City of Fraser. 15 Mile Road is maintained by the Macomb County Department of Roads, and spans from Clinton Township to the east, and the City of Birmingham to the west, where it turns into Maple Road, which runs further west into the City of Walled Lake in Oakland County. In the City of Fraser, the existing land uses on 15 Mile Road range from industrial to the east, and residential and commercial to the west. Similar to the other regional corridors described in this Section, 15 Mile Road is a four-lane corridor with high traffic volumes and higher speed limits. Throughout the course of the 15 Mile Road Corridor, existing land uses vary from commercial development, such as restaurants and strip mall shopping centers, to low-intensity industrial facilities, to medium and high-density residential development.



14 Mile Road

The 14 Mile Road Corridor runs east-west through the center of the City, approximately one mile south of 15 Mile Road. The route within its entirety provides access from Clinton Township to the east, to Farmington Hills in the west. In the City of Fraser, the east side of 14 Mile Road is characterized by industrial development and medium-density residential homes, the Community Business District in the center of the City with low-intensity commercial development, and Low-One-Family Residential dwellings on the west side of the City. 14 Mile Road is a major thoroughfare in Metro-Detroit that is maintained by county road commissions (in the City of Fraser, it is maintained by the Macomb County Department of Roads). Much like the other mile marker roads in Metro-Detroit, 14 Mile Road is a four-lane route with high traffic volumes and high speeds. The land uses that surround this route range from higher-intensity commercial (such as shopping centers, chain restaurants, movie theaters and more), to single-family residential neighborhoods and multi-family residential dwellings.

13 Mile Road

13 Mile Road is located at the southernmost border of the City of Fraser, approximately one mile south of 14 Mile Road. The route is a major Metro-Detroit mile marker corridor that runs east-west from Clinton Township and the lake shore on the east end, to the City of Novi on the west end. In the City of Fraser, 13 Mile Road is largely populated with higher-density residential development as well as industrial, and commercial. On a regional scale, the current land uses along 13 Mile Road also include residential neighborhoods as well as pockets of commercial development located within close proximity to multiple highways in both Oakland and Macomb Counties (M-5, M-24, M-1, I-75, M-53, and I-94). In the City of Fraser, this route is maintained by the Macomb County Department of Roads.

Garfield Road

This road runs north-south along the center of the City of Fraser, from 15 Mile Road to the north, and Utica Road to the south. The current land uses in the City that surround this Corridor are mostly medium-to-high density residential and a small pocket of commercial uses in the Community Business District in the center of the City. This route is also maintained by the Macomb County Department of Roads within the City. The City of Fraser is the southernmost boundary of the route, which spans further north to 22 Mile Road. Garfield Road is characterized by a majority of residential development varying in density, to high-intensity commercial and civic land uses.

Masonic Road

Masonic Road is another east-west corridor in the City that is located between 13 Mile Road and 14 Mile Road. The current land uses located along Masonic Road in the City include medium density residential dwellings as well as high-intensity industrial and low-intensity commercial uses. Masonic Road is a two-lane corridor that provides access from the Lakeshore and Clinton Township on the east, to the City of Warren to the west. In neighboring jurisdictions, Masonic Road is populated largely by residential land uses. This road is also maintained by the City.

Hayes Road

Hayes Road is a north-south corridor that also serves as the westernmost border of the City. Along Hayes Road, the majority of the land uses are residential, ranging from low to medium density, with small areas of low-intensity commercial uses. Hayes Road runs south, to 9 Mile Road in Eastpointe, and north to 26 Mile Road. On a regional scale, Hayes Road includes commercial, civic, and low-intensity industrial uses on the south end, and residential uses on the north end. This road is maintained by county road commission agencies. In the City of Fraser, Hayes Road is a two-lane corridor surrounded by older homes with larger front yard setbacks and open space.

Kelly Road

Kelly Road is a north-south corridor that also serves as the easternmost border of the City. In the City of Fraser, most of the land uses along Kelly Road are medium density residential on the south side, and industrial on the north side. Kelly Road spans from the City of Roseville on the south side, to Clinton Township on the north side. The surrounding character of the two-lane corridor is older single-family homes with higher density setback closer to the road. On the north side in the industrial areas, Kelly Road expands to four lanes and serves a multitude of industrial businesses and offices. This road is maintained by the Macomb County Department of Roads.

Mulvey Road

Mulvey Road is a route located primarily in the northwest section of the City. It spans northeast to southwest, from 14 Mile Road to Garfield Road, just south of 15 Mile Road. The primary land use surrounding this road is residential, ranging from low density to high density. On the southwest side, residential lots are larger with larger front yard setbacks, many homes are newer and larger-sized. On the northeast end of the Corridor, density increases and larger multi-family residential complexes are built. Being residential in character, Mulvey Road is a two-lane street with low traffic speeds.

Fruehauf Road. / Klein Road

This Corridor is located on the north-central section of the City. The road spans from 15 Mile Road, to Utica Road, in a southwest to northeast direction. Except for a small portion located in the center of the City that is located in the Community Business District. This road corridor is maintained by the City, and is characterized by residential land uses with older homes on smaller lots with medium density. Additionally, a few civic uses are located on the road, such as Richards Middle School and Fraser High School. Klein Road is a two-lane road with lower speed limits to accommodate residential traffic.

Citywide Infrastructure

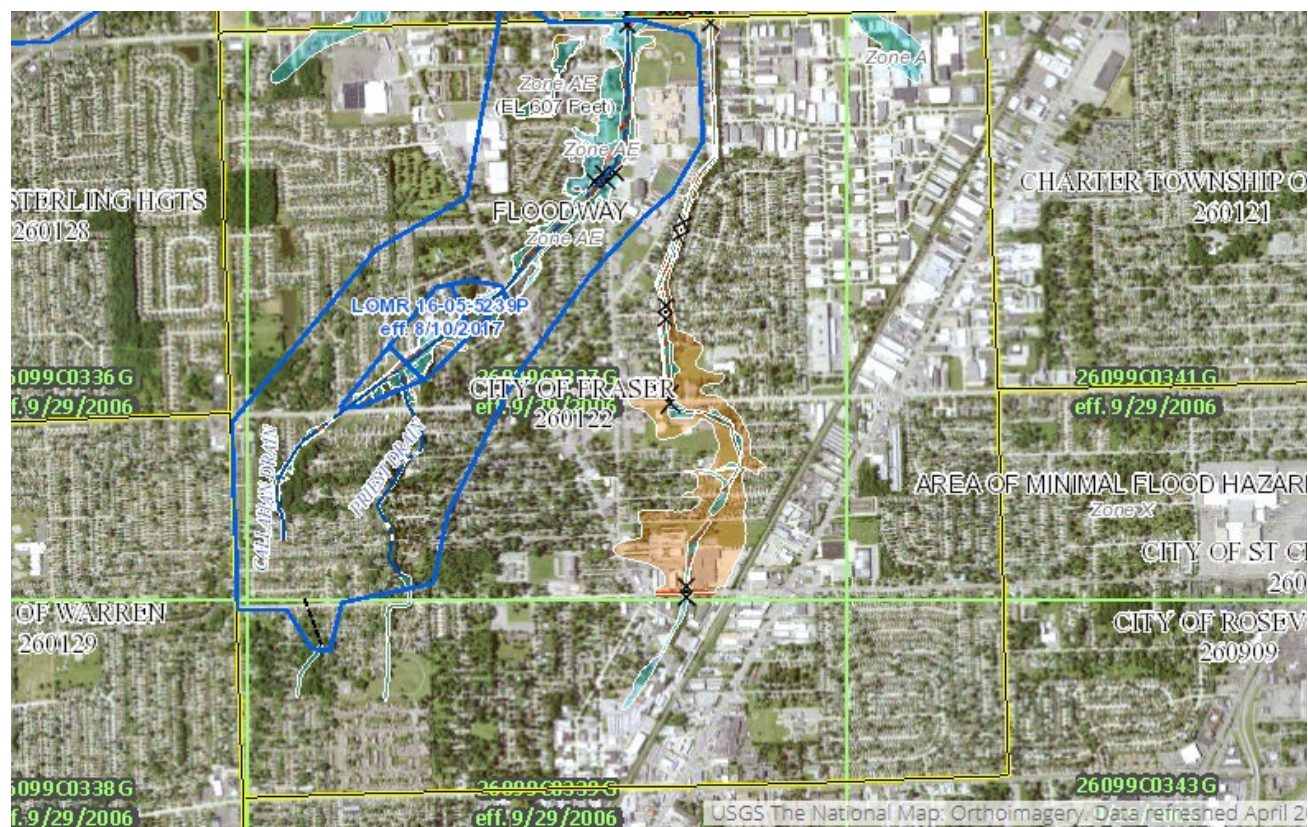
SANITARY SEWER

The City of Fraser has a Department of Public Works that is responsible for the maintenance of many public utilities within the City including the sanitary sewer system in the City. The City has approximately 63 miles of sanitary sewer to maintain with 1,376 manholes, 2,066 catch basins, eight pump stations, and 73 miles of water main. The Department is also responsible for 24/7 on-call water main repair and the installation and maintenance of each water meter in the City.

STORM SEWER

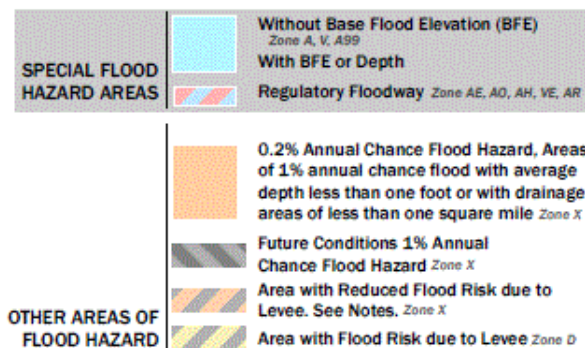
The City of Fraser Department of Public Works is also responsible for the maintenance of the City's 74-mile public storm sewer system.





Floodplains

According to FEMA, the City of Fraser has a small pocket of land located within the 0.2% Annual Chance Flood Hazard area and some small areas on the north side of the City located in Flood Zone AE.



Water Quality

According to the Michigan Department of Environment, Great Lakes and Energy (EGLE), The City of Fraser has not experienced any adverse effects due to poor water quality. As per the Macomb County Drinking Water Results publicized in November 2019, the testing areas in the City of Fraser resulted in non-detectable amounts of Arsenic. Further, the City did not have any positive volatile organic compounds (VOC) samples detected.



Currently the City of Fraser is characterized by heavily traveled suburban thoroughways with high-intensity uses, large signage, and prevalent overhead utility lines.

Roads and Sidewalks

The roads within the City which are owned by the City are maintained by the Department of Public Works. The primary road responsibilities carried out by the Department of Public Works include:

- Snow plowing and salting
- Curb replacement
- Pavement replacement
- Street sweeping
- Brush pickup
- Joint sealing of streets
- Curbside leaf pickup
- Street sign installation and replacement
- Trash and recycle pickup

Overall Land Use Themes / Summary

The City of Fraser is a suburban community located in the Metro Detroit area. As such, the fabric of the City largely consists of smaller single-family homes on smaller sized lots, general commercial nodes serving a regional population due to the major road corridors running through the City, and large industrial areas. Much of the residential, commercial, and industrial development in the City is aged, and may require redevelopment throughout the duration of this Plan. Additionally, the City is largely built-out, which can leave limited room for new development opportunities. The Overall Land Use Themes presented throughout this Plan include:

- Redevelopment or revitalization of underutilized or vacant commercial and industrial properties.
- Support and enhancement of the City's existing stable neighborhoods.
- Development of the City's Central Business District.
- Encouragement of expanded housing stock of all types and price points.
- Sustainability and livability principles.

The City currently has a large sidewalk network, exemplary park system, and desirable school system making the City of Fraser a great place to live, work, and play.

Moving into the future through the duration of this Plan, there are a few areas of focus to further enhance the residential, industrial, and commercial areas by means such as sidewalks, public transportation, bike facilities, beautification, and more.

Economy

Being located in the Metro Detroit area, the City of Fraser experienced its highest population boom in the 1960s; it was during this time that most of the City's current housing and a good deal of its non-residential built form was constructed. Previous Master Plans noted that the City's population grew by approximately 68% between years 1960 and 1970. This is likely due to the workforce migration from the City of Detroit to surrounding municipalities.

As described above, the subset of Macomb County within the Southeast Michigan region has experienced a general positive growth trend throughout the years 2009-2016. Given that the "Great Recession" occurred during this timeframe, the County can account for 3.2% of the workforce population growth from 2011-2015 and an increase of 12,826 in the workforce population from years 2011-2015. Additionally, from years 2010-2015, the County experienced an overall unemployment decrease of approximately 58%.

As reported in 2018 by the American Community Survey 5 Year Estimates (most recent information), at that time, the most common job category for Fraser residents in the workforce consisted of office and administrative support occupations. The category of jobs with the highest pay held by residents was architecture and engineering, likely primarily related to the automotive industry.

According to the Macomb County Planning and Economic Development Department's 2020 Economy Review Report (data obtained from EMSI, economic modeling), the City of Fraser experienced the following economic trends:

- The top three industries in 2020 are Specialized Design Services, Motor Vehicle Parts Manufacturing, and Medical Equipment and Supplies Manufacturing.
- As of 2020, the region's population declined by 0.2% since 2015, falling by 29. Population is expected to increase by 0.9% between 2020 and 2025, adding 129.
- From 2015 to 2020, jobs increased by 2.5% in Fraser from 10,813 to 11,088. This change fell short of the national growth rate of 6.2% by 3.7%.
- The number of retired residents in the City of Fraser is growing. The national average for an area this size is 4,322 people 55 or older, while there are 5,321 here.
- Manufacturing jobs in Fraser are well over the national average number of jobs. This is likely due to the City's large and long-standing industrial presence.
- Manufacturing is the top growing industry in Fraser.



03

Fraser Tomorrow

This Section describes the planned future conditions of the City of Fraser, through the duration of this Master Plan. The goals, objectives, and recommendations listed in this Plan derive from the high-level existing conditions analysis, feedback from City staff and officials, stakeholder and public input, analysis of current planning trends, and more.

The primary purpose of this Section is to determine the goals and objectives of this Plan and itemize and prioritize the implementation steps for achieving them. The Future Land Use Plan is also a significant component of this Section, that which describes the future fabric and planned land use of each parcel of land within the City.

Vision Statement

The City of Fraser is a safe and stable community, which has proven to be a great place to live and work. Its location within the metropolitan Detroit region makes it closely related to its larger surrounding communities while offering a feeling of close-knit community due to its relatively small geographic size.

This Plan intends to protect, preserve, and support the City's long-standing neighborhoods, while also providing the tools for growth and development in logical, practical, and incremental ways. The City of Fraser will retain its identity as a community of desirable neighborhoods, commercial destinations, and industrial centers, while proactively planning to incorporate improvements in sustainability, enhancements as a destination place, increasing economic development, and strengthening other areas that can have a positive impact on the City's fiscal environment.

Goals and Objectives

The following section describes the overarching goals and objectives of this Plan. The goals are used to describe the general guidelines and direction for the City of Fraser, and what the Master Plan hopes to achieve. The objectives define general strategies used to achieve the overarching goals, all of which is further detailed and described in Section 04, "Implementing Viable Change."

01

RESIDENTIAL & NEIGHBORHOODS

Objective #1: Maintain the City's place in Macomb County as a community that provides safe, attractive, and vibrant neighborhoods that can accommodate residents at all stages of life.

Objective #2: Encourage residential developments that are needed by persons of all ages, backgrounds, incomes, and physical capabilities.

Objective #3: Retrofit underutilized or vacant commercial areas, parking lots, or industrial areas for unique, modern, and creative housing options.

Objective #4: Maintain and enhance the several small-scale neighborhood nodes as walkable service nodes that serve the immediate community.

Objective #5: Create and increase City-wide efforts that provide opportunities to enhance and revitalize vacant, underutilized, or aging housing stock where needed.





