



City of Grosse Pointe Master Plan 2022–2040

Adopted August 15, 2022

RESOLUTION OF ADOPTION
CITY OF GROSSE POINTE MASTER PLAN
CITY OF GROSSE POINTE PLANNING COMMISSION

WHEREAS, the Michigan Planning Enabling Act, Act 33, of the Michigan Public Acts of 2008, as amended, requires the Planning Commission to make and adopt a basic plan or parts of a plan corresponding with major geographic sections or divisions of the city as a guide for the physical development of the municipality; and

WHEREAS, the Planning Commission has prepared such a plan for the City, including maps, figures, and descriptive matter; and

WHEREAS, in the preparation of the Master Plan, the Planning Commission has made careful comprehensive surveys and studies of present conditions, and future needs of the City; and

WHEREAS, in the preparation of the Master Plan, the Planning Commission has also considered the history and heritage that gives Grosse Pointe much of its character and incorporated these lessons into the policies and guidelines contained in the Master Plan; and

WHEREAS, in the preparation of the Master Plan, the Planning Commission has also considered the Community Planning Principles as drafted by the Michigan Society of Planners and incorporated these principles into the policies and guidelines contained in the Master Plan; and

WHEREAS, the Planning Commission, on August 15, 2022 held a public hearing in accordance with the procedures of Act 33, P.A. 2008, as amended; and

WHEREAS, the Planning Commission has recorded and considered all comments and recommendations made at such hearing.

NOW THEREFORE BE IT RESOLVED:

THAT, the Planning Commission for Grosse Pointe, Michigan hereby adopts the Grosse Pointe Master Plan, in its entirety.

CITY OF GROSSE POINTE PLANNING COMMISSION GROSSE POINTE, MICHIGAN

ADOPTED:

Ayes: Fries, Krupp, Thomas, Walsh, Mayor Tomkowiak

Nays: None

Absent: Juip, Parthum

Date: August 15, 2022

I hereby certify that this resolution is a true and complete copy of the action taken by the City Council of the City of Grosse Pointe, County of Wayne, State of Michigan, at a meeting held on August 15, 2022, and that public notice of said meeting was given pursuant with Act No. 267, Public Acts of Michigan 1976, and that the minutes of said meeting have been kept and made available to the public as required by said Act.



Julie E. Arthurs, City Clerk
City of Grosse Pointe

City of Grosse Pointe

Master Plan

2022–2040

Adopted August 15, 2022

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

Acknowledgments

The participation and cooperation of community leaders and residents in the preparation of the Grosse Pointe Master Plan Update is greatly appreciated. In particular, we acknowledge the efforts of the following individuals.

City of Grosse Pointe Planning Commission

- David Fries
- Maureen Juip
- Seth Krupp
- Donald Parthum Jr.
- Terence A. Thomas
- Sheila Tomkowiak, Mayor
- Chris D. Walsh

City Manager

Peter Dame

Assistant City Manager/Clerk

Julie Arthurs

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Introduction

Grosse Pointe is an exceptional community with a rich heritage and a bright future. Neighborhoods consist of unique, high-quality homes located on walkable, tree-lined streets. Three distinct business districts provide residents with a wide range of shops and restaurants. The Village, the heart of Grosse Pointe, hosts a range of events and activities. The City's parks, including Neff Park on Lake St. Clair, are the pride of the community and offer residents of Grosse Pointe a truly exceptional quality of life.

The City has developed this Master Plan to guide key policy decisions that will preserve and maintain quality of life for future generations.

What We Heard from The Community

To guide this Master Plan update, the City conducted a comprehensive effort to engage the Grosse Pointe community and solicit input about goals, aspirations, and potential policy recommendations. Feedback from those engagement efforts is summarized below; each category contains summaries of repeated or generally supported ideas.

Economy and Place

- The Village is viewed as an asset, and residents support increased walkability, local business, restaurants, and outdoor dining.
- Residents generally desire more retail and entertainment options.
- Residents voiced a desire for co-working, shared retail, and incubator spaces to support work-from-home trends and smaller businesses or boutiques.

Housing Opportunities

- Mixed-use developments with apartments on upper floors in commercial districts were overwhelmingly supported.
- Single-family homes converted to apartments received mixed reviews.
- Many residents liked the option of alternative housing types. Some accessory dwelling units above garages received support, while detached housing in backyards was not well received, with concerns about inadequate parking and absent landlords.
- Traditional bed-and-breakfasts were supported, while short-term rentals were strongly opposed.
- Residential condominiums and independent senior living are important to residents.



