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**MEMORANDUM**

**TO:** Planning Commission  
**FROM:** Jennifer Coe  
**DATE:** October 18, 2006  
**RE:** City of Clawson Master Plan

A significant element of the Master Plan is identification of community goals and policies. Specific goals and policies were developed for the City of Clawson Master Plan following the Master Plan Visioning Workshop held at the Clawson City Hall from 6:30-9:30 P.M. on June 22, 2006. The goals and policies presented on the following pages are a result of public and Steering Committee input, communication with City staff, and consultation of a variety of data sources, including the current Master Plan, the Parks and Recreation Master Plan and the DDA Framework Plan. The goals and policies have been organized according to the following categories: Community Facilities, Business, Neighborhoods, Transportation/Utilities and Downtown.

# Goals and Policies

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## **Community Facilities**

### **Goal 1: Provide recreation programs and facilities to meet the present and future needs of all City residents.**

1. Expand upon the existing, or construct a new center for teens.
2. Construct a skate park within the City.
3. Construct an ice skating rink within the City.
4. Continue to provide for the recreational needs of all segments of the population.
5. Continue to utilize parks for community festivals/family events.
6. Maintain and improve park cleanliness by ensuring adequate trash cans and well-maintained benches and tables.
7. Provide additional amenities within Memorial Park to increase its usability.

### **Goal 2: Expand existing open space resources.**

1. Adopt an open space/greenways plan.
2. Establish a program to promote the donation or acquisition of land to the City for conservation and/or recreational use.
3. Consider adopting policies and review criteria that will encourage new developments to provide usable open space/parkland and to provide pedestrian and bicycle links to community resources.

### **Goal 3: Improve City Park**

1. Continue to maintain and expand upon the walking path at City Park.
2. Incorporate additional bike paths that connect City Park to downtown, adjacent communities and bike routes.
3. Improve the external sidewalks where necessary.
4. Update the facilities, including the running track, baseball fields, practice field and all lighting.
5. Expand upon the existing amenities by adding more benches, tables, trash receptacles, trees, water fountains, bike racks, etc.

### **Goal 4: Improve Use of City Facilities and Assess Future Needs**

1. Conduct periodic surveys to assess how resident needs are being met.
2. Improve participation in existing programs by increased advertisement on the web and through other resources.
3. Provide funding for community facilities such as the parks, historical museum, library, senior center, and other municipal facilities.
4. Provide support for studies which evaluate potential improvements to existing community facilities.

5. Encourage the development of a children’s museum within the City.

**Goal 5: Locate all Municipal Services within the Downtown.**

1. Expand the downtown development authority (DDA) district to include City Hall and Memorial Park.
2. Relocate the Fire Department to a location along Main Street or 14 Mile Road where it is buffered from the neighborhoods and in closer proximity to City Hall.

**Business and Industry**

**Goal 1: Attract new business and industry to the City.**

1. Provide incentives for new businesses to locate within the City.
2. Promote the availability of industrial and business sites, labor force, digital technology, and transportation amenities.
3. Encourage entrepreneurial development and assistance programs (i.e. business incubators , industrial/technical parks, etc.).
4. Encourage the start-up and/or location of emerging technology and high-tech industries.
5. Increase the marketing efforts of the City.
6. Utilize prime Oakland County location to encourage new development.
7. Encourage the development of a grocery store within the City.
8. Encourage the development of youth oriented uses within the City.

**Goal 2: Promote a well-planned and integrated system of commercial and office uses which will serve the needs of City residents, enhance the image of the City, and strengthen the City’s tax and employment base.**

1. Revitalize viable commercial/office areas along South Main Street and along Rochester Road south of 14 Mile Road.
2. Encourage quality office development along 14 Mile Road with commercial uses located in the vicinity of major intersections.
3. Enhance the appearance of the entire 14 Mile Road corridor through development of unified streetscape improvements which would be consistent with the streetscape features in the downtown.
4. Assure comprehensive control over the location of commercial/office land uses through zoning regulations and site plan review requirements.
5. Maintain high standards of site design for all commercial and office uses, including frontage beautification, buffering elements, landscaping, walkway linkages, controlled vehicular access, and attractive signage—all which will promote long term stability.
6. Provide sufficient land for commercial and office uses, including adequate site depth for off-street parking and landscaping.
7. Consolidate vehicular-intensive commercial uses to specific areas within the City.
8. Provide incentives and mechanisms for commercial tenants and owners to coordinate site and building improvements with City plans,

recognizing the impact of commercial areas on tax revenues and residential property values.