02

COMMERCIAL & ECONOMIC DEVELOPMENT

Objective #1: Ensure that all community commercial nodes in the City are accessible to people of all ages, backgrounds, incomes, and physical capabilities—for both motorized and nonmotorized travelers.

Objective #2: Continue to support the improvement of the Central Business District to include visually pleasing and welcoming beautification elements, such as landscaping, sidewalks, decorative street lamps, street trees, and more.

Objective #3: Support a wide variety of shopping and retail diversity and provide direction and guidance for businesses and shopping trends continue to shift.

Objective #4: Continue to support and foster relationships with local commercial business owners and industrial business owners to maintain their presence in the City.



03

TRANSPORTATION

Objective #1: Maintain and enhance the current transportation system in the City of Fraser to ensure all roadways are safe, accessible, high-quality, and durable.

Objective #2: Continue to foster relationships with local road agencies to maintain and enhance State and County roadways, where applicable, with a special emphasis on Groesbeck Highway (M-97) improvements in partnership with the Michigan Department of Transportation

Objective #3: Assess current public transit routes and stops, and explore opportunities for future enhancements to the public transportation system in the City—especially to important employment centers, residential hubs, and popular destination places.

Objective #4: Plan for and assess opportunities for nonmotorized transportation alternatives, such as widened paved shoulders, bike lanes, bike routes, and others.

Objective #5: Continue to support newly emerging transportation technology in the City, such as ridesharing, carpooling, and ride hailing.

04

RECREATION

Objective #1: Maintain and preserve the City's existing parkland and outdoor recreation resources.

Objective #2: Include outdoor recreation opportunities when applicable with new development or redevelopment projects, such as communal neighborhood parks, pocket park seating areas, and others.

Objective #3: Target and prioritize areas for nonmotorized trails.



05

SUSTAINABILITY & BEAUTIFICATION

Objective #1: Ensure that each new and existing developments in the City are well-landscaped with visually pleasing and welcoming decorative elements.

Objective #2: Encourage sustainability elements throughout the City.

Objective #3: Incorporate Citywide beautification elements whenever feasible, such as public art, landscaping, and placemaking elements.

Objective #4: Pursue grants from public and private funding sources to enhance and expand recreation areas in the City.





06

COMMUNITY BUSINESS DISTRICT (CBD)

Objective #1: Initiate the revival of the City's CBD and Downtown Development Authority (DDA).

Objective #2: Refine the overall vision for the City's CBD area, and determine the desired results.

Objective #3: Encourage and incorporate live/work/play elements in the CBD.

Objective #4: Target specific opportunity sites within the CBD for redevelopment.

Future Land Use

Based on a comprehensive planning process, the Future Land Use plan serves as a guide for the community's vision for the next 20 years. It is based on an analysis of land use issues facing Fraser, existing uses and conditions, demographic and housing data, physical constraints and resources, community infrastructure, circulation patterns, community engagement, and the goals and objectives of this plan.

Through land use planning and zoning controls, the City intends to ensure that the character of neighborhoods are preserved, that economic development is encouraged, and that the designated mixed use areas become vibrant and exciting places.

This Future Land Use plan constitutes the development guide to the City of Fraser, and as the City moves into the future, the plan should be regularly updated to address how development and physical change have impacted the infrastructure and existing conditions.

Future Land Use

City of Fraser, Michigan

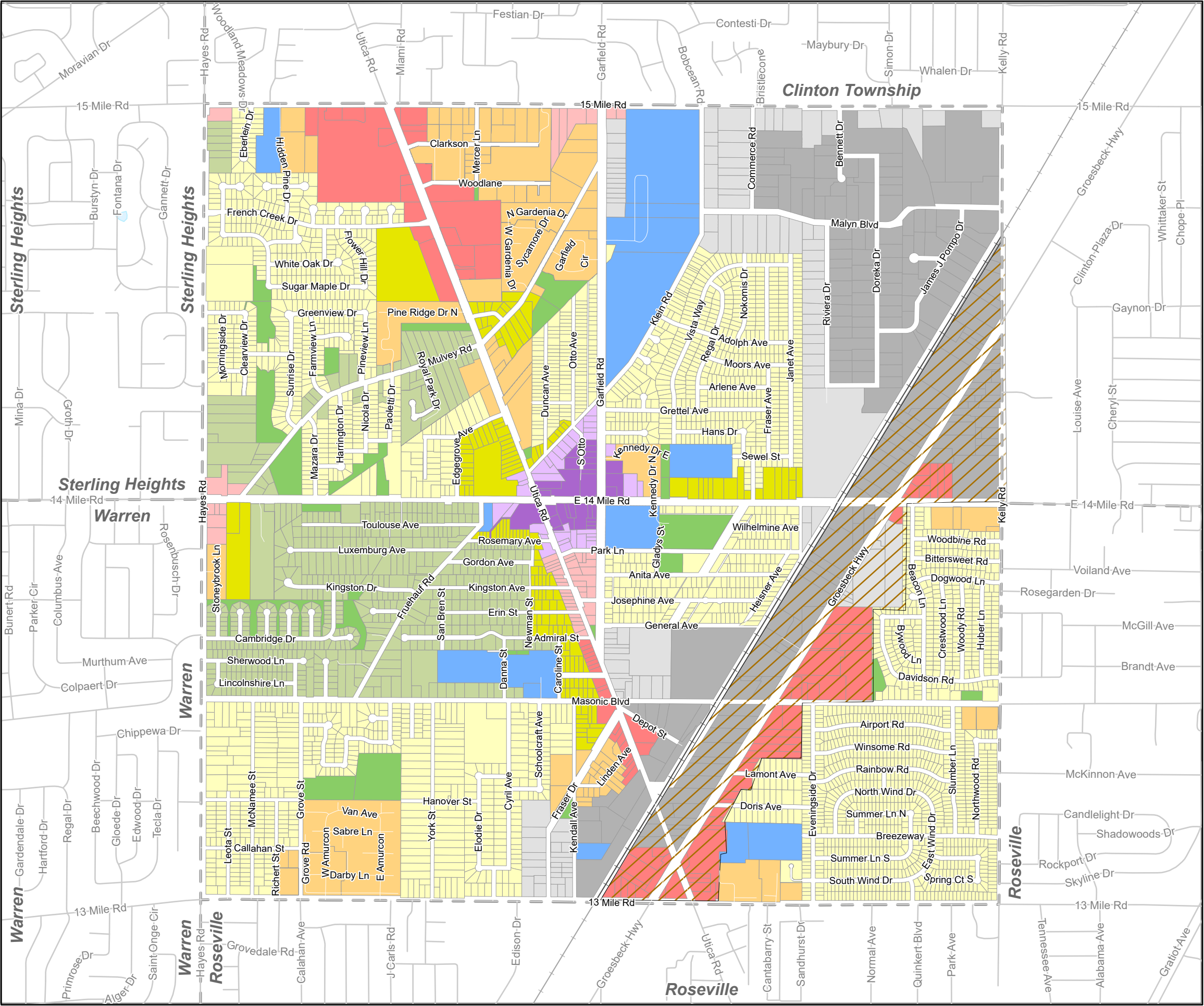
December 17, 2020

LEGEND

- Large Lot Single Family Residential
- Small Lot Single Family Residential
- Transitional Residential
- Multi-Family Residential
- Neighborhood Commercial
- General Commercial
- Central Business District Core
- Central Business District Fringe
- Light Industrial
- General Industrial
- Public/Semi-Public
- Park/Open Space
- Flex Corridor District Overlay



Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: City of Fraser 2020. McKenna 2020.



This page intentionally left blank.



Large Lot Single Family Residential

GENERAL CHARACTERISTICS

This Future Land Use Category is characterized by existing low-density residential areas within the City. These areas are typically comprised of single-family homes in neighborhoods on larger lots. Large Lot Single Family Residential land uses are predominately located on the west side of the City, just south of 14 Mile Road between Hayes Road and Utica Road. One of the main goals of this category is neighborhood preservation, which is designed to maintain the City's existing stable neighborhoods and target practical enhancement elements such as sidewalks and street lighting.

APPROPRIATE LAND USES

Typical uses in Single Family Residential include single-family homes with neighborhood parks and/or open space with convenient access to schools, places of worship, and government facilities.

The appropriate maximum density for Large Lot Single Family Residential areas is approximately 4 units per acre. Although, less density may often be appropriate.

STREETS AND TRANSPORTATION

In Single Family Residential areas, streets should be well-connected to one another to provide access to major City roads as well as to adjacent neighborhoods. These streets have lower traffic volumes and are characterized by lower speeds. The street pattern should not include multiple cul-de-sac designs, and should also incorporate sidewalk or bike path infrastructure accessible on both sides of the street and multiple neighborhood entry and exit locations.

Existing Character



BUILDING AND SITE DESIGN

New homes, or redevelopment of older homes, should be consistent with existing neighborhood attributes and should be designed with quality materials. New homes and redevelopment of older homes should be consistent with surrounding area in terms of scale, mass, and site design.

APPROPRIATE ZONING DISTRICT

RL Residential Low – One Family

Planned Character





Small Lot Single Family Residential

GENERAL CHARACTERISTICS

Small Lot Single Family Residential areas can generally be described as post-war bungalow-style homes in dense single-family neighborhoods, much like those found throughout the metropolitan Detroit region. These neighborhoods typically are fitted with sidewalks on both sides of the street and consist of homes generally sized at around 1,000–1,500 square feet in large subdivisions. A majority of the City's existing housing stock is comprised of Small Lot Single Family Residential homes, which are located all throughout the City.

APPROPRIATE LAND USES

The principal land use appropriate for Small Lot Single Family Residential areas is detached single family homes. Recreation uses such as neighborhood parks and bike paths are also appropriate for these areas. These neighborhoods are also within close proximity to neighborhood amenities such as schools, places of worship, and government facilities.

The planned maximum density for Small Lot Single-Family Residential areas is approximately 6 units per acre.

STREETS AND TRANSPORTATION

Due to the dense character of these neighborhoods, the street patterns in Small Lot Single Family Residential areas should be well-connected, offer multiple entry and exit points, and provide access to major City thoroughfares. These streets typically form a grid-like pattern and do not ordinarily incorporate cul-de-sac designs. Sidewalks and bike infrastructure should also be accessible on both sides of the street.

BUILDING AND SITE DESIGN

The overall building and site design in Small Lot Single Family Residential areas largely include the type of architecture seen in the existing stable neighborhoods. Buildings should be constructed with high-quality and long-lasting materials such as brick, stone, and durable siding. New homes and redevelopment of older homes should be consistent with surrounding area in terms of scale, mass, and site design.

APPROPRIATE ZONING DISTRICT

RM Residential Medium – One Family

Existing Character



Planned Character





Transitional Residential

GENERAL CHARACTERISTICS

This designation is characterized by moderate to medium density residential neighborhoods. Transitional Residential areas are designed to act as a transition between commercial and lower-density residential areas, and a transition between higher-density residential and lower-density residential areas. Additionally, Transitional Residential developments are included in areas surrounding the proposed Central Business District to promote and support the growth and development of the CBD.

Higher density single-family houses, and other housing types such as townhouses, duplexes, quadplexes, two-family, and multi-family buildings ("missing middle") are all appropriate. Any new or redeveloped neighborhoods are encouraged to contain a variety of housing types, to allow for a multiple price points and to create increased density without having a significant impact on existing adjacent neighborhoods.

Transitional Residential developments should have amenities (such as parks, corner stores, public transportation, and schools) within their boundaries. Businesses and retail should be within walking distance, along major corridors.

APPROPRIATE LAND USES

Typical uses in the Transitional Residential areas include residential dwelling homes and units, parks, open space, and other compatible municipal or civic uses. Retail, schools, and other amenities should be located within nearby "Neighborhood Nodes," that may or may not be built as part of the same development. These areas may also be utilized for future senior housing opportunities to accommodate the City's aging population.

In areas planned for Transitional Residential, the appropriate maximum density is approximately 7-8 units per acre.

STREETS AND TRANSPORTATION

Streets should follow a connected pattern that respects topography and natural features, and therefore may not constitute a true "grid." Streets should feature elements such as sidewalks, pedestrian scale lighting, and a tree canopy. Neighborhoods should be designed with connected street patterns, including connections to existing neighborhoods where possible.

Planned Character





BUILDING AND SITE DESIGN

Sites should be designed to give homes a front and back yard (or nearby usable green space), while maintaining a human, walkable scale that promotes social interaction and reduces unnecessary and unused lawn space.

Buildings should be designed with quality materials and consistent with architectural styles common in the greater Macomb County area. Alternative architectural styles may be appropriate in some neighborhoods, provided that the unique design enhances the general character of the area. Buildings should include front (street) entrances to encourage connection to the street, and garages should be located in rear yards to the extent possible.

APPROPRIATE ZONING DISTRICT

+ *New Zoning District, to be developed*



Multi-Family Density Residential

GENERAL CHARACTERISTICS

This category is characterized by multi-family residential housing units, such as apartment complexes, with higher density. Multi-Family Residential areas should be located within walkable distance to community nodes such as retail centers, schools, and large employers. The High-Density Residential areas are characterized by the City's existing multi-family buildings and immediately surrounding parcels.

APPROPRIATE LAND USES

Typical uses include multi-unit residential dwelling units such as apartment complexes.

The areas designated as Multi-Family Residential are planned for a minimum of 9 units per acre. However, higher density development is also appropriate here if it is determined that specific sites may comfortably accommodate more units.

STREETS AND TRANSPORTATION

Streets should follow a connected pattern that respects topography and natural features, and therefore may not constitute a true “grid.” Streets should feature elements such as sidewalks, pedestrian scale lighting, and a tree canopy. High-Density Residential land uses should be concentrated near frequently traveled road corridors in the City.

BUILDING AND SITE DESIGN

Sites should be designed to maintain a walkable scale that promotes social interaction and reduces unnecessary and unused lawn space for multi-unit dwellings.

Buildings should be designed with quality materials and consistent with architectural styles common in the greater Macomb County area. Alternative architectural styles may be appropriate in some areas, provided that the more unique design enhances the general character of the area. Buildings should include front (street) entrances to encourage connection to the street. High-Density Residential sites should include green spaces and/or appropriate landscaping consistent with the surrounding area. Developments should be scaled accordingly as to appropriately transition with the surrounding land uses. In general, developments should not obstruct the view or character of adjacent neighborhoods. Taller developments should be placed adjacent to commercial or industrial areas.

APPROPRIATE ZONING DISTRICT

RH Residential High – One Family

Existing Character



Planned Character





Central Business District (CBD) Core

GENERAL CHARACTERISTICS

This future land use category is designed to encompass mixed uses to promote live/work/play elements in the City of Fraser. In mixed use areas, developments can include first-floor restaurants, offices, and businesses with upper floor dwelling units or businesses. The goal of this future land use category is to encourage walkability, livability, and economic growth in the CBD with a downtown-like feel.

APPROPRIATE LAND USES

Appropriate land uses include multi-family and two-family residential developments in conjunction with commercial or maker space developments. Low-intensity businesses, such as small retail stores, personal services, small offices (including medical), should populate ground floors of buildings. Residential uses or office uses should be situated on upper floors. Development proposals within the CBD should contain one or more of the following:

- Retail space
- Office Space
- Maker Space
- Residential Dwelling Units

Proposals containing more than one use are preferred, and proposals with one use should be approved only if they clearly support the economic vibrancy, mixed use vision, and walkability of the surrounding area.

STREETS AND TRANSPORTATION

Streets in this area should provide connections to primary City streets. Within developments, streets should provide safe walking and biking opportunities on both sides of the street. Additionally, on-street parking should be included in development design with the absence of cul-de-sac or dead-end roads.

Existing Character



BUILDING AND SITE DESIGN

Buildings should be built with high-quality materials and should be architecturally compatible with surrounding neighborhoods. Buildings with a connection to the street, including designs with attractive front facades, entrances, and porches or patios are all highly encouraged. Open spaces should be functional and allow for recreational enjoyment and the preservation of natural features. Architectural variation is highly encouraged to add character on long and connected facades.

