



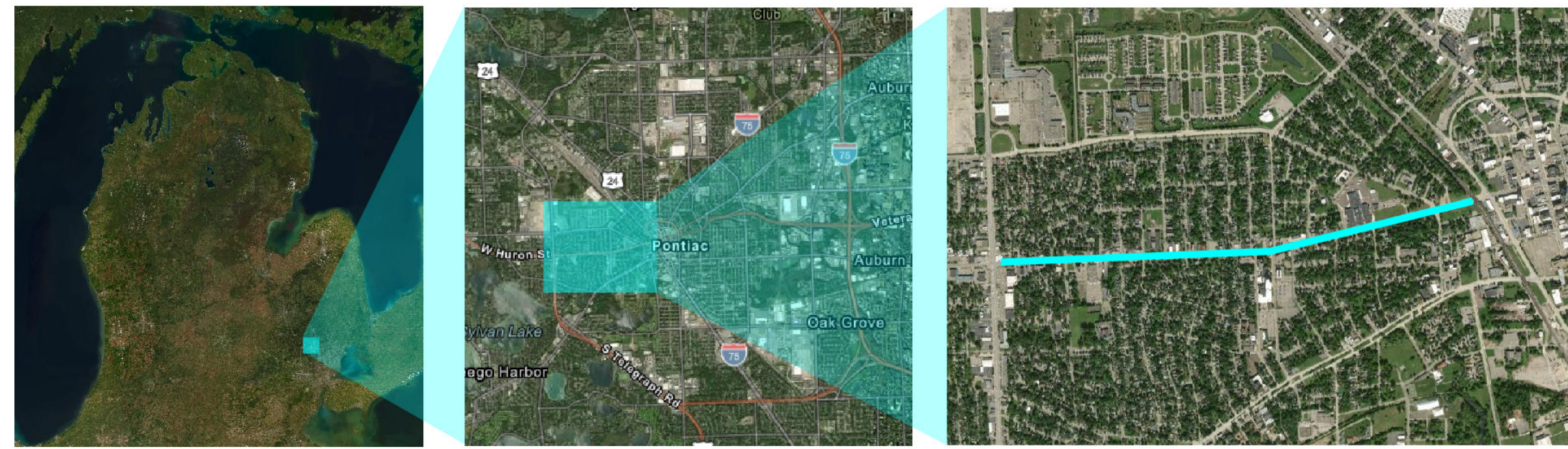
Pontiac's West Huron Corridor - Going Main Street



Project Introduction

The West Huron Corridor Study analyzes a 1.5-mile stretch of West Huron that runs between Woodward Avenue and Telegraph Road in Pontiac. The city is looking to develop the corridor into a new main street destination that would act as an extension of its downtown. This study analyzes its socio-economic, building, zoning, commercial market, and transportation conditions to understand the existing strengths, weaknesses, opportunities, and threats (SWOT) of the corridor.

This analysis advises final recommendations, both short and long-term, that aspire to promote meaningful redevelopment along the corridor.



Streetscape and Roadway Design



Pedestrian walkway in Lansing, MI.



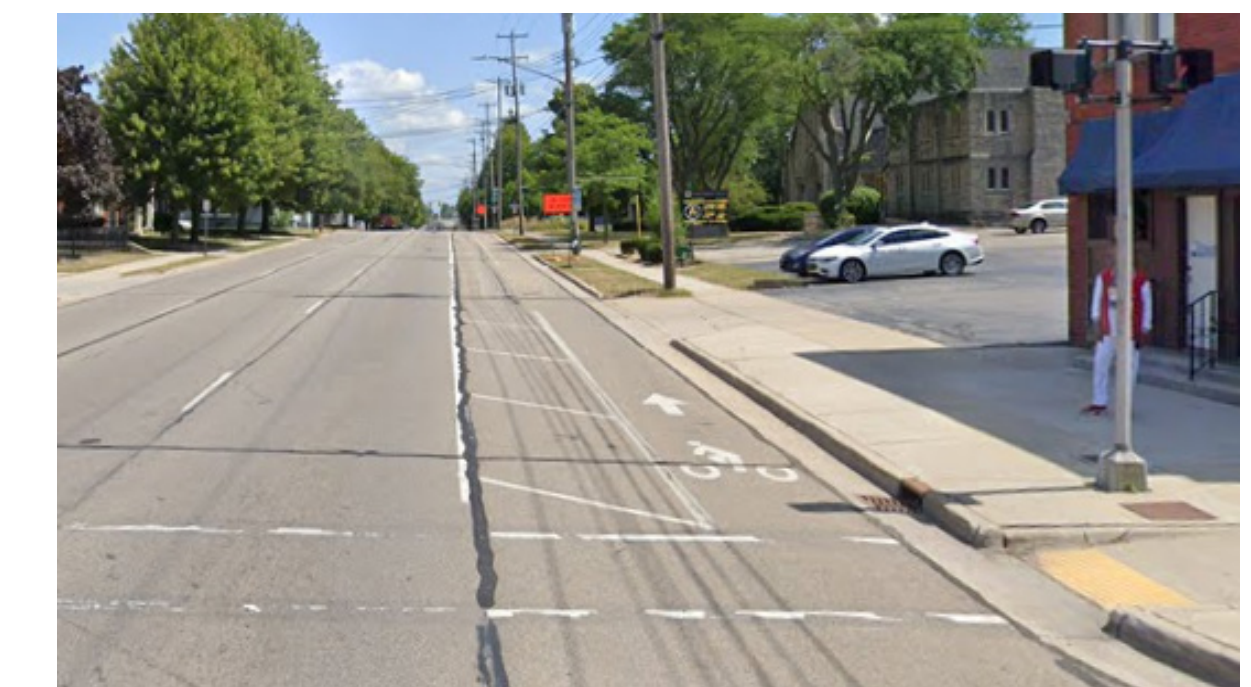
Picnic Style Frontage Zone in Lansing, MI



Customized Bike Parking in Chicago, IL.