**Goal 3: Provide sufficient transitions between adjacent residential neighborhoods and office, commercial, and industrial developments.**

1. Provide appropriate land use classification transitions.
2. Require landscaping and open space to buffer incompatible uses.
3. Work with industrial property owners to improve the appearance of industrial uses along Rochester Road.
4. Encourage appropriate development of vacant or underutilized parcels within established industrial areas.

## **Neighborhoods**

**Goal 1: Preserve, protect, and enhance the residential character of Clawson's neighborhoods through sound architectural policies.**

1. Create development guidelines to preserve existing neighborhood character.
2. Encourage single-family development on adequate lot sizes.
3. Encourage conversion of inappropriately zoned land within residential neighborhoods to complementary zoned land.
4. Carefully monitor where residential areas are located adjacent to commercial and industrial uses and apply appropriate transitions to maintain residential quality.

**Goal 2: Encourage maintenance of existing homes.**

1. Establish a rental inspection program.
2. Enforce the new property maintenance ordinance.
3. Provide incentives for the conversion of subdivided homes back into single family residences.
4. Create awareness of programs to restore and preserve homes.
5. Protect residential property investments through high quality maintenance of public facilities and infrastructure.

**Goal 3: Encourage streetscape maintenance.**

1. Offer residential tree trimming service at a City contracted price.
2. Accelerate removal of dead trees and offer replacement services.

**Goal 4: Encourage the development of different housing opportunities for older adults to accommodate their changing lifestyles and health care needs.**

1. Encourage Universal Design Standards and Visitability Standards in all new construction.
2. Encourage affordable housing for the elderly through alternative residential programs.

## **Transportation**

**Goal 1: Provide a transportation system that safely and efficiently serves residents and businesses within Clawson.**

1. Design new streets and reconstruct older streets to be safe and efficient, effectively move vehicular traffic, accommodate pedestrians and bicyclists, and have minimum negative environmental impacts.
2. Resurface and repair major roads, including Main Street and 14 Mile Road.
3. Evaluate traffic signal retiming/improvements for Main Street and Rochester Road.
4. Continue public capital improvement efforts in the City, including the street and sidewalk repair and replacement program, provision of needed street lights, and provision for new street trees.

**Goal 2: Implement traffic calming techniques to make the streets of Clawson more pedestrian friendly.**

1. Minimize new curb cuts and work to consolidate existing cuts.
2. Add bump-outs in the downtown and encourage conversion of 14 Mile Road to a boulevard with a center pedestrian refuge.

**Goal 3: Pursue alternative forms of transportation where appropriate.**

1. Promote land use patterns and transit-oriented design standards that support walking, bicycling, and public transit.
2. Expand public transportation service within Clawson and specialty services for older adults.
3. Create a bikeway/sidewalk/greenway network that is an integral part of the transportation system.
4. Establish policies and programs to reduce travel demand.
5. Work with regional authorities in the establishment of a commuter rail system.
6. Identify and address the needs of minority and low-income residents in making transportation decisions.

**Goal 4: Provide incentives for adjoining property owners to incorporate shared access drives and parking lots into new redevelopment projects.**

1. Create an access management ordinance.
2. Permit construction of new parking lots only where shared access is provided.

**Goal 5: Maintain the City's utility infrastructure.**

1. Replace obsolete water pipes.
2. Continue to prepare and annually update a comprehensive capital improvements plan for the City's infrastructure and major equipment expenditures.