Parking areas may be located in the front, side, or rear yards for buildings, but, where practical, buildings should front the street and provide parking to the rear. Parking areas should be broken up with landscaped islands and trees. Parking space requirements may vary based on the location of the development and availability of shared parking.

APPROPRIATE ZONING DISTRICT

CBD Community Business District

Planned Character





Central Business District (CBD) Fringe

GENERAL CHARACTERISTICS

The CBD Fringe areas are a new future land use designation designed to integrate single-use mixed use areas transitioning into the planned Downtown Core. For example, existing low-intensity commercial and residential sites located immediately adjacent to the CBD Core are planned for CBD Fringe. The primary purpose of this Future Land Use designation is to provide a practical and pragmatic transition of lower-intensity mixed uses (that tend to be automobile focused) into higher-intensity mixed-uses in the Downtown Core that, is planned for more pedestrian activity.

APPROPRIATE LAND USES

Land uses in the CBD Fringe areas include single-use and mixed-use commercial and residential development. Examples of appropriate land uses include low-intensity commercial such as restaurants, retail shops, flower shops, corner stores, professional offices, and other similar uses. Residential uses such as attached and detached single family homes or duplexes/townhomes, are also appropriate in the CBD Fringe area.

Commercial nodes such as lifestyle centers and town centers are also appropriate here. More information on lifestyle centers and town centers can be found later in this Section.

STREETS AND TRANSPORTATION

Developments should be accessible from City thoroughfares, but also provide shared access between sites and encouraged shared parking areas. These street networks should take into account best practices in access management to avoid traffic congestion and accidents. These areas should also be accessible to pedestrians and bicyclists. Streets in the CBD Fringe areas should also include beautification elements such as landscaping, street trees, banners, and decorative street lights.

Existing Character



BUILDING AND SITE DESIGN

Sites in the CBD Fringe areas should be constructed of high-quality and long-lasting materials. Each site should be adequately landscaped, and well-maintained. New buildings should include minimal setbacks and parking areas should be located in the rear of the site. Windows should be transparent, and building front entrances should have a welcoming appearance. Additionally, buildings should include outdoor seating opportunities when applicable.

APPROPRIATE ZONING DISTRICT

+ New Zoning District, to be developed

Planned Character





Neighborhood Commercial

GENERAL CHARACTERISTICS

Neighborhood Commercial areas are a low intensity commercial category intended for small-scale retail, and other amenities intended to serve customers on a local convenience scale. The Neighborhood Commercial Category should provide amenities to the immediate surrounding residential areas in a walkable scale, but not necessarily urban, format. Neighborhood Commercial land uses are concentrated in smaller pockets adjacent to community nodes such as schools and retail centers and higher density housing.

Additionally, Neighborhood Commercial areas are designed to act as a commercially-oriented transition along Utica Road from the CBD to General Commercial areas on the south side of the City. Neighborhood Commercial Designations are also appropriate for small-scale commercial nodes located within close proximity to residential land uses, or important community anchors such as schools or parks.

APPROPRIATE LAND USES

Low-intensity businesses such as personal services, small offices (including medical offices), and convenience stores, as well as religious institutions, schools, and similar uses.

STREETS AND TRANSPORTATION

All streets lined with Neighborhood Commercial uses should have sidewalks or bike paths/bike lanes on both sides.

BUILDING AND SITE DESIGN

Buildings should be built with durable materials and should be architecturally compatible with surrounding neighborhoods. Buildings with a connection to the street, including designs with attractive front facades, entrances, and patios are all highly encouraged.

Parking areas may be located in the front, side, or rear yards, but, where practical, buildings should front on the street and provide parking to the rear. Large areas of parking should be broken up with landscaped islands and trees. Parking space requirements may vary based on the location of the development and availability of shared parking.

APPROPRIATE ZONING DISTRICT

CN Commercial Neighborhood

Existing Character



Planned Character



CASE STUDY—LINER BUILDINGS

Over previous decades, strip mall and strip center development has dominated the streetscape in many communities in Metro-Detroit. These developments are characterized by deep front yard setbacks and large underutilized street-facing parking lots. This design not only discourages walking, biking, and accessibility, but also may serve as an environmental and physical challenge given the expansive areas of asphalt and lack of vegetation.

To address this, many communities have introduced the concept of Liner Buildings in their redevelopment efforts to revitalize suburban development. Liner Buildings are a great way to help convert strip malls into a pedestrian-scaled area by replacing a part of the large surface parking lot with buildings that “line” the edge of the former parking lot. These buildings should be typically close to the street and accessible to sidewalks and bike infrastructure. By exploring the Liner Building, underutilized strip malls and strip centers can be redeveloped into walkable small-scale commercial nodes.



Above are examples of Liner Building redevelopment projects. As shown in the photos, the buildings are constructed up to the sidewalk, but still have motorized access surrounding them. They are also landscaped with street trees and sidewalk planters.



General Commercial

GENERAL CHARACTERISTICS

General Commercial areas are designated for higher intensity commercial uses. In the City of Fraser, a large part of the Community Commercial land uses is concentrated along Groesbeck Highway and Utica Road Corridors. In these areas, the majority of the General Commercial structures include big box stores, shopping malls, restaurants, highly frequented community nodes, and retail centers. General Commercial areas are planned to provide a transition or buffer from industrial areas to residential areas. Additionally, General Commercial land uses should be designed to support the existing stable industrial businesses. Typically, General Commercial areas are located on the outer fringes of the City.

APPROPRIATE LAND USES

Higher intensity commercial businesses, such as retail stores, personal services, small offices (including medical offices), restaurants (both sit-down and fast food with drive-thru), automobile-oriented businesses, and more. The retail aspect of those establishments within General Commercial areas should include the sale of goods and services that benefit the community on a wider scale. In general, developments within General Commercial land uses are freestanding, single-use commercial structures.

STREETS AND TRANSPORTATION

General commercial land uses in the City of Fraser are typically surrounded by roads characterized by higher volumes of traffic, commercial vehicles and trucks, and faster speeds. General Commercial streets should allow for regional connectivity as well as pedestrian connectivity and protected pedestrian crossings on both sides of the road (including strategic mid-block crossings). Roadside landscaping and other beautification elements, such as street trees, should be considered in these areas due to the high volumes of both motorists and pedestrians traveling to these areas.

Existing Character



BUILDING AND SITE DESIGN

Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Robust landscaping should be installed throughout the site. Commercial buildings should be supported by sufficient but not overly excessive parking areas. Parking areas may be located in the front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees. To promote new commercial development opportunities, consider the development of outlots in large commercial parking lot areas.

APPROPRIATE ZONING DISTRICT

CG Commercial General

Planned Character





Light Industrial

GENERAL CHARACTERISTICS

Light Industrial is intended for larger scale office, manufacturing, research and development businesses, creative industries/artisan facilities (in certain circumstances) that are primarily adjacent to other industrial areas, as well as commercial and office-service areas. Developments should be designed and operated to be respectful of their surroundings, with minimal truck traffic, noise, odor, dust, or outdoor storage/operations. Light Industrial areas in the City of Fraser are planned to act as a buffer between General Industrial Areas and residential land uses. Light Industrial land uses can also encompass unique artisan or maker space developments and flexible Light Industrial uses.

APPROPRIATE LAND USES

Appropriate uses include office, light manufacturing, artisan production, food and beverage production, creative industries, makerspaces, and research and development uses. Parking areas and loading zones are properly buffered and landscaped.

STREETS AND TRANSPORTATION

Streets should be designed in a pattern that allows access from abutting areas, but does not encourage cut-through traffic by employees and trucks. Within the Light Industrial district, the streets should be designed to be sufficient for business-traffic. Non-motorized and transit connections are encouraged, but are only required along major corridors.

Existing Character



BUILDING AND SITE DESIGN

Buildings should be constructed of high-quality materials and feature attractive signage. Robust landscaping should be installed throughout the site, especially adjacent to residential areas.

Light Industrial buildings should be supported by sufficient but not excessive parking areas. Parking areas may be located in the front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees.

Shared parking is encouraged where appropriate. Areas which are not devoted to buildings or parking should be adequately and aesthetically landscaped.

APPROPRIATE ZONING DISTRICT

IR Industrial - Restricted

Planned Character





General Industrial

GENERAL CHARACTERISTICS

This designation provides an exclusive area for medium to high intensity Industrial uses, as well as large corporate campuses, which are vital to the City's economy. Large plants that involve manufacturing products, stamping, and machine operations are well-supported here. General Industrial areas have heavy buffers and deep setbacks to minimize any adverse impacts upon adjoining properties.

General Industrial areas typically are surrounded by Light Industrial areas to reduce any possible external physical effects on surrounding properties.

APPROPRIATE LAND USES

Examples include large plants that involve manufacturing products, stamping, and machine operations. Large institutional operations and large corporate campuses are also encouraged to locate within General Industrial districts.

STREETS AND TRANSPORTATION

Roads in the industrial areas should be designed, constructed, and maintained to be sufficient for semi-truck traffic, without making them unsafe for pedestrians or bicyclists. New road connections should be built as needed to connect the industrial districts without disturbing adjacent areas.

BUILDING AND SITE DESIGN

Buildings in this category should be designed to be long-lasting and to support efficient industrial and/or business practices. High-quality appearance is encouraged; however, sites should be designed to minimize off-site impacts and reduce pollution and site contamination to the extent possible.

Parking lots should be sufficient to support employee parking and truck maneuvering, but should not be excessively large. Parking areas should also be adequately and aesthetically maintained.

APPROPRIATE ZONING DISTRICT

Industrial – Controlled

Existing Character



Planned Character





Public/Semi Public

GENERAL CHARACTERISTICS

These facilities are planned to remain in place. If renovated or expanded, they should strive to enhance the character of the surrounding area. If they are relocated or removed, redevelopment should proceed consistent with the immediately adjacent areas.

APPROPRIATE LAND USES

Appropriate land uses in Public/Semi-Public areas include institutional uses such as public and private schools, libraries, City Hall, and other municipal buildings, utility buildings, and fraternal organizations, and service/charitable organizations.

STREETS AND TRANSPORTATION

The transportation network should include well-maintained and well-connected street patterns that are also accessible by foot or bike.

BUILDING AND SITE DESIGN

Buildings should be constructed with high-quality materials and should be designed and developed to be aspirational, beautiful, and encouraging to the improved condition of the surrounding area.

Areas of the site not developed with buildings or parking should be aesthetically landscaped. Inclusion of public art in these areas is encouraged.



Park/Open Space

GENERAL CHARACTERISTICS

This designation identifies park land and open space. Areas within this designation can be used for both passive and active recreation. Natural features and developed parklands should be compatible with the surrounding landscape and neighborhood.

APPROPRIATE LAND USES

All areas should maintain uses which promote the inclusion of the public and provide recreational and gathering opportunities.

STREETS AND TRANSPORTATION

Existing pedestrian and cyclist trails should be maintained. Additional pathways and associated amenities (i.e. bicycle racks, water fountains, wayfinding signage, lighting, etc.) should be constructed as needed. The connection of such pathways to connect the parks is strongly encouraged where feasible.

BUILDING AND SITE DESIGN

There are no specific Building and Site Design recommendations in this Plan for the Parks/Open Space designation, although high quality architecture is encouraged. Buildings should be well lit and highly visible, but of scale and appearance that are consistent with their surroundings, with appropriate public amenities. Parks should be maintained and upgraded as needed.



Flex Corridor District Overlay

GENERAL CHARACTERISTICS

The Flex Corridor District Future Land Use Category is a new future land use designation proposed to be used along Groesbeck Highway on the east side of the City. Groesbeck Highway has a long-standing history of successful industrial businesses, an active rail corridor, and higher intensity commercial uses immediately adjacent to residential uses.

The Flex Corridor Category is intended to allow for the maximum amount of development flexibility along Groesbeck Highway, which is dominated by high intensity industrial and commercial uses in older buildings. The Flex Corridor is envisioned to welcome a mix of uses along Groesbeck Highway, such as industrial, commercial, and multi-family and/or two-family residential.

By classifying this area as Flex Corridor, the City can achieve the goals of supporting existing businesses, while at the same time planing and allowing for new creative businesses to locate in newer high-quality buildings. This can also allow for new development or redevelopment opportunities along Groesbeck Highway.

APPROPRIATE LAND USES

The appropriate land uses for the Flex Corridor District can include commercial, industrial, and residential (in certain circumstances such as live/work developments). However, any industrial uses should not have negative impacts on any surrounding residential development. Businesses that incorporate a use traditionally considered as light industrial (such as brewing beer, printing custom t-shirts, technology, etc.) are welcome in the Flex Corridor area.

STREETS AND TRANSPORTATION

Because the Flex Corridor District is located along Groesbeck Highway, which contains an existing rail system and other parallel transportation networks, the area is well suited for businesses and industry which benefit from those existing amenities. However, street networks within new developments and redevelopments within the Flex Corridor District should be well-connected and provide more than one entry and exit drive, to assist with traffic flow on Groesbeck Highway. Public transportation should also be accessible along this Corridor.

BUILDING AND SITE DESIGN

Buildings in the Flex Corridor District should be constructed from high-quality materials such as brick, stone, or durable siding. Parking should generally be located in the rear yards, but side and front yard parking is also appropriate, given that new developments and redevelopments should have a robust landscaping, signage, and lighting plan. All developments within this Category should be easily accessible from nearby sidewalks and accommodate both motorized and non-motorized transportation users. Buildings should also be consistent with the Groesbeck Highway Design Guidelines as proposed by Clinton Township to ensure a cohesive development and redevelopment building designs along the Groesbeck Highway Corridor.



Community Node Future Land Use Framework

As noted above in Section 02, the City of Fraser has approximately four major community nodes that have been identified during the planning process. Each of these nodes provide different assets to the community, ranging from large employment centers and long-time stable residential neighborhoods, to essential services and businesses and parkland. It is essential to plan appropriately for these significant community nodes in the City to determine the future land uses that are the highest and best use for each specific area.

CENTRAL BUSINESS DISTRICT

The planned future character of this area is to become the City of Fraser's Downtown. Much like a traditional downtown, the CBD must be walkable and bikeable. The CBD area should have decorative placemaking elements such as landscaping, planter baskets, lamp posts, banners, appropriately placed public art, and benches. This area is planned to be mixed use, in that land uses ranging from residential to offices and commercial are all appropriate. This area should have mid-block crossings, bike lanes, sidewalks, and bike racks to support the safe and efficient flow of pedestrians and bicyclists. The CBD should also have a variety of retail, restaurant, and office options. New developments should have reduced parking requirements, and the City should promote shared parking arrangements with recorded shared parking agreements, or City-owned parking areas to support pedestrian activity in the CBD.

The future land uses for this area envision a vibrant, walkable, and thriving downtown-like atmosphere where residents and visitors have the opportunity to live, work, and play.

UTICA AND 15 MILE

As described in the Existing Conditions Section above, the Utica Road and 15 Mile Node is characterized by older higher intensity commercial development with surrounding residential. The future fabric for this area will remain generally similar in uses, with calls for high quality residential and commercial development and redevelopment when appropriate.

Outlot developments may become key in this area as a means to promote new economic growth. On the east side of Utica Road, high density residential is planned to coincide with the existing high density residential developments, and a small neighborhood commercial node located at 15 Mile Road and Garfield, on the northern border of the City, to complement the small-scale commercial developments located in Clinton Township in that area.

This node is a popular destination in the City, given that the Meijer Grocery Store, Hockeyland, and other corresponding businesses are located in this area. Future commercial development opportunities should enhance these existing businesses, by means such as safe, non-motorized/sidewalk connections, proper building scale and massing, robust landscaping plans, and safe traffic flow.

If the Warfield Greens Golf Club were to be closed or sold for redevelopment in the future, the site would offer unique opportunities for future high density residential redevelopment envisioned as multi-family residential complex(es). Natural buffers, clustering, and green space should be practiced on this site, especially to preserve natural green space and/or buffers along the perimeter of the site adjacent to low density residential neighborhoods.