Example of Roadway Design w/ crosswalk on street with similar traffic.



Separated Bike Lane on BUS-69 in Lansing, MI.

SWOT Analysis Findings

Strengths

- Heavy Traffic
- Anchor Employers
- Strong Diversity of Zoned Uses
- Close Proximity to Downtown
- Flexible Future Land-Use

Opportunities

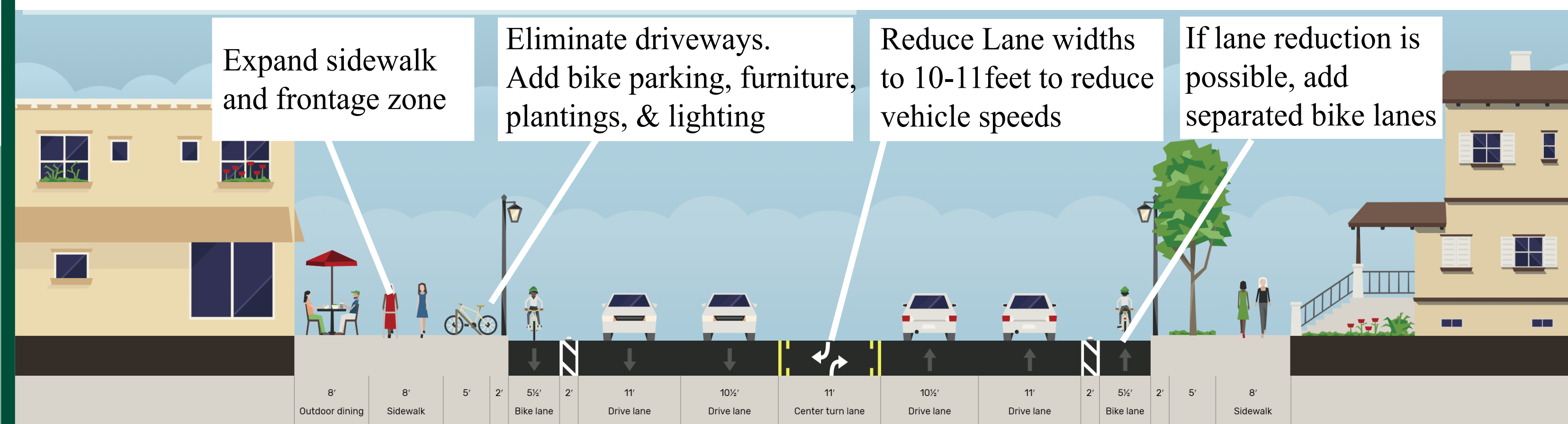
- Transportation
- Streetscape
- Commercial Market Growth
- Zoning Advantages
- Clean-Up Efforts
- New Parking Locations

Weaknesses

- Unsafe for Pedestrians/Cyclists
- Infrequent Transit
- Dangerous Intersections
- Lack of Diversity in Retail
- Lack of Public Parking Zones

Threats

- High Expenses to Local Community
- Declining Population
- Blighted Exteriors



Suggested Redesign for West Huron Corridor. Made with Streetmix.

General Recommendations

Code Enforcement Expansion

- Short Term: organize/recruit volunteer programs to participate clean-up projects targeted at blighted areas (alleyways / overgrown lots).
- Long Term: if possible, increase the budget and number of employees serving in code enforcement to better address compliance related to blight and clean-up efforts along the corridor.

Public Transit

- Create bicycle and pedestrian routes along side streets utilizing way finding signage that direct users to Phoenix Center Transit Hub.
- Add/Plan reserved pick-up and drop-off locations for SMART Flex and other ridesharing services. (See right for locations)

Commercial Redevelopment

- Recruit key stakeholders to help develop incentive programs and a recruiting strategy to attract new businesses.
- Establish a Community Outreach Plan that identifies a well-planned vision for the development residents want to see.
- Create programs that encourage investment to address blighted/vacant buildings and beautify openspace.

Streetscape, Zoning, Land Use

- Update Zoning Ordinance to ensure walkways can be widened to at least 8 feet in new developments.
- Work with MDOT to perform a traffic study on corridor to ascertain if third westbound lane is still essential. If possible, add buffered bike lanes.
- Identify locations where public parking can be added that is accessible from side streets. Reduce the number of driveways with direct access to W Huron.
- Add crosswalks with protective elements near transit and commercial locations. (See right for locations)

Location Specific Recommendations

1. Good location for an additional feasibility study. Investing in this location can support commercial establishments nearby.
2. Alleyways - Conduct alleyway cleanup program to clear alleys of any trash and overgrowth.
3. Space for additional public parking.
4. Parking in need of repair
5. Crosswalk
6. Ped Activated Light
7. Bike Parking
8. Rideshare Only Location