**Downtown**

**Goal 1: Attract new businesses to the downtown.**

1. Provide incentives through the Downtown Development Authority.
2. Enhance the recruiting efforts of the Downtown Development Authority.
3. Encourage collaboration between the Downtown Development Authority and Chamber of Commerce to promote the downtown.
4. Encourage the location of compatible specialty retail businesses in the downtown.
5. Encourage the creation of a Principle Shopping District (PSD), Business Improvement District (BID) or other such tools to help promote and maintain the downtown.
6. Encourage the creation of a Merchants' Association for downtown businesses within the Chamber of Commerce.
7. Expand the boundaries of the DDA to include the Municipal Services Center, Memorial Park and other abutting businesses which could in return take advantage of the benefits afforded those within the downtown.

**Goal 2: Maintain and enhance the downtown as the social and cultural center of Clawson.**

1. Develop a community brand and character.
2. Establish a visible and deliberate entry into the downtown area.
3. Encourage the use of downtown as a community gathering space (for example, initiating a downtown farmer's market and holding community events downtown).
4. Encourage development of a restaurant/bar with a sidewalk café, deck or rooftop area.
5. Encourage the development of an open/park space within the downtown.

6. Improve the appearance of downtown by maintaining a human scale in the built environment, enhancing existing building appearances and historic charm.
7. Protect and enhance the historic significance of the downtown.
8. Encourage a pedestrian and bicycle-friendly downtown environment.
9. Promote compatible residential uses among the commercial uses in the downtown.

### **Goal 3: Bring cutting-edge amenities to the downtown.**

1. Encourage collaboration with Oakland County Wireless to create a wireless downtown and bring other technological advances to the downtown.
2. Evaluate the sale of publicly owned, underutilized properties to bring cutting-edge, mixed-use developments to the downtown.

### **Goal 4: Improve parking options in the downtown.**

1. Maximize the use of on-street parking, shared parking, public parking structures, and other off-site parking. Parking lots and structures should be located behind buildings and/or out of prominent view.
2. Provide on-street parking on streets within the downtown.
3. Redesign existing parking lots to maximize parking and improve aesthetics.
4. Limit curb cuts for public parking lots.
5. Encourage the development of pedestrian sidewalks adjacent to parking facilities.
6. Encourage bicycle parking that does not impede pedestrian traffic in mixed-used development areas.
7. Adjust the current parking lot time limitations.
8. Evaluate the use of alternate forms of paid and/or time specific parking provisions for on- and/or off-street parking spaces.
9. Encourage public/private partnerships for parking lot use and maintenance.

### **Goal 5: Improve safety and transportation conditions in the downtown.**

1. Consider methods to slow and calm traffic along Main Street and 14 Mile Road.
2. Provide left-turn lanes within the downtown to improve traffic operations.
3. Retime traffic signals within the downtown to improve traffic operations.
4. Require provisions for public transit vehicles and users in the development of all streetscape plans.
5. Institute a wayfinding system that reinforces the unique identity of the downtown, identifies key destinations, and improves vehicular, pedestrian, and bicycle circulation.

6. Strategically place pedestrian refuge areas and landscaping to provide visual cues to slow traffic and provide mid-block areas for pedestrian crossings.
7. In mixed-use areas, provide sidewalk widths of 10-15 feet to accommodate high pedestrian traffic volumes, bike racks, benches, planter boxes, and other amenities.
8. Provide sufficient lighting within all pedestrian alleys and downtown streets.
9. Provide signed cross-walks or countdown signals and reduce crossing distances on major streets by reducing width and/or providing curb bump-outs at intersections.
10. Encourage the creation of a comprehensive bicycle network within the City that connects to the downtown and other regional networks.
11. Reestablish all abandoned and historic alleyways and create new ones where identified in the Downtown Clawson Framework Design Plan (October 2004).

**Goal 6: Implement design guidelines for the downtown.**

1. Implement the design goals identified in the Downtown Clawson Framework Design Plan (October 2004).
2. Address store-front maintenance.
3. Improve sign regulations within the Downtown.
4. Consider the creation of design guidelines for new development activities within the Downtown.