GROESBECK, UTICA, AND 13 MILE

One of the key elements to this community node is the unique structure of the Utica Road, Groesbeck Highway, and 13 Mile Road intersection. This intersection has been identified as a high priority safety intersection in the City, as many traffic accidents occur there annually. The planned future land uses for this area remain industrial and commercial in nature, but other uses may also be developed since it is also within the Flex Corridor Overlay area. The Flex Corridor Overlay offers more opportunities for a variety of development types along Groesbeck Highway, including industrial, commercial, and residential. As such, the future fabric of this community node may include these Flex Corridor elements. This is also complementary to the high-density residential uses in the City of Roseville, just south of 13 Mile Road.





INDUSTRIAL PARK

As described above, a large portion of the east side of the City is utilized for industrial purposes. The Future Land Use framework for the City's Industrial Park is planned to remain industrial, but with some beneficial changes. General (or heavy) industrial land uses are planned to remain along Groesbeck Highway, and within the Industrial Park, leaving light industrial uses to be located along the perimeter to buffer the nearby residential neighborhoods. As a result, light industrial land uses are planned in areas along Riviera Drive, Commerce Road, Malyn Boulevard, Cross Drive, and 15 Mile Road.

In the Industrial Park, many of the existing buildings have become aged, and the Park is largely built-out, leaving little opportunity for new development. As such, a majority of the changes in this area will derive from redevelopment or business expansion activities. With each new proposed redevelopment or expansion, the City should strive to ensure that the construction materials are high-quality and durable, with innovative site design.

Central Business District

The City of Fraser is well-positioned to support the growth and development of a Central Business District (CBD). The CBD area is planned to become Downtown Fraser, a centrally located hub in the City where residents and visitors can live, work, and play. The CBD is planned to bring new and unique investment that seamlessly blends in with the surrounding fabric of the City and that also provides a small-scale traditional urban atmosphere.

Introduction

BACKGROUND

It has been a long-time goal of the City of Fraser to plan and implement a traditional Downtown in the City. The purpose of emphasizing growth and development strategies for the CBD is to offer new investment opportunities into the City, and to also meet the changing needs of both aging and younger residents.

VISION STATEMENT

To create a vibrant, attractive, and thriving Downtown that supports opportunities for shopping, dining, living, working, and recreating in the City of Fraser.

Existing Conditions

In order to adequately develop pragmatic and successful strategies for the growth and development of the CBD, it is vitally important to examine the existing conditions of the area to understand the strengths and challenges to achieving the overall Vision.

EXISTING LAND USE CHARACTER

Currently, the City of Fraser CBD is located in the center of the City, on either side of 14 Mile Road, stretching from City Hall and Steffans Park to the east, to just west of Fruehauf Road to the West. The entire CBD area is planned to fall into one of two future land use categories:

- CBD Core (the Core Downtown)
- CBD Fringe (the area immediately surrounding the Core Downtown)

The purpose of the two designations is to group similar characteristics together to ensure that the CBD transitions into a seamless and cohesive area. The CBD Core is the area that which supports a traditional Downtown atmosphere, with multi-story mixed-use buildings and decorative elements. The CBD Fringe areas are planned for the mix of single uses, but with slightly higher intensity commercial. In the CBD Fringe area, it would be appropriate to find different types of offices such as vet clinics, next door to two-family homes, which are placed next to a restaurant or retail shop. The CBD Core area supports higher density with smaller building envelopes and taller development, while the CBD Fringe supports lower density with larger building envelopes and single-story development.

The development that has occurred within the CBD Core area to date can be described as strip mall development, with a variety of auto-oriented uses such as gas stations. In general, the parking lots within the CBD Core area are located in the side or rear of buildings, and the area includes a landscaped roadway with street trees. The CBD Core area also includes an expansive quantity of overhead utilities with banners and street lamps placed alongside 14 Mile Road. The intersections of this area also include crosswalks with timed crossing signals, but without mid-block pedestrian crossings.



The existing development within the areas planned for CBD Fringe includes typical suburban development common for the metropolitan Detroit area, such as older homes, car washes, liquor stores, and other similar commercial uses.

Within the entire CBD Core and Fringe areas, the road network can be considered highly traveled with traffic volumes around 19,400 vehicles per day along 14 Mile Road, 12,300 vehicles per day on Garfield Road, and 21,700 vehicles per day on Utica Road (per SEMCOG data). The road network in the CBD area is largely within the jurisdiction of the Macomb County Department of Roads, which maintains 14 Mile Road, Garfield Road, and Utica Road. As per SEMCOG pavement condition data, the area is designated as having "Fair" quality pavement conditions in 2018/2019.

The CBD area has a fixed route from the SMART Bus System that runs along 14 Mile Road, but does not stop within the City of Fraser limits.

SWOT ANALYSIS RESULTS

The existing conditions analysis on the CBD area included an examination of the area's strengths, weaknesses, opportunities, and threats to achieving the overall Vision. Some of the challenges the area faces include:

- Walkability challenges with automobile focused road design.
- Bikeability challenges with automobile focused road design.
- Predominance of the rear elevation of existing buildings facing the street.
- Commercial trends are changing, making retail and restaurant markets hard to predict.
- The road jurisdiction in this area is largely the responsibility of the Macomb County Department of Roads, which creates a need for frequent communication between the City and the County for project initiation and implementation.
- Overhead utility lines and high traffic volumes may make patrons feel unsafe.

Goals & Objectives

The following overarching goals and objectives have been identified as a means to achieve the vision for the CBD Core and Fringe areas (please refer to the Implementation Plan for more details on how to achieve these goals and objectives):

01

COORDINATE

Objective 1: Reinstate the City of Fraser DDA and establish parameters for the Board such as by-laws, annual goals, and other administrative elements.

Objective 2: Determine the boundaries of the CBD in the City, as well as the TIF (tax increment financing) District boundaries.

Objective 3: Develop and adopt a DDA Plan with corresponding TIF Plan.

Objective 4: Encourage all property and business owners within the CBD boundaries to participate in the DDA Plan and TIF process.

Objective 5: Establish partnerships with appropriate County and State agencies to encourage development and redevelopment within the CBD Core (such as RRC, MEDC, Macomb County Planning and Economic Development, and others).

02

ENHANCE

Objective 1: Strengthen the zoning standards for new development and redevelopment within the CBD Core and Fringe areas.

Objective 2: Develop a new zoning district for the CBD Fringe area.

Objective 3: Ensure each development and redevelopment project includes robust landscaping standards, high quality building materials and site design, proper building envelope, and more.

Objective 4: Ensure that every site is accessible to people of all physical capabilities and transportation modes.

03

CONNECT

Objective 1: Implement traffic calming measures along 14 Mile Road and Garfield Road.

Objective 2: Determine the most appropriate bike infrastructure for the CBD area, such as protected bike lanes, separated bike lanes, or paved shoulders.

Objective 3: Establish partnerships with public transit agencies to develop an incremental plan to provide public transportation to Downtown Fraser and the surrounding municipal buildings.

Objective 4: Encourage shared parking lots with well documented and recorded parking agreements among property owners in the CBD Core and CBD Fringe areas.

04

ACTIVATE

Objective 1: Develop a redevelopment plan for the vacant properties or underutilized parking areas within the CBD Core and CBD Fringe areas.

Objective 2: Encourage a mix of single uses within the CBD Fringe area, and mixed-use buildings within the CBD Core.

Objective 3: Integrate opportunities for community gathering spaces such as pocket parks, flexible event spaces, outdoor market space, community events, and more.

Objective 4: Support existing businesses and residents within the CBD Core and CBD Fringe areas.

Objective 5: Develop a marketing strategy campaign for Downtown Fraser, making it a unique and distinguished place within the Metro-Detroit region.

Objective 6: Fast-track the City's permitting process to allow for outdoor seating, sidewalk sales, or other outdoor sales to assist business owners during the covid-19 pandemic.

Recommendations

To achieve the overall vision for the City of Fraser CBD Core and Fringe areas, the recommendations can be generally summarized into the following categories:

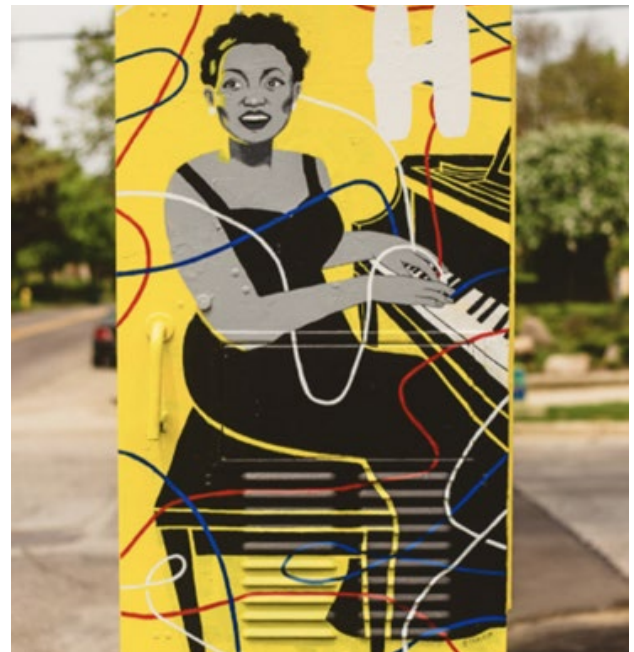
- Tactical Beautification (public art, sidewalk landscaping, greenspace)
- Building and Site Design Standards
- Setbacks
- Parking Standards
- Signage Standards
- Pedestrian and Nonmotorized Accessibility
- Marketing



TACTICAL BEAUTIFICATION

Public Art

Public art plays a significant role in creating an attractive and inviting space and has been shown to have a positive impact on communities through promoting economic growth, attachment, and identity, as well as supporting local artists and schools. The City of Fraser should work to develop a plan for enhancement of the Downtown area by means of public art displays and establishing partnerships with art agencies and local artists to give a flair unique to only Downtown Fraser. Art displays can take the form of murals, sidewalk art, sculptures, interactive art (such as benches, trash receptacles, and transformer boxes), and art galleries Downtown—once appropriate to do so.



The Cities of Detroit and Grand Rapids contain excellent examples of artwork interwoven into their urban fabrics..

SIDEWALK LANDSCAPING

Another significant component to downtown development and beautification is incorporating flowers and plants into the downtown streetscape. Some of the most efficient ways to incorporate flowers and plants are by implementing hanging planter baskets and potted planters. Hanging planter baskets can be placed along with the banners on the existing street lamps along 14 Mile Road. Potted planters are a quick and financially-efficient way to beautify the existing sidewalk, especially when the plants are native species that require little maintenance.

Additionally, the City should work to bury the overhead utility lines within the CBD Core and CBD Fringe areas to beautify the area and to promote safe walking conditions for patrons and pedestrians.



Sidewalk hanging baskets and planter boxes can be a quick, easy, and relatively cost efficient method to enhance the visual character of a downtown and create a sense of place.

GREENSPACE

Functional greenspace within a downtown is also a great way to not only preserve or boost the natural beauty of the area, but also provide a practical space where people can relax and enjoy themselves in Downtown Fraser. Spaces that may be too small for a new development, or underutilized parking areas, can be prime spots to transform into a future downtown greenspace, event space, or public gathering space.

Additionally, functional greenspaces can be constructed in areas between buildings with significant wall breaks. The anticipated outcome is to incorporate public seating areas or pocket parks in otherwise underutilized spaces.



Small landscaped pocket parks and rest areas can encourage residents and visitors to spend more time in Downtown Fraser.

CBD CORE—BUILDING AND SITE DESIGN STANDARDS

There are two primary elements to downtown building design: 1) the layout, location, and proportion of major building elements, and 2) architectural detailing. In the centuries-old “main street” building design tradition, major building elements follow a very rigid set of rules while architectural detailing distinguishes any particular building’s unique character and flair.

The specific architectural details may vary drastically, which is acceptable. However, when a building has a strong and interesting architectural character, this character should be preserved. It is not the intent of these design guidelines to dictate architectural style – only to ensure that the vernacular traditions of main street design involving major building elements are followed. The basic main street building façade consists of three major elements:

- A decorative cornice that caps the building;
- An opaque upper masonry façade with regularly spaced window openings; and
- A storefront along the ground floor with an entrance at the front of the building and large window displays.

DO THIS:

Maintain original building features / the historic fabric of building

Preserve or employ upper-story windows of vertical aspect and historically appropriate profiles

Include sign bands above storefronts, with down lighting to create a softer, non-glare appearance

Preserve or employ transom windows (above display windows)

Recess entry doors (minimum of 3 ft.) and confirm historical accuracy of door makeup and design

Employ transparent glass within mostly glass storefronts

Awnings, if appropriate, create definitive shadow on the façade, providing functionality for the pedestrian (cover) and protection of interior merchandise



The image above shows general best practices for downtown development.

CBD FRINGE—BUILDING AND SITE DESIGN STANDARDS

The CBD Fringe is planned to provide a flexibility of land uses in the City of Fraser that complements the planned downtown. CBD Fringe areas should offer a variety of shopping, dining, and living experiences, while differing in architecture from the CBD Core’s traditional downtown design.

Development in the CBD Fringe areas should include welcoming and attractive frontages, rear or side parking areas, a robust landscaping plan, and consistent signage with high quality design.

An example of CBD Fringe area development can include Lifestyle Centers. A Lifestyle Center is a planning trend that combines multi-use commercial development with traditional retail functions. Lifestyle Centers should also include leisure and recreation amenities, such as open space or a plaza. The purpose of a Lifestyle Center is to provide an engaging and enjoyable retail hub, but strays from the stereotypical strip mall or indoor mall design.

Similarly, the CBD Fringe classification is well-suited for development referred to as a Town Center. A Town Center is a walkable, open-air, multi-use development that is organized around a clear and identifiable plaza. Typically, a Town Center is anchored by retail shops, dining, leisure activities, offices, and residential housing units.

CASE STUDY—LIFESTYLE CENTER & TOWN CENTER

Communities all around the United States have embraced Lifestyle Centers and Town Centers. Crocker Park in Westlake, Ohio and The Mall in Columbia, Maryland are successful examples of a Town Center and Lifestyle Center development. These community hubs include a variety of retail shops, apartment units, walkable streets, and other amenities such as gyms and restaurants.



Crocker Park in Westlake, Ohio



The Mall in Columbia, Maryland

SETBACKS

As described above, building layout and design are the two most significant components to supporting a successful downtown. As such, the following building setbacks and envelope standards are recommended:

- 0 foot side yard setbacks between buildings.
- 0-3 foot front yard setbacks to the sidewalk.

It is important to note buildings in Downtown Fraser should accommodate the high traffic volumes on 14 Mile Road. Therefore, setbacks should ensure a safe distance between pedestrians and motorists.



The images above show different examples of front yard setbacks in a downtown area to promote walkability on a busy street.

PARKING STANDARDS

As noted above, parking standards in the CBD Core and CBD Fringe areas should include a robust set of provisions to ensure that underutilized parking areas do not overtake the Downtown. The following parking requirements are recommended in the CBD:

- Eliminate or reduce the minimum parking standards for any property zoned CBD.
- Encourage shared parking agreements among businesses within the CBD Core and CBD Fringe.
- Prohibit parking lots in the front yard of any site.
- Consider the advisability of allowing temporary parking spaces for takeout only.



El Charro is a great example of parking best practices in a Downtown, with a rear parking lot, but an emphasis on a wide sidewalk and outdoor seating fronting the street.

SIGNAGE STANDARDS

To ensure enhanced, consistent signage in Downtown Fraser, consider the following:

- Prohibit electronic readerboard signs.
- Prohibit internally-lit signs.
- Encourage signs that blend-in with the surrounding building and character.
- Window signs should not occupy more than one-third of the window.
- Signs should be constructed from high-quality and durable materials.
- Promote and encourage high-quality monument signs constructed from brick or masonry over pole signs.

