City of Warren
Van Dyke Corridor Plan

PLANNING COMMISSION MEETING

March 25, 2024
Study Area

Description

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

- Stakeholder Sessions (4/13/22 & 7/22/22)
  - Business Owners
  - City Staff
  - TIFA Board Members
  - Beautification Commission Members
  - Public School Representatives

- Community Survey was designed to garner the community’s vision for the future of the Van Dyke Corridor and gauge their current and future preferences regarding:
  - Land use
  - Business Preference
  - Mobility
  - Infrastructure Improvements
  - Redevelopment
Survey Methodology

- The survey was hosted on an online platform—SurveyMonkey—and promoted through:
  - Stuffer in Water Tax Statements
  - Social Media
  - Local Newspaper
  - City's website

- Paper copies of the survey were available at the Public Libraries

- A total of **199 online responses** from respondents with Michigan zip codes and **four paper responses** were collected between August and November 2022 with a completion rate of 86%.
The greatest number of respondents use the corridor to get somewhere else.

The top reasons deterring respondents from using the corridor more frequently are:
- Limited mix of good and services (58%)
- Fear of crime (40%)
- Unpleasant walking/biking experience (38%)
- Physical safety from vehicles (34%)

Results form the stakeholder engagement sessions also identified “unpleasant experience” along the corridor due to blighted / vacant buildings and crime as major weaknesses.
Survey Results: Land Uses / Businesses Preferences

- Restaurants and drinking establishments and food / beverage stores are the most frequented business currently and have the highest demand in the future as well.

- About one half of survey takers also expressed interest in frequenting general merchandise stores, currently visited only by 22%.

- Respondents also noted that they support an increase in clothing / accessory stores and sporting goods / hobby / book / music stores.
  - The market review (Task 2) also found these two segments to be the “leakiest” retailer segments in Warren reiterating unmet demand which can be fulfilled along the corridor.¹
Survey Results: Mobility-Walking

- Only a quarter of respondents walk along the corridor and only 12% of those walk everyday.

- Pedestrian safety along the corridor was rated 4 on 10, and experience was rated 3 on 10.
  - More than 50% indicated that adding landscaping elements such as planter boxes and street trees would make walking along the corridor a better experience.

- Top reasons impacting safety of pedestrians include blight and fear of crime.
  - Almost 75% indicated that improving the appearance of buildings would improve the feeling of safety.

- If the suggested improvements were made the percentage of respondents who would “never walk on the corridor” would drop from 70% to 8%.
Survey Results: Mobility-Biking

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

Features that would Improve the Safety of Bicyclists Along the Corridor

- Increased buffer between traffic and bicyclist: 63%
- More people/activity: 48%
- Improved building appearance/condition: 48%
- Improved lighting: 45%
- Separate bike lanes: 43%
- Other (please specify): 16%
Only 16% of the survey takers use the SMART bus services from the corridor.

On an average respondents rated safety and comfort while accessing transit on the corridor a 4 on 10.

The top-rated upgrades that will improve the experience at bus stops include:
- Live bus schedule updates (75%)
- Covered bus stops (70%)
- Public Wi-Fi (46%).
Top priorities to improve along the Van Dyke Corridor:

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

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

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

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

**Branding**
- Strong agreement that a new image is needed
Study Recommendations
### Land Use Strategies

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

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>Supply</th>
<th>Demand</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other General Merchandise Stores</td>
<td>$40,466,242</td>
<td>$70,219,650</td>
<td>$29,753,408</td>
</tr>
<tr>
<td>Clothing Stores</td>
<td>$19,196,988</td>
<td>$48,209,928</td>
<td>$29,012,940</td>
</tr>
<tr>
<td>Sporting Goods/Hobby/Musical Inst Stores</td>
<td>$15,488,090</td>
<td>$31,680,506</td>
<td>$16,192,416</td>
</tr>
<tr>
<td>Shoe Stores</td>
<td>$2,270,490</td>
<td>$10,350,632</td>
<td>$8,080,142</td>
</tr>
<tr>
<td>Electronic Shopping &amp; Mail-Order Houses</td>
<td>$13,029,157</td>
<td>$20,770,233</td>
<td>$7,740,076</td>
</tr>
<tr>
<td>Jewelry, Luggage &amp; Leather Goods Stores</td>
<td>$5,474,014</td>
<td>$13,104,816</td>
<td>$7,630,802</td>
</tr>
<tr>
<td>Home Furnishings Stores</td>
<td>$12,187,497</td>
<td>$17,726,387</td>
<td>$5,538,890</td>
</tr>
<tr>
<td>Department Stores Excluding Leased Depts.</td>
<td>$144,676,282</td>
<td>$150,191,365</td>
<td>$5,515,083</td>
</tr>
<tr>
<td>Lawn &amp; Garden Equip &amp; Supply Stores</td>
<td>$4,467,079</td>
<td>$9,185,063</td>
<td>$4,717,984</td>
</tr>
<tr>
<td>Other Miscellaneous Store Retailers</td>
<td>$27,207,818</td>
<td>$31,174,135</td>
<td>$3,966,317</td>
</tr>
<tr>
<td>Office Supplies, Stationery &amp; Gift Stores</td>
<td>$6,811,204</td>
<td>$10,462,831</td>
<td>$3,651,627</td>
</tr>
<tr>
<td>Used Merchandise Stores</td>
<td>$5,478,664</td>
<td>$8,752,606</td>
<td>$3,273,942</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor Stores</td>
<td>$16,888,807</td>
<td>$18,551,878</td>
<td>$1,663,071</td>
</tr>
<tr>
<td>Vending Machine Operators</td>
<td>$426,429</td>
<td>$1,510,228</td>
<td>$1,083,799</td>
</tr>
<tr>
<td>Book, Periodical &amp; Music Stores</td>
<td>$5,203,212</td>
<td>$6,100,333</td>
<td>$897,121</td>
</tr>
<tr>
<td>Special Food Services</td>
<td>$3,498,308</td>
<td>$4,270,754</td>
<td>$772,446</td>
</tr>
</tbody>
</table>

Source: ESRI Retail Market Potential
Mobility Strategies

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

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

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

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

- Incremental Steps
- Phasing Strategies
- Funding Opportunities

**Paving**
- Sidewalk Repair
- Extra Drive Approach Removal

**Landscaping**
- Expanded Tree Canopy
- Landscape Screening

**Bicycle Infrastructure**
- Pylon & Striping Protected Bike Lanes

**Pedestrian Experience**
- Crosswalks Enhancements
- Public Art
- Public Wifi
- Additional bus stop amenities

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

**Mass Transit**
- Climate Controlled Bus Stops
- Live Bus Schedule Updates
- Additional Pedestrian-Scale Lighting
Thank You!

Questions