PEDESTRIAN AND NONMOTORIZED ACCESSIBILITY

14 Mile Road is the major road corridor that runs through planned Downtown Fraser. Currently, 14 Mile Road is characterized by high traffic volumes and auto-oriented design. Considering all transportation types is imperative to developing a thriving downtown. As such, the following implementation measures are recommended to ensure road design does not hinder development:

- Involve Macomb County Department of Roads in a discussion to identify traffic calming measures for 14 Mile Road. Some of these can include:
 - » Reduced traffic speeds.
 - » Road “diet” or narrowing.
 - » Planting street trees along 14 Mile directly adjacent to the roadway.
 - » Implementing gateway treatments such as signage, entry portal, raised crossings, or curb extensions.
 - » Implement landscaped medians or islands within the CBD area.
 - » Traffic signal timing.
- Implement bike lanes or separated bike paths along 14 Mile Road, Utica Road, and Garfield Road.
- Consider widening the sidewalk (if applicable) to accommodate pedestrian movement.
- Encourage and implement multi-modal crossings at appropriate intersections.
- Encourage the installation of bike racks



Adding paved bike lanes is a great way to accommodate and encourage bikeability, as well as to slow down motorist traffic.



Landscaped or green medians with decorative elements such as lamps and light fixtures can help pedestrians feel safe while crossing busy roads such as 14 Mile.

- Implement mid-block crossings within the CBD Core and CBD Fringe areas where appropriate. The National Association of City Transportation Officials (NACTO) recommends a protected pedestrian crossing every 300 feet within a CBD.

MARKETING

Once an acting DDA and Development/TIF Plan have been established, the City should focus downtown development efforts on marketing and branding strategies to attract new development and investment in the Downtown. Vacant commercial properties are a great place to begin and to assess the market that is missing in the City of Fraser.

- Conduct a market analysis to determine the desired types of development.
- Determine whether there are natural partners, such as a Chamber of Commerce or other business organization, to work with on a joint downtown promotional campaign.
- Work alongside economic development agencies to develop informational packets and/or incentives for development within the downtown area.
- Develop a DDA website and online presence.
- Implement wayfinding and City gateways unique to Downtown Fraser.
- Plan and develop downtown events (when safe to do so).

CITY OF FRASER DDA

The City of Fraser established a Downtown Development Authority (DDA) in 2009. At that time, the DDA worked alongside a consultant firm, Community Planning and Management (CPM), to develop conceptual renderings and key area redevelopment plans for Downtown Fraser. Some of the strategic themes and concepts represented in these renderings include:

- Upper story outdoor seating and entertainment area located at the Fraser Star Lanes bowling alley.
- Outdoor car show event displays and a conversion from a gas station to a diner at the corner of 14 Mile Road and Garfield Road.
- Street trees, benches, lamp posts, and trash receptacles placed in periodic and strategic locations within the CBD.
- Cross-access connectivity in rear parking areas behind buildings to ease traffic flow.
- Multi-story perimeter buildings that can accommodate a mix of land uses ranging from residential units to live/work units, to office and retail space.
- Buildings are developed close to the sidewalk with little front yard setbacks.
- Greenspace is provided in areas that are not intended for sidewalks or motorist traffic.



View looking south from Klein toward 14 Mile Road.



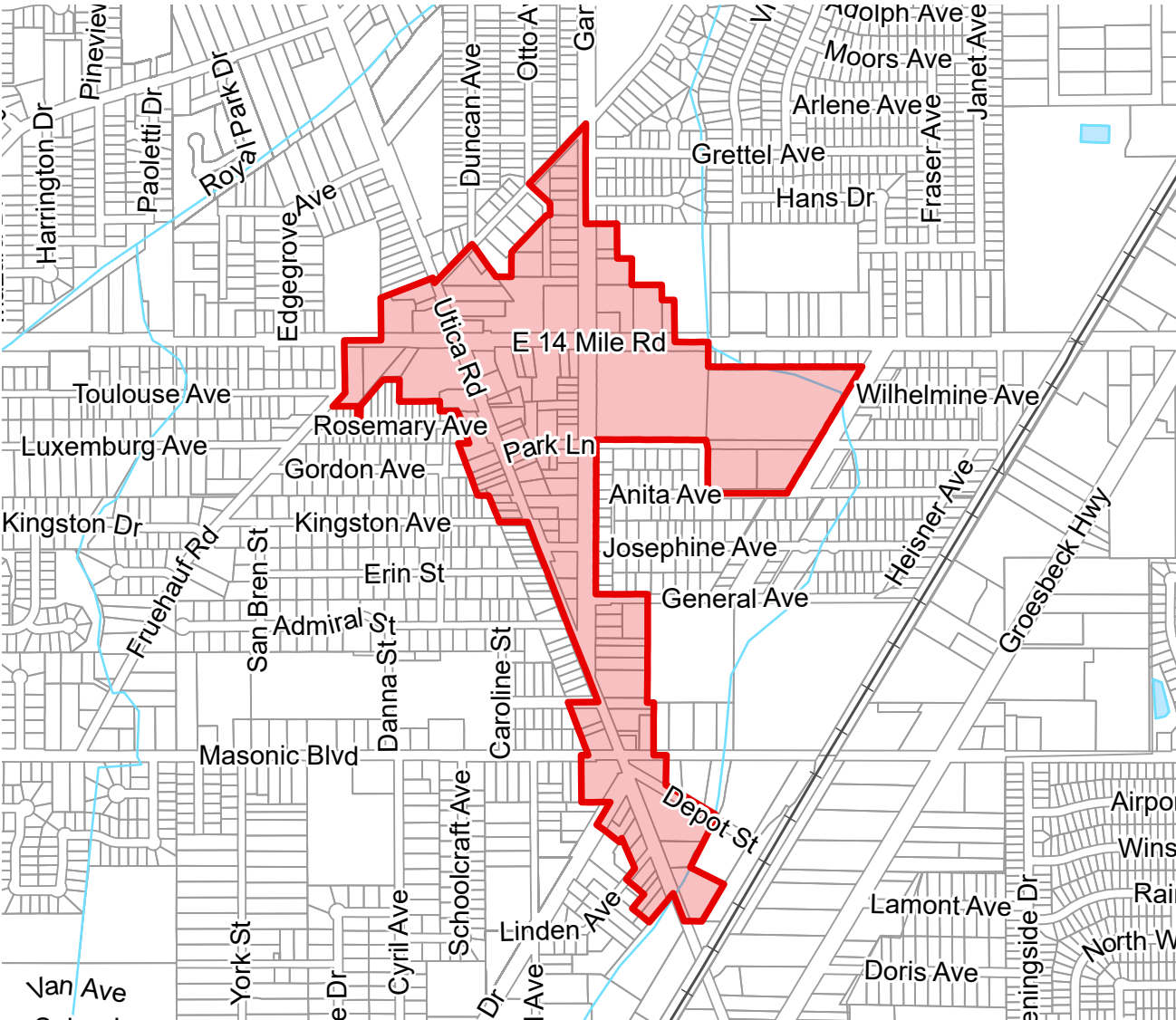
Northeast corner of 14 Mile Road and Garfield



View from northeast corner of Park and Utica Road looking southeast

Upon establishment of its DDA, the City of Fraser also created a Downtown District, below, pursuant to the requirements of the statute that governs DDAs in Michigan (as described in Chapter 7, Article 2 of the City of Fraser Code of Ordinances). The Downtown District encompasses the parcels of land that would be subject to the DDA Development Plan and Tax Increment Financing Plan—essentially, the area from which the TIF funds are generated and the area in which they may be reinvested.

TIF funds are utilized within the Downtown District for enhancement projects such as streetscape enhancements, beautification elements, development of public spaces, and other projects.



Flex Corridor Overlay District

The purpose of the Flex Corridor Overlay District is to provide flexible redevelopment strategies along the Groesbeck Highway Corridor. Groesbeck Highway has a long-standing history in the metropolitan Detroit region as not only providing a major thoroughway across multiple jurisdictions, but also being a large employment destination for industrial and commercial businesses. Over time, as these businesses and their workforce begin to age and workforce and retail and office trends continue to shift, a vision of redevelopment of this Corridor is becoming increasingly more critical.

Introduction

VISION STATEMENT

To transform the Groesbeck Highway Corridor into a cohesive and inviting thoroughfare in the City of Fraser that offers aesthetically pleasing building and site design, while simultaneously supporting the growth and development of existing businesses that are important pillars of the community.



Currently, Groesbeck Highway is characterized by multiple lanes of high volume traffic, overhead utility lines, an overabundance of signs, and expansive street-side parking areas.

DESCRIPTION OF THE FLEX CORRIDOR OVERLAY DISTRICT

The Flex Corridor Overlay District is designed to not necessarily restrict or intensify regulations on the permitted land uses along the Groesbeck Highway Corridor, but to enhance the physical form and character of the corridor. The planned overlay is intended to provide uniform site design and redevelopment recommendations, while supporting greater flexibility of land uses. The overlay concept encourages best planning and development practices pertaining to:

- Building design and construction materials;
- Site design (setbacks and building envelope);
- Landscaping standards;
- Parking standards (location and required spaces);
- Access management;
- Signage (dimensional standards and materials) and Lighting; and
- Accessibility.

Existing Conditions

GEOGRAPHIC DESCRIPTION

The Flex Corridor District Overlay is proposed to be located along the entirety of Groesbeck Highway and adjacent parcels surrounding the Highway. The overlay encompasses the industrial and commercial land uses located on both sides of Groesbeck, but excludes the residential land uses located further east. The railroad corridor is the westernmost limit of the proposed Overlay District.



Groesbeck Highway has many industrial uses along the Corridor.

EXISTING CHARACTER

Groesbeck is a five-lane highway with a center turn-lane and is maintained by the Michigan Department of Transportation. According to SEMCOG data, Groesbeck Highway experiences approximately 43,000 vehicles per day (2016), making it a heavily traveled Corridor in the region. Additionally, SEMCOG notes two high priority safety intersections along Groesbeck within the City of Fraser, located at the intersection of Groesbeck and Utica Road (42 crashes per year) and Groesbeck and 15 Mile Road (43 crashes per year). Overall, the pavement conditions of the Groesbeck Corridor are designated as "Fair," but a portion of the Corridor between 14 Mile Road and Kelly Road is designated as "Poor."

The current land use types within the Flex Corridor Overlay District include industrial and commercial land uses. The industrial land uses are located primarily on the west side of Groesbeck, between the roadway and the rail corridor, with pockets of industrial businesses on the east side of the Corridor. Higher-intensity commercial land uses such as strip malls, auto-oriented businesses, and fast-food restaurants are located on the east side of the Corridor, especially on the south end of the City.

The architecture of the industrial and commercial developments located within the Overlay area can be described as aging commercial and industrial development likely constructed in the 1980's and earlier. The parking areas for these developments are generally located in the front of buildings, with large areas of underutilized spaces and an absence of parking lot landscaping to break-up large areas of pavement. The area also includes little vegetation, landscaping, or trees along Groesbeck, and large billboard-like signage. The Corridor is also lined with frequent utility poles and overhead power lines. Gaps in the sidewalk system can also cause unsafe conditions for pedestrians in this area.

SWOT RESULTS

The Overlay area was examined in further detail as part of the 2021 Master Plan Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis. The SWOT Analysis concluded the following key barriers to enhancing to the Groesbeck Highway Overlay area:

- There is no fixed transit route along Groesbeck providing access to employment centers.
- No bike infrastructure along Groesbeck.
- There is a lack of beautification elements.
- The area is largely built-out, potentially making development and redevelopment projects challenging for property owners.
- Aging buildings can lead to unsafe conditions and less visually appealing site design.
- Road jurisdiction can make Corridor enhancements more challenging.
- Access management along Groesbeck leads to unsafe conditions and traffic congestion.
- Shifting trends in the commercial and industrial markets can lead to obsolete office and retail developments, especially in light of the COVID-19 pandemic.

Goals & Objectives

To achieve the overall vision of the Flex Corridor Overlay District, the following goals and corresponding objectives have been identified:

01

PRESERVE

Objective 1: Support the longevity of existing businesses.

Objective 2: Strengthen and maintain relationships with business owners.

Objective 3: Support efforts from existing businesses for flexible redevelopment, as applicable.

02

ENHANCE

Objective 1: Ensure the overlay area is well-connected for all transportation users.

Objective 2: Develop beautification standards for the overlay area.

Objective 3: Engage the Michigan Department of Transportation to develop a strategic and pragmatic plan for the future of Groesbeck Highway.

Objective 4: Ensure that high quality design and standards are proposed with every site plan or project located within the overlay area.

Objective 5: Plan for internal road connections where they may not exist.

Objective 6: Encourage more green and landscaped spaces within the overlay area.

03

REDEVELOP

Objective 1: Identify high-priority redevelopment sites within the overlay area.

Objective 2: Create and administer redevelopment incentives for business owners.

Objective 3: Encourage a variety of land use types within the overlay area, utilizing principles as described by the AARP and Congress for the New Urbanism.

Objective 4: Develop a plan for the vacant sites within the overlay area.

Objective 5: Encourage adaptive re-use of underutilized sites.

04

SUSTAINABILITY

Objective 1: Encourage sustainable building and site design with every proposed project, such as renewable energy elements, stormwater management, native plantings, permeable pavement, and other methods.

Objective 2: Encourage LEED certified redevelopment projects.

05

COLLABORATE

Objective 1: Continue to work with neighboring jurisdictions to ensure the Groesbeck Corridor design is consistently excellent across the greater Macomb County region.

Objective 2: Establish partnerships with local economic development agencies such as SEMCOG, Macomb County, MEDC, and various non-profit agencies to produce and implement redevelopment plans within the Overlay area.

Objective 3: Encourage the collaboration among business owners to develop unique and flexible land use types within the overlay area.

Objective 4: Encourage shared work spaces, shared parking agreements, and other communal amenities among property owners within the overlay area.

Recommendations

The planned character of the Flex Corridor Overlay District includes a varied type of light industrial and commercial land uses. According to The Congress for the New Urbanism (CNU), a “makerspace” is a great way to encourage revitalization of old or underutilized developments. In general, a makerspace refers to a small-scale manufacturing development that also contains a variety of other land uses such as retail stores, production facilities, office buildings, collaborative co-working spaces, and more. Makerspaces are projected to support local communities as many commercial and retail spaces have closed or are becoming obsolete due to changing consumer trends and the global COVID-19 pandemic.

To achieve this Vision of a flexible land use environment within the Flex Corridor Overlay District, the following elements pertaining to the physical form of the area are recommended:



The vision for future development and redevelopment along Groesbeck includes highly landscaped buildings, side or rear parking areas, and flexible makerspace environments.



Future commercial development within the overlay area should include sidewalk accessibility, landscaped fronts, outdoor dining opportunities (as applicable), and high-quality design elements such as windows, welcoming facades, rear or side parking, consistent signage, and others.

BUILDING AND SITE DESIGN STANDARDS

The following building design elements are recommended:

- Buildings should be oriented so that at least one main entrance faces the road and should be ADA compliant.
- Multi-tenant buildings should include multiple ingress and egress points to the site.
- Any outdoor storage areas must not be visible from the roadway.
- Building should be setback enough as to accommodate pedestrian facilities along Groesbeck.
- Dumpsters and waste receptacles should always be screened.
- Commercial sites with eating and drinking establishments should also include facilities for outdoor dining.
- Encourage open space or greenspace incorporated into the redevelopment of larger industrial buildings.
- Buildings should be constructed of durable and high-quality materials such as brick, stone, and aluminum siding.
- Buildings should include welcoming entryways and adequate number of windows.
- Multi-story buildings and multi-tenant developments should be varied in height and color, but with cohesive design.



The light industrial developments shown above incorporate native species to create an attractive landscaped site, even if the building itself is aging.

LANDSCAPING STANDARDS

- Sites should always include perimeter buffer areas.
- Perennial and native species should be used on all sites.
- Street trees should be incrementally placed along Groesbeck Highway to green the Corridor.
- Consider a landscaped median along Groesbeck.
- Sites should include a robust landscaping plan including elements such as foundational plantings lining the building, well-landscaped front yards, fences and walls constructed out of high-quality materials such as stone or masonry, and more.

PARKING STANDARDS

- Parking lots should generally be located in the rear of the building.
- Parking should not exceed more than 100% of the required spaces per the City's Zoning Ordinance.
- Parking islands should be utilized as necessary to establish breaks in oversized parking areas and as a means to reduce the amount of underutilized pavement.
- Well documented and recorded shared parking agreements between neighboring sites should be encouraged.
- Developments should include cross-access parking lots to minimize traffic congestion along Groesbeck and to provide a cohesive accessible site design.



This Plan envisions the enhancement of Groesbeck to include street trees and greenspace along roadways, crosswalks and median where appropriate, and proper access management.

ACCESS MANAGEMENT

- Minimize the number of curb cuts and driveways as much as possible along Groesbeck.
- Encourage shared-access easement agreements between businesses.
- Driveways should be spaced apart as much as possible (when located along the same side of Groesbeck).
- When located on opposite sides of Groesbeck, driveways should be aligned with one another.

SIGNAGE AND LIGHTING STANDARDS

- The base for monument signs should be constructed from brick or masonry.
- Limit illumination, only to allow for visibility at night.
- Multi-tenant signs should utilize the same color palate to minimize clutter.
- LED lighting should be used to increase longevity and energy efficiency of light fixtures.
- Street lamps and decorative lighting should be placed along Groesbeck.
- Minimize and discourage the construction of pole signs along Groesbeck. Encourage attractive monument signs constructed from durable materials such as brick or stone.

ACCESSIBILITY STANDARDS

- Each site should be accessible by sidewalk along both sides of the street.
- Each intersection should include a crosswalk and infrastructure to assist individuals with any auditory or visual impairments.
- Large employment centers and industrial sites should be accessible using public transportation.
- Sites should be ADA compliant and accessible, by implanting infrastructure such as ramps and elevators and minimizing large cracks in sidewalks and parking lot pavement.
- Sites should include bike racks.

ADMINISTRATIVE ACTION

- Develop a Corridor Improvement Authority (CIA) per the requirements outlined in Public Act 57 of 2018.
- Determine the Flex Corridor Overlay District as the qualified development area (QDA).
- Establish a financing mechanism for enhancement projects, such as a tax increment financing, special assessments, revenue bonds and notes, or other means.

Zoning Plan

The City of Fraser is committed to enhancing and updating the City's Zoning Ordinance. One of the key purposes for this is to ensure that the City's regulations and requirements align with best practices in planning, determine that the Zoning Ordinance is compliant with State laws, and to enhance the quality of life for residents and business owners.

The following Table shows the relationship between the City of Fraser Zoning Districts and Future Land Use categories as described in this Plan. Rezoning requests should be reviewed against this Table to determine whether the requested district is supported by this Plan.

Table 11. Zoning Districts and Future Land Use Categories

Future Land Use Category	Appropriate Zoning District
Large Lot Single Family Residential	RL – Residential Low Density – One Family
Small Lot Single Family Residential	RM – Residential Medium – One Family
Transitional Residential	New Zoning District
	REC - Recreational
Multi-Family Residential	RH – Residential High - Multiple
Neighborhood Commercial	CN - Commercial Neighborhood
	OS – Office Service
General Commercial	CG – Commercial General
Central Business District Core	CBD - Community Business District
Central Business District Fringe	New Zoning District
Light Industrial	IR – Industrial Restricted
	OR – Office Research
General Industrial	IC – Industrial Controlled
Flex Overlay District	New Zoning District
Park / Open Space	All Districts
Public / Semi-Public	All Districts

RESIDENTIAL ZONING DISTRICT RECOMMENDATIONS

This section notes the recommended changes to the City's Zoning Ordinance pertaining to the residential zoning districts (RL, RM, RH, and Transitional Residential):

1. Regularly monitor market trends to determine if the minimum lot size is appropriate and responsive to the housing market and best development and planning practices.
2. Designate a separate Section in the City's Zoning Ordinance for the RM District, and remove the grouping of these provisions with the RL District.
3. Cap the permitted density for the RM District to no more than 6 units per acre.
4. Create a new zoning district for Transitional Residential and cap the maximum density at no more than 8 units per acre.
5. Cap the permitted density for the RL District to no more than 4 units per acre.
6. Establish a minimum density for the RH District to approximately 9 units per acre.
7. Prohibit duplexes in the RH District.
8. Encourage cluster housing options to preserve natural open space in the City wherever feasible.

COMMERCIAL ZONING DISTRICT RECOMMENDATIONS

This Section notes the recommended changes to the City's Zoning Ordinance pertaining to Commercial Zoning Districts (CN, OS, and CG):

1. Eliminate the OS District and consolidate into the CN District.
2. Allow all permitted uses for the OS District in the CN District.
3. Require sidewalks to be included (as applicable) in development or redevelopment plans in the CN and CG Districts.
4. Require bike racks to be included (as applicable) in development or redevelopment plans in the CN and CG Districts.
5. Permit and streamline permitting processes for restaurant outdoor seating in the CN District.
6. Require that sidewalks be constructed and connected whenever feasible.
7. Encourage and require cross-access easements between parking lots between adjacent commercial sites.

CENTRAL BUSINESS DISTRICT RECOMMENDATIONS

In order to promote mixed use development in the CBD, the following changes to the Zoning Ordinance are recommended:

1. Rename the current CBD Zoning District from "Community Business District" to "Central Business District."
2. Prohibit planned unit developments in the CBD District.
3. Permit a minimum of 2 stories (or an appearance of 2 stories) and a maximum of 4 stories in the CBD core area.
4. Require new development or redevelopment plans to include sidewalk connectivity (as applicable) and non-motorized connectivity (as applicable).
5. Require bike rack facilities to be placed outside stores, restaurants, and residential dwelling units.
6. Implement a City-wide shared parking program to encourage shared parking lot agreements among business owners in the CBD.
7. Consider reduced, or eliminated, specific parking standards for the CBD.
8. Development proposals within the CBD should be evaluated to ensure they generally contain one or more of the following uses in combination:
 - » Retail space
 - » Office space
 - » Institutional/research/maker space
 - » Residential space
9. Permit outdoor restaurant seating in the CBD as a principal permitted use.
10. Amend the Transitional Uses Section (Section 32-189) of the City's Zoning Ordinance to allow for transitional uses in the CBD, to accomplish the goals of the CBD Core and CBD Fringe future land use designations. Include the following requirements:
 - » Transitional Uses may be permitted in the CBD when proposed on a site designated as CBD Fringe in the City of Fraser Master Plan, and on those sites directly adjacent to, or across the street from, a property zoned CBD.
 - » Transitional Uses shall include all permitted uses in the CBD and CN Zoning Districts.

11. Create a new CBD Fringe Zoning District with the following requirements:

- » Parking should be located in the side or rear of the lot.
- » Reduced front yard setbacks with landscaped and/or greenspace facing the roadway.
- » Permit (and encourage when applicable) medium density housing developments.
- » All developments should have sidewalk accessibility.
- » Reduce the number of curb cuts within this area.
- » Develop a shared parking program to encourage businesses to share parking areas to reduce the amount of underutilized parking spaces.
- » Adjust the lot size requirements to accommodate medium density development.
- » Permit all appropriate land uses as permitted in the CN District.
- » Prohibit planned unit developments.
- » Commercial buildings should have a maximum height of 2 stories.

FLEX CORRIDOR DISTRICT OVERLAY RECOMMENDATIONS

1. Create a Flex Corridor Overlay District in the City's Zoning Ordinance.
2. Promote new developments or redevelopments to be constructed of high quality and durable materials with special attention to façade and building design.
3. Strengthen landscaping standards in the Overlay District.
4. Encourage sustainability principles with new developments or redevelopments in this area (such as renewable energy facilities, native species landscape, stormwater management, bike facilities, etc.).
5. Require rear or side yard parking.
6. Develop requirements for access management, such as future shared access, rear access drives (where applicable), multiple ingress and egress points for larger employment centers, and driveway offsets.
7. Permit multi-family residential developments and mix of land uses.
8. Encourage cross-access parking for adjacent sites.
9. Rename the IR and IC Zoning Districts to M-1, Light Industrial and M-2, General Industrial and clarify each District intent.

Parks and Non-Motorized Transportation Framework

The City of Fraser has a long-standing exemplary public park and almost city-wide sidewalk system. With few gaps, the City of Fraser is largely fitted with sidewalks on both sides of the street, which creates a safe and accessible pedestrian network.

Additionally, the City is also committed to creating a future of safe and accessible non-motorized transportation network for residents to experience outdoor recreation opportunities, active transportation and commuting opportunities, and more.

Planning for a robust non-motorized transportation network not only will increase the quality of life for residents and visitors, but it can also increase economic development opportunities and the longevity of existing businesses as well. As planning trends and other significant matters such as climate change, the City's aging population, and the global pandemic continue to evolve over time, implementing opportunities for alternative forms of transportation has quickly become increasingly more important.

Existing Park System

In 2017, the City of Fraser approved a 2017-2021 Parks and Recreation Plan. The purpose of the Parks and Recreation Plan is to identify and assess current recreational assets in the City and also determine enhancement or maintenance projects for those recreational assets over a 5-year time period. The Parks and Recreation Plan serves as a guiding document to determine priorities, funding opportunities, as well as short-term and long-term recreational goals. Currently, the City of Fraser has 9 public parks varying in size, totaling approximately 55 acres combined.

According to the 2017-2021 Parks and Recreation Plan, the National Recreation and Parks Association publishes a set of standards that recommend a suggested number of recreation facilities based on the population size of each community. The national standards are then compared to existing conditions within a community to determine recreation goals throughout the 5-year duration of the Plan.

This comparison was completed for the City of Fraser to ensure the community's recreation needs are being met. The results concluded that the City adequately accomplishes each of the suggested recreation facilities as determined by the National Recreation and Parks Association.

Table 12. Suggested Facility Development Standards

	NRPA Standards Unit/Population	Suggested Amount Based on Population 14,480	Total Existing in Fraser	Needs Met
Baseball Field	1/5,000	3	13	Yes
Softball Field	1/5,000	3	13	Yes
Football Field	1/20,000	1	1	Yes
Soccer Field	1/10,000	2	18	Yes
Basketball Court	1/5,000	3	13	Yes
Tennis Court	1/2,000	8	13	Yes
Volleyball Court	1/5,000	3	13	Yes
Multi-use Field	1/10,000	2	3	Yes
Ice Hockey/ In-line Hockey	1/20,000	1	7	Yes
Golf Course	1/50,000	1	1	Yes
Running Track	1/20,000	1	2	Yes
Trails	1/region	1	Metro Parkway	Yes
Swimming Pools	1/20,000	1	2	Yes

Moving forward, the City of Fraser will continually assess the quality, accessibility, maintenance, and availability of public recreation facilities in the City throughout the duration of this Master Plan.

Existing Non-Motorized Network

Currently, the City of Fraser has a small pocket of a trail system located in the Harrington Trails Park. As sidewalks are also important to the City's transportation infrastructure, it becomes also important to recognize the differing needs of sidewalk users and bike facilities users. In general, sidewalks are typically best suited for pedestrian movement. Individuals who commute to work by bicycle, or competitively cycle, would not utilize sidewalks due to their travel at faster speeds, which results in unsafe conditions for pedestrians using the sidewalks. For this population, widened paved shoulders (4 feet or wider) or bike lanes would be most appropriate.

Furthermore, those users who are interested in leisure biking, typically with younger children or for a casual scenic ride, would utilize separated non-motorized pathways (8 feet or wider) to avoid any traffic congestion and unsafe conditions.

As noted by the Southeast Michigan Council of Governments (SEMCOG), the City of Fraser has a high demand for bike facilities—especially in those areas concentrated near the Industrial Park and along major road corridors. Due to the high traffic speeds, little to no widened road shoulders, and high-volume multi-lane roads, very few people feel comfortable utilizing Fraser's roads for biking.

Future Non-Motorized Network

According to SEMCOG, the City of Fraser has several planned areas for future bike facilities. Bike facilities for the City can include separated pathways, bike lanes, or widened shoulders. To plan for these projects, the City should conduct an analysis to determine which type of bike facility is best suited for each corridor. The proposed bike enhancement corridors include:

- Utica Road
- Mulvey Road
- Garfield Road
- Hayes Road (up to 14 Mile Road)
- Kelly Road
- Masonic Boulevard
- 14 Mile Road
- Klein Road
- Malyn Boulevard
- Eveningside Drive

The City can prioritize bike facility projects by timing each project with the City's (and County's) proposed road improvements schedule by adding bike facilities into road improvement projects already taking place. The City should also prioritize future bike facilities to adjoin with existing and planned regional facilities, such as the Macomb Orchard Trail located in Clinton Township and the planned Utica Junction, as noted in the Mobilize Macomb Plan.

The Map included in this section notes the corridors planned for future bike facilities in the City of Fraser. Note that some of these planned routes may require local partnerships with neighboring jurisdictions or Macomb County Department of Roads.

Future Sidewalk Network

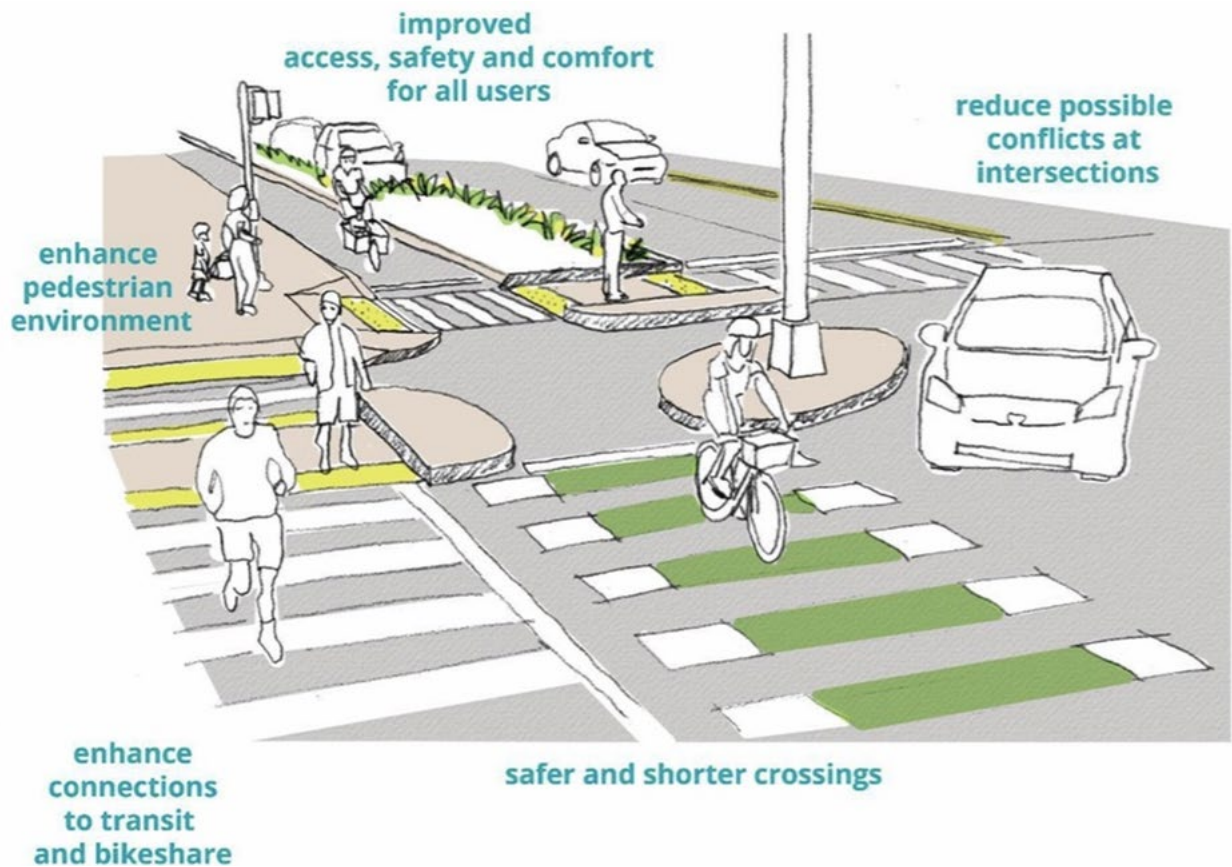
In addition to the planned bike facility corridors, the City should also expand the existing sidewalk system to fill the gaps in the network. Planned sidewalk areas include:

- Around and within the Industrial Park
- Both sides of Groesbeck Highway
- Within commercial and industrial clusters on the south end of Groesbeck Highway
- Residential area between Masonic Boulevard and 13 Mile Road
- Residential area between Mulvey Road and 14 Mile Road
- Within multi-family residential areas between Utica Road and Garfield Road along 15 Mile Road
- On both sides of the street anywhere in the planned CBD District.
- Moving forward into the implementation of this Plan, the City should consider requiring sidewalks to fill-in the gaps where they exist.



Multi-Modal Crossings

As a means for cyclists, pedestrians, and motorists to safely interact with one another in busy-high volume intersections, multi-modal crossings can be implemented in several key intersections in the City. Multi-modal crossings are a type of intersection that includes infrastructure to execute a safe crossing for all users, such as motorists, bicyclists, and pedestrians, as shown in the image below. Types of improvements typically considered in multi-modal crossing intersections include crosswalks, pedestrian crossing signals, curbs, sidewalks, pedestrian medians, and more. The City should implement multi-modal crossings at popular pedestrian, bike, and motorist intersections to promote the safe and efficient flow of all types of users—especially in the CBD area.



Parks & Planned Bike Facilities

City of Fraser, Michigan

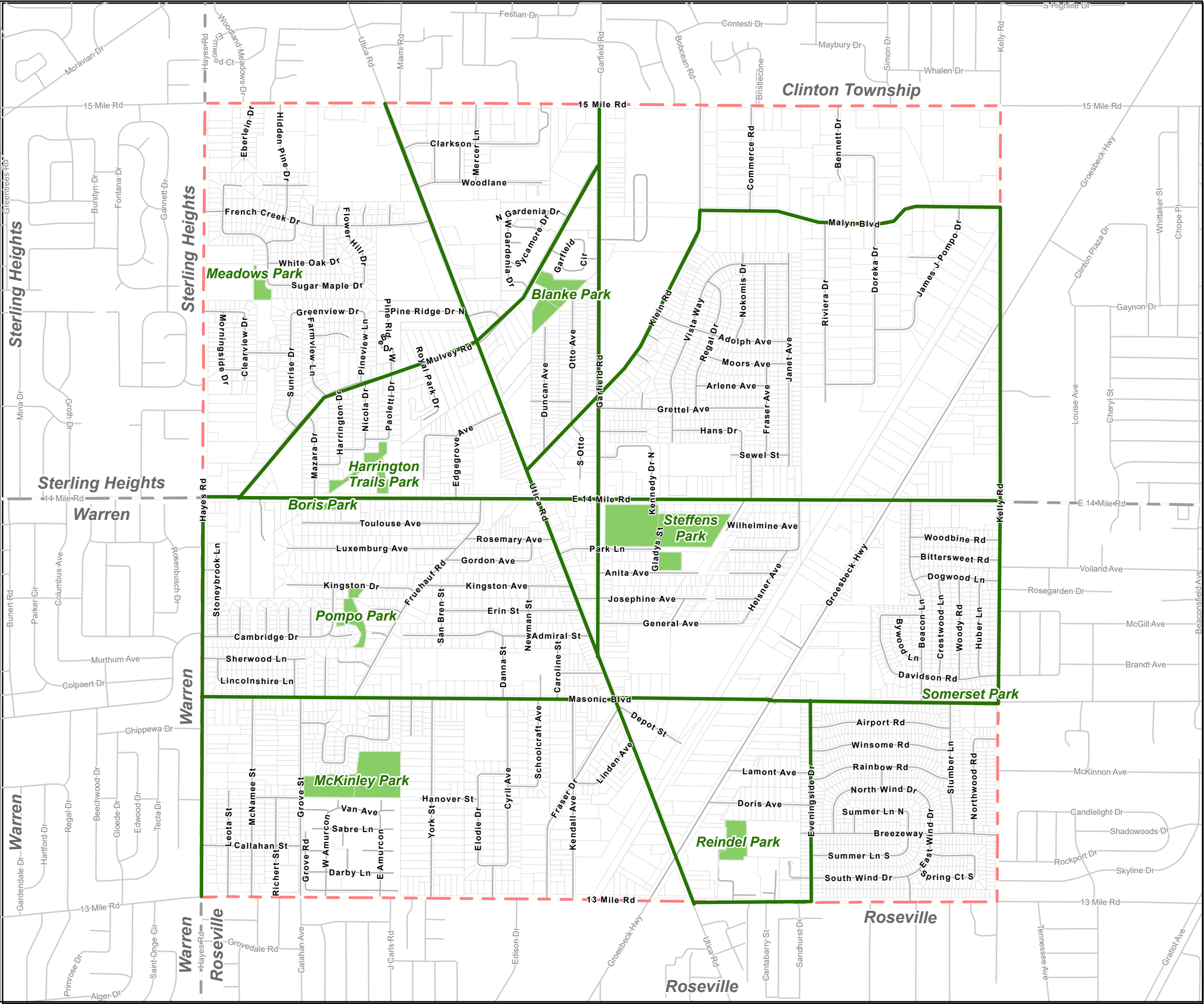
October 13, 2020

LEGEND

- Fraser Boundary
- Planned Bike Facilities
- Parks



Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: City of Fraser 2020. McKenna 2020.



This page intentionally left blank.



Sustainability and Resiliency in Fraser

In recent years, there has been a renewed emphasis on the concept of sustainability—i.e. the ability of communities to maintain themselves economically, environmentally, and socially in the years to come. The following pages include ways in which the City of Fraser and its citizens intend to work to protect the environmental and historical resources of the community.

Construction Techniques

The United States Green Building Council's Leadership in Energy and Environmental Design (LEED) program certifies new construction and renovations as environmentally sustainable. The organization uses checklists of building techniques to grade construction projects and assign "Silver," "Gold," or "Platinum" designations to them.

The City of Fraser is well-positioned to attract developments looking to attain LEED status, by promoting sustainable design elements such as bike racks, sidewalks, reduced parking, and more.

The table below lists a variety of construction materials, designs, and techniques that can reduce a community's environmental impact and improve its sustainability for the future. Some are expensive and technical, while others are simple, easy, and cost little-to-nothing. Picking just a few of the most feasible for a project can go a long way in reducing the project's environmental impact. Further, some techniques can be implemented inexpensively by homeowners if they are given the tools to execute them.

Site Design

- Minimize Disturbed Area
- Maximize Permeable Surface
- Stormwater Management
- Density of Development

Landscaping

- Plant Trees
- Maximize Permeable Surface
- Green Roof

Water

- Rainwater Harvesting
- Stormwater Management
- "Graywater" Re-Use
- High-Efficiency Fixtures

Energy/HVAC

- Energy-Efficient Appliances
- Efficient Hot Water Distribution
- Pipe Insulation
- Combustion Venting
- Moisture Control
- Room-by-Room Controls
- Enhanced Insulation
- South-Facing Windows
- Solar Panels
- Geothermal Energy

Building Materials

- Recycled Materials
- Efficient Construction Management (reduce over-ordering)
- Environmentally-safe Materials
- On-Site Waste Reduction

Energy Consumption

With energy costs rising, one of the most important contributors to community sustainability is conservation. There are many ways to do so, ranging from expensive and complex technology to simple, everyday solutions.

HOME ENERGY CONSERVATION

The simplest and easiest way to save energy at home is simply to use the heat and air conditioning less. This is easier said than done for many families, especially in Michigan winters. However, simple home remedies such as putting fans in the windows on hot days and dressing in layers on cold days can help reduce energy bills. Many families already practice these techniques as part of their everyday life.

Construction techniques can also help. Quality materials, such as insulation and windows, are important, but design elements can also be important, such as large windows, especially on southern building exposures, to allow sunlight to heat (and light) the home. Finished basements are also a useful feature, because they tend to stay cool on hot summer days.

There are also more technical and complex solutions. These are not feasible for many families, but they should not be discouraged, and indeed can be encouraged through zoning and other measures. Green roofs not only manage storm water, they also serve to cool the home in the summer. Solar panels can dramatically reduce a family's electricity bill and can even, in some cases, be a source of income.

Geothermal heating and cooling systems can be especially effective in small towns and rural communities, because large lots mean piping can be laid horizontally through the ground, reducing the cost as compared to the vertical systems necessary in more dense areas. Furthermore, systems have been developed that allow river or stream water to be used as a natural cooling agent.

TRANSPORTATION

Most people use a large amount of energy in getting from place to place, and with fuel prices rising, this is increasingly becoming a budgetary strain on families, especially in communities where residents drive a long distance to reach jobs, shopping, or school. For that reason, it is important for communities to be walkable and bikeable. The creation of additional non-motorized transportation options, as described elsewhere in this Plan, will allow residents of Fraser to save on gas.

Another way that transportation resources can be saved is through improved communications technology. With better internet and wireless communication services, City residents can use technology to commute, shop, and communicate, and will not have to drive as often, or as far.

Development Patterns

The patterns of growth and development in a community are also a key element of sustainability. Fraser is perfectly situated as part of the Detroit urban area and has become an increasingly walkable community. Future development should reflect a partnership with neighboring communities to encourage sustainable growth patterns, such as the CBD and Flex Corridor Overlay areas.



Education and Implementation

Many ways to improve community sustainability are simple, but not widely implemented because people are unaware or do not understand their benefits. Thus, education about sustainability is important. A marketing or educational campaign explaining the impact of various practices, not only on the environment, but also on the family budget, could be effective. Setting up a community garden, with or without composting, often results in other people starting their own backyard garden.

Federal grants are available for energy efficiency upgrades by homeowners and landlords. Other communities have found success with these programs. Many property owners would like to improve the efficiency of their properties but are unable to afford the upfront costs. This is especially true of seasonal residents, who worry about the cost of heating a home that they do not live in in the winter. Grant programs can offset those costs.

Other, more complex, sustainability initiatives such as solar or wind power installations built by the City are possible, but not necessarily economically practical in the short term. However, the City can make a big difference with simple transportation improvements such as sidewalks, street lighting, and bike lanes.



04

Implementing Viable Change

A Master Plan is at its strongest and most actionable when specific implementation tasks and strategies are included, described in detail, programmed into a timeframe, and clearly marked by which organization will be responsible for leading or supporting each item. Thus, below is an Action Plan that should be implemented by the City. Further, the next section of this chapter includes potential resources for the City and its partners to utilize in implementing the Action Plan.

Implementation Plan

Priority	
A	Most Important
B	Very Important
C	Important

Timeframe	
1	Within one year
2	1-3 years
3	3+ years

Funding	
Public	Includes public funds from the City operating budget, County, and State funding. May also include local government bonds and grants.
Private	Includes funds from private sources such as grant monies, corporate funding, or property owners.
DDA/TIF	Tax increment financing provided by an authorized body. Please refer to the summary of economic development tools.

Responsibility (Abbreviation)	
BO	Business Owners
CIA	Corridor Improvement Authority
CC	City Council
CM	Community Members
CS	City Staff
DDA	Downtown Development Authority
DEV	Developers
HO	Home Owners
LL	Landlords
MC	Macomb County
MDOT	Michigan Department of Transportation
MEDC	Michigan Economic Development Corporation
MHPN	Michigan Historic Preservation Network
NJ	Neighboring Jurisdictions
PC	Planning Commission
SEMCOG	Southeast Michigan Council of Governments
SM	State of Michigan
SMART	Suburban Mobility Authority for Regional Transportation

Residential and Neighborhoods

Project	Priority	Timeframe	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Continue to support and preserve the quality of life for the City's existing housing stock and stable neighborhoods whenever feasible.	A	1	CC PC CS			●		
Continue to foster and maintain relationships with local housing advocacy agencies.	A	1	CC PC CS			●		
Ensure that multi-family and transitional residential developments are accessible and attainable to individuals with varying financial and physical capabilities.	A	1	CC PC CS		DEV	●		
Determine the City's most frequently utilized neighborhood nodes and enhance walkability and accessibility to those nodes from adjacent residential areas. New development and redevelopment should be attractive and welcoming to all transportation users.	B	2	CC PC CS			●		
Ensure neighborhoods and major road corridors include sidewalks on both sides of the street.	B	2	CC PC CS	MC MDOT		●		
Conduct a Housing Study (as needed) to help determine the gaps in the City's housing stock, recommendations for future housing types and styles, and data-driven predictions of the City's future housing needs through the duration of this Plan.	C	3	CC PC CS			●		
Support a system of organized land uses to provide greater housing choices, where new development and redevelopment areas are compatible with and integrate with existing neighborhoods and contexts.	C	3	CC PC CS			●		
Retrofit diverse types of housing within established multi-family areas (including senior housing and "missing middle" housing types). Consider the AARP Livability Guidelines during these projects as they arise.	C	3	CC PC CS		DEV	●		
Continue to foster relationships with local residential developers to encourage new housing development and redevelopment in the City, where appropriate.	C	3	CC PC CS		DEV	●		
Work with and assist property owners on the upkeep and maintenance of aging homes and neighborhoods, if/when applicable.	C	3	CC PC CS			●		

Quick Reference Key

CC City Council
CS City Staff
DEV Developers

MC Macomb County
MDOT Michigan Dept. of Transportation
PC Planning Commission

Commercial and Economic Development

Project	Priority	Timeframe	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Continue to foster and maintain relationships with local business owners on a Citywide scale by means such as supporting any business efforts to grow with changing trends in shopping, dining, and working.	A	1	CC PC CS		BO	●		
Continue to support the City's long-standing industrial presence.	A	1	CC PC CS		BO	●		
Retrofit, support, and encourage flexible commercial and light industrial uses along major road corridors, as defined by the Future Land Use Plan.	A	1	CC PC CS		DEV	●	●	
Ensure each development and redevelopment project outlines the inclusion of high-quality and durable construction materials along with visually appealing site design.	A	1	CC PC CS		DEV	●	●	
Continue to maintain relationships with regional economic development agencies to determine site-specific development or redevelopment projects and identify programs to assist and support new growth and development as applicable.	B	2	CC PC CS	MEDC MC		●		
Retrofit underutilized parking areas to support new development.	B	2	CC PC CS		DEV	●	●	
Ensure that commercial land uses are not over-allocated in the City.	B	2	CC PC CS			●		
Identify the gaps in the City's commercial or industrial market.	C	3	CC PC CS	MEDC MC	DEV	●		
Regularly monitor market trends and amend the City's Zoning Ordinance as needed to accommodate lot size and building envelope requirements.	C	3	PC CS			●		

Quick Reference Key

BO	Business Owners	MC	Macomb County
CC	City Council	MEDC	Michigan Economic
CS	City Staff		Development Corp.
DEV	Developers	PC	Planning Commission

Transportation and Connectivity

Project	Priority	Timeframe	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Prioritize the bike facilities enhancements recommended in this Plan.	A	1	CC PC CS	SM MDOT MC	BO DEV	●	●	
Identify corridors in need of major road repairs and enhancements and correct high accident intersections.	A	1	PC CS	SEMOG MDOT MC		●		
Identify the routes in the City that serious cyclists or commuters utilize frequently to determine priorities for bike facilities along roadways (such as paved shoulders or bike lanes).	B	2	PC CS	SEMOG MDOT MC		●		
Prioritize multi-modal crossings, particularly in the CBD Core, CBF Fringe, and Neighborhood Commercial areas. Begin by assessing high-accident intersections and frequently biked corridors, as well as corridors that connect to popular community destinations such as schools, corner stores, and other frequent stops.	B	2	CC PC CS	MDOT MC		●		
Continue to develop and maintain the City's robust sidewalk network.	B	2	CC PC CS			●		
Schedule regular meetings with road agencies to discuss long-term and short-term transportation goals, projects, and enhancements.	B	2	CS	SEMOG MDOT MC		●		
Improve walkability and bikeability in the CBD Core by conducting a walkability audit and targeting major pedestrian corridors for enhancement. Consider the construction of mid-block crossings where appropriate.	B	2	PC CS DDA	MDOT MC		●		●
Seek funding opportunities for bike facilities projects (see funding program matrix).	C	3	CC PC CS	SEMOG MDOT MC		●	●	
Continue to foster relationships with Macomb County and SMART to assess future public transportation needs.	C	3	PC CS	SMART MC		●		
Identify areas where public transit stops may be needed (ex. near major residential developments, multi-family developments, grocery stores, municipal buildings, large area employment centers, etc.).	C	3	PC CS	SMART MC		●		
Ensure that the City is well-connected to changing trends in transportation by means such as supporting ridesharing and carpooling application technology.	C	3	PC CS	SEMOG MC		●	●	

Quick Reference Key

BO	Business Owners	DEV	Developers	SEMOG	Southeast MI Council of Governments	SMART	Suburban Mobility Authority for Regional Transportation
CC	City Council	MC	Macomb County	SM	State of Michigan		
CS	City Staff	MDOT	Michigan Dept. of Transportation				
DDA	Downtown Development Authority	PC	Planning Commission				

Recreation

Project	Priority	Timeframe	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Continue to update the City's 5-Year Parks and Recreation Plan as needed.	A	1	CC PC CS			●		
Seek out funding opportunities for park enhancement projects (see funding program matrix) and apply for various Federal, State, and local recreation grants.	B	2	PC CS			●		
Continue work to expand the City's non-motorized transportation system by planning and implementing the bike connections listed in this Plan and prioritize bike path connections throughout the City.	B	2	CC PC CS	MC		●	●	
Prioritize park enhancement projects (e.g. playground upgrades, ballfield upgrades, gazebos, benches, barrier free equipment, etc.) as needed.	C	3	PC CS			●		
Seek and allocate funding for prioritized bike path connections (see funding program matrix).	C	3	CC PC CS	SM MDOT	BO CM	●	●	

Quick Reference Key

BO Business Owners
 CC City Council
 CM Community Members
 CS City Staff

MC Macomb County
 PC Planning Commission
 SM State of Michigan

Sustainability and Beautification

Project	Priority	Timeframe	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Rewrite the City's Sign Ordinance to remove obsolete standards, limit visual clutter, and consider a sign licensing component for stronger enforcement of up-to-date signage.			CC PC			●		
Upkeep and maintain the City's records on property landscaping, signage, lighting, and/or nuisance violations.	A	1	CC PC CS DDA		BO CM LL	●		●
Ensure that newly proposed development, or renovations to existing developments are compliant with the City's landscaping and screening ordinances and promote high-quality landscaping in the City.	A	1	CC PC CS		DEV	●		
Always encourage sustainability elements with each new development and redevelopment project in the City. These can include renewable energy resources, native plantings, stormwater management best practices, LED lighting and other elements described in this Plan.	A	1	CC PC CS		DEV	●		
Seek out local artists, or partner with schools, to plan public art displays, especially wall murals and seasonal displays in appropriate areas within the CBD Core.	C	3	CS		BO CM	●		
Create a robust wayfinding signage system to direct visitors to popular community destinations within the CBD Core, when applicable.	C	3	CC PC CS DDA			●		●
Develop well-landscaped and well-maintained City gateways as appropriate.	C	3	PC CS DDA			●		●
Target key corridors, such as those heavily traveled in the City, for beautification enhancements such as street trees, roadside landscaping, and other elements.	C	3	PC CS			●		

Quick Reference Key

BO Business Owners
 CC City Council
 CM Community Members
 CS City Staff

DDA Downtown Development Authority
 DEV Developers
 LL Landlords
 PC Planning Commission

Central Business District (Core and Fringe)

Project	Priority	Timeframe	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Reconstitution of the DDA Board of Trustees, including appointments consistent with PA 57 of 2018.	A	1	CC PC CS DDA		BO CM	●		●
Determine the boundaries and legal description of the CBD Core (as noted in the Future Land Use Plan).	A	1	CC DDA			●		●
Establish a tax increment financing (TIF) district and capture incremental tax revenue to fund Downtown enhancement projects.	A	1	CC DDA			●		●
Preparation of Development Plan and Tax Increment Financing Plan.	A	1	CC PC CS DDA	SM	BO CM	●		●
Continue to engage and support existing businesses and residential homes located within the CBD Core and Fringe.	A	1	PC CS DDA		BO CM	●		●
Officially rename the CBD "Central Business District" in the City's Zoning Ordinance.	A	1	CC PC CS			●		
Adopt a robust zoning code utilizing the recommendations of this Plan to encourage attractive and pragmatic development in the CBD Core. This should include form-based elements and best planning principles.	A	1	CC PC CS		BO CM	●		
Create and adopt a new zoning district specific to the CBD Fringe. The new code should include parameters for enhanced landscaping and signage plans, encouraged walkability and bikeability, attractive site design, a variety of permitted land uses, and more.	A	1	CC PC CS		BO CM	●		
Develop a Downtown Plan (this may occur simultaneously with the DDA and TIF Plan if desired). A major component of the Downtown Plan will identify specific priority enhancement projects and timeframes for implementation.	B	2	CC PC CS DDA		BO CM DEV	●		●
Engage with local road agencies to determine the viability and applicability of implementing traffic calming measures, bike infrastructure, and enhanced pedestrian infrastructure in the CBD Core and Fringe areas.	B	2	CC PC DDA CS	SM MDOT MC		●		

Quick Reference Key

BO Business Owners
 CC City Council
 CM Community Members
 CS City Staff
 DDA Downtown Development Authority
 DEV Developers

MC Macomb County
 MEDC Michigan Economic Development Corp.
 MHPN Michigan Historic Preservation Network
 PC Planning Commission
 SM State of Michigan

Project	Priority	Timeframe	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Assemble property information packages including site photos and/or renderings, owner and community contract information, zoning, lot and building size, and on-site utilities for each of the City's priority redevelopment sites or areas within the established CBD.	B	2	DDA CS			●		●
Research and organize projects or programs to expand the diversity of businesses in the Downtown Core (utilizing market study results, AARP Livability Guidelines, RRC guidelines, and other available materials).	B	2	DDA CS		BO	●		●
Encourage mixed-use developments in the CBD Core that contain multi-story commercial, office, and/or residential space. Offer a flexibility of uses for each development to accommodate shifts in workspace and retail trends.	C	3	CC PC CS DDA		BO DEV	●		●
Work with the MEDC and Macomb County to develop economic develop incentives, determine applicable existing economic development programs, and identify potential market profiles of the greater Macomb County area.	C	3	CC PC DDA CS	MC MEDC		●		●
Consider staffing a City employee to oversee economic development and marketing opportunities within the CBD Core and Fringe areas and carry-out daily tasks of project implementation and maintenance.	C	3	CC PC DDA CS			●		●
Develop and initiate marketing strategies for the City's CBD Core and Fringe by utilizing the Redevelopment Ready Communities (RRC) marketing plan guide.	C	3	CC PC DDA CS	MC MEDC		●		
Develop various City-organized programs and/or events for people of all ages to enjoy.	C	3	CC PC DDA CS		BO CM	●		●
Seek historical designations where appropriate, especially in the CBD Core, to assist with fundraising availability and efforts.	C	3	DDA CS	MHPN SM		●		●
Limit the development of auto-oriented uses in the CBD Fringe.	C	3	CC PC CS			●		
Utilize captured revenue (or other sources of funding) to bury overhead utility lines in the CBD Core. Expand to the CBD Fringe over time as finances permit.	C	3	DDA CS		BO DEV			

Quick Reference Key

BO Business Owners
 CC City Council
 CM Community Members
 CS City Staff
 DDA Downtown Development Authority
 DEV Developers

MC Macomb County
 MEDC Michigan Economic Development Corp.
 MHPN Michigan Historic Preservation Network
 PC Planning Commission
 SM State of Michigan

Flex Corridor Overlay District

Project	Priority	Timeframe	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Create a Flex Corridor Overlay District in the City's Zoning Ordinance (see Future Land Use Plan).	A	1	CC PC CS			●		
Develop Ordinance provisions for the Flex Corridor Overlay District including standards that reflect the various recommendations as described in this Plan (e.g. landscaping, parking, signage, etc.).	A	1	CC PC CS					
Determine the boundaries of the Qualified Development Area (QDA) of the Flex Corridor Overlay District. The QDA is the area in which the CIA will obtain funding and carry-out project implementation efforts.	A	1	CS CIA					
Support a system of flexible land uses within the Flex Corridor Overlay District such as hybrid commercial/light industrial development as well as multi-unit residential components. Place emphasis on the "makerspace" development concept.	A	1	CC PC CS		DEV	●		
Establish a Corridor Improvement Authority (CIA) (as per the Corridor Improvement Authority Act, PA 57 of 2018) by partnering with local road agencies and neighboring jurisdictions to coordinate cohesive design and development along Groesbeck Highway.	B	2	CC PC CS CIA	MDOT MC NJ MEDC	BO	●		
Establish a TIF Plan for the Flex Corridor Overlay District area along Groesbeck Highway (as determined by the QDA).	B	2	CC PC CS			●		
Ensure that multi-family and transitional residential developments are accessible and attainable to individuals with varying financial and physical capabilities within the Overlay area (this is a State requirement for a CIA).	B	2	CC PC CS		DEV	●		
Pay special attention to access management and coordinated access with each project located within the Flex Corridor Overlay District.	B	2	CC PC CS	MDOT	DEV			
Retrofit underutilized parking areas for flexible development.	C	3	CC PC CS		BO DEV	●		

Quick Reference Key

BO Business Owners
CIA Corridor Improvement Authority
CC City Council
CS City Staff
DEV Developers

MC Macomb County
MEDC Michigan Economic Development Corp.
NJ Neighboring Jurisdictions
PC Planning Commission

Potential Funding Programs

Master Plan Goal	Funding Type	Funding Source/ Organization	Funding Program Description	Eligible Projects
Recreation / Transportation	State	Michigan Department of Transportation (MDOT) Transportation Alternatives Program (TAP)	This State grant derives from Federal funding received mainly from gas taxes. Applicants must be an Act-51 Agency, and awards are typically given to projects with regional significance, such as providing connections to other regional trails.	Non-Motorized Pathways Shared traffic lanes Paved Shoulders Boardwalks Bridges Sidewalks
Recreation	State	Michigan Department of Natural Resources Trust Fund (MNRTF)	Applications are scored on a point system with established criteria such as proximity to urban areas, regional significance, applicant's financial need, and environmental influence.	Non-Motorized Pathways Land Acquisition
Residential & Neighborhoods	State	Safe Routes to School—Mini Grant	Mini grants are a programming only grant designed to assist with the development of a walking, biking, and active transportation culture among students.	Walking school bus program Incentive program Remote drop site Bike rodeos
Residential & Neighborhoods	State	Safe Routes to School—Major Grant	This is an infrastructure grant that assists local units of government, or school systems, in implementing safe and connected pedestrian or bike infrastructure. This is to promote active transportation alternatives for students to get to school.	Sidewalks Crosswalks
Recreation	Private	DALMAC Fund	A private cycling organization located in Lansing that awards bike infrastructure grants.	Construction of Bike Facilities Bike education programs Bike promotion activities Purchase of bikes and other equipment. Development of bike routes or maps.-
Transportation	Private	League of Michigan Bicyclists (LMB)	Micro-grants are awarded to help grow bicycling initiatives in Michigan.	Bike safety programs Bike promotion campaigns Advocacy efforts Innovative projects
All	Private	Community Foundation of Southeast Michigan	The Community Foundation supports projects that improve the lives of those who live here.	Initiatives that support a larger regional area. Projects and Ideas that support a long-term vision.

Master Plan Goal	Funding Type	Funding Source/ Organization	Funding Program Description	Eligible Projects
Recreation	Private	People for Bikes	This organization awards grants for bike infrastructure across the United States.	Bike paths, lanes, trails and bridges Bike parks and pump tracks End-of-trip facilities
Recreation	State	DNR Passport Grant	This grant opportunity funds the development or upgrade of recreation facilities. The applicant must have a minimum of 25% match.	Picnic areas Trails Campgrounds Existing facility renovation Boating and fishing areas
Recreation	State	DNR Land and Water Conservation Fund	This grant assists with funding the development of public outdoor recreation projects. A minimum of 50% match is required.	Trails Picnic areas Beaches Boating access
Transportation	State	MDOT—Federal Local (HSIP) Safety Program	This program is designed to assist communities with road improvement projects in various ways.	Corridor Projects Slope Flattening Bridge improvements Traffic improvements Guardrails
Commercial & Economic Development	State	MEDC—Michigan Business Development Program	The program is designed to provide grants, loans and other economic assistance to businesses for highly competitive projects in Michigan that create jobs and/or provide investment and results in a net-positive return to Michigan.	MSF support in the form of a grant will be performance based, with preference given to eligible businesses seeking to locate or expand in Michigan rather than in another state.
All	Private	Large Area Employers	Often times, large area employers will donate to various development projects around the City where they are located.	Any as agreed upon by local businesses
All	Public	MiPlace—MEDC	Public Spaces Community Places is a crowdfunding initiative that can provide matching grant funds for crowdfunded public space projects through Patronicity.	Projects that contribute to a strong quality of life and help attract and retain talent and grow strong local economies.
Central Business District	Public	Property owners within the CBD	A TIF Plan can assist exponentially in funding downtown projects.	Those permitted by Act 57 of 2018
Flex Corridor Overlay District	Public	Economic Development Administration—Community Economic Adjustment Program	A federally funded program created to assist with socioeconomic recovery in communities most impacted by manufacturing decline.	Assistance with grant research and development

Resources

The resources used for the creation of this Master Plan include:

- City of Fraser 2015 Master Plan Draft
- City of Fraser 1990 Master Plan
- City of Fraser 2009 DDA Plan
- Clinton Township Design Guidelines for Groesbeck Highway, 2020.
- AARP Roadmap to Livability (<https://www.aarp.org/livable-communities/tool-kits-resources/info-2017/roadmap-to-livability-collection.html>)
- SEMCOG Map Gallery (<https://semcog.org/map-gallery>)
- SEMCOG Economic Development (<https://semcog.org/economic-development>)
- Macomb County Planning and Economic Development (<https://business.macombgov.org/business-ResourcesBusinessesCovid-19>)
- Mobilize Macomb (<http://gis.macombgov.org/portal1/apps/MapSeries/index.html?appid=aa8e18c4c8f749919706352d2b44b91f>)
- Michigan Department of Environment, Great Lakes, and Energy (EGLE) Water Quality Maps for Michigan by County (<https://www.michigan.gov/egle/0,9429,7-135-3304-76500--,00.html>)
- Redevelopment Ready Communities (<https://www.miplace.org/programs/redevelopment-ready-communities/>)
- ESRI 2019 Market Profile
- 2000 United States Census
- 2010 United States Census
- 2017 American Community Survey 5 Year Estimates
- Congress for the New Urbanism (<https://www.cnu.org/resources/what-new-urbanism>)



235 East Main Street, Suite 105
Northville, Michigan 48167

T: 248-596-0920

F: 248-596-0930

www.mcka.com

John Jackson, AICP President

Sarah Traxler, AICP Project Manager

Danielle Bouchard Project Planner

Erin Raine Graphic Designer