Engagement efforts for this Plan resulted in:



633

Unique Website Visitors



300+

Comments



50+

In-Person Attendees



174

Survey Responses



The Grosse Pointe Master Plan is a guide to maintaining the City's high quality of life and sense of community, enabling attractive growth and development, and positioning Grosse Pointe to confront the key challenges of today and the next 20 years.

Community Spaces

- Sidewalks and the walkable nature of the community are important to residents.
- Preserving the architectural character and quality of homes is important to residents.
- Residents desire to enhance the commercial districts and parks with streetscapes and public art.

Infrastructure and Public Services

- Most residents indicated The Village has sufficient parking.
- Low-impact and green infrastructure is desired.
- Residents support continuous road and sidewalk maintenance and generally praise the City's public services.

Strategic Issues

The City has developed a Master Plan that focuses on the key strategic issues. These were identified by a synthesis of community and stakeholder input received, analysis of current development patterns, and consideration of recent and emerging trends:

- Grosse Pointe has many high quality single-family homes. This Plan envisions increased housing diversity to supplement that impressive stock, and ensure that residents at all stages of life enjoy the benefits of a highly livable community. For example, as residents age, some will seek smaller units that are more walkable to amenities and their daily needs. This can be accomplished by incorporating mixed land uses, encouraging and facilitating density in The Village that could accommodate residential development, and incorporating new housing types that are compatible with the scale of a single-family neighborhood.
- One of the most referred to strengths of the Grosse Pointe community is the architectural character of its housing stock, which is valued by the community and encourages continual investment. The Plan includes the formulation of design standards to preserve the architectural character in the face of changing trends in residential development.
- The Plan emphasizes the importance of maintaining and enhancing Grosse Pointe's commercial districts. This master plan is written as society transitions from the COVID-19 pandemic. The pandemic accelerated some trends that were already underway and presented commercial districts especially with new challenges and opportunities. The Plan guides the future of the commercial districts to ensure they adapt and become more resilient than ever.

- The Plan provides the physical development parameters that will enhance the Main Street Grosse Pointe Transformation Strategy, currently being implemented, to ensure that The Village is a lively, vibrant destination for Grosse Pointe residents and visitors well into the future.
- The Plan lays out a strategy for localized economic development. Grosse Pointe retains a strong economic base, fueled by white-collar commuter jobs held by residents. With a focus on fiscal responsibility and preservation of the community’s character, the Plan proposes a collaborative effort between the City, Main Street Grosse Pointe, the Grosse Pointe Chamber of Commerce and various stakeholders and community members to recruit developers and business in all of the City’s business districts. This strategy is formulated to enhance Grosse Pointe’s ability to capitalize on recent trends toward working from home and flexible work styles that are emerging for current and future knowledge worker residents.



Unlike the Zoning Ordinance, which is law, the Master Plan is intended to be aspirational and a source of reference for the entire Grosse Pointe community.

Why Plan?

A community’s Master Plan is a policy document that directs decisions about housing, transportation, infrastructure, and economic development. The Master Plan looks toward the future and is intended to be flexible to changing conditions.

Master Plan	Zoning Ordinance
Guide for the FUTURE	Regulation for TODAY
Policy	Law
Future land use maps may be general	Zoning maps are specific and follow property lines
Flexible to respond to changing conditions	Specific standards

In addition to being a community resource, the Master Plan is the City’s guide when making decisions about development and policymaking. Table 1 describes how the City uses the Master Plan for these purposes.

Table 1. Master Plan User's Guide

When to Use the Master Plan		How to Use the Master Plan			
Plan	Data Reference	Budget Priorities	Evaluating Land Uses	Design Guidelines	Zoning Decisions
		Rezoning	<ul style="list-style-type: none"> » Check proposed use for compatibility with existing land uses around site. » Check classification of roads serving site. » Check goals, objectives and actions related to site or area, e.g. downtown. » Are community facilities serving site adequate? 	<ul style="list-style-type: none"> » Is the proposed use consistent with future land use of site and area on future land use map? 	<ul style="list-style-type: none"> » Do data, future land use map, and goals, objectives, and actions support zoning of site?
Zoning Ordinance Text Amendments			<ul style="list-style-type: none"> » What implication does amendment have on future land use and goals, objectives, and actions? 	<ul style="list-style-type: none"> » Do data, future land use map, and goals, objectives, and actions support zoning text change? 	
Special Land Use and Site Plan Review	<ul style="list-style-type: none"> » Do data in Master Plan support the need for the use? » Is proposed use compatible with surrounding existing uses? 		<ul style="list-style-type: none"> » Is the use appropriate for the area based on goals, objectives, and actions in Master Plan? 	<ul style="list-style-type: none"> » Check standards for the proposed use or surrounding area that should be conditions of approval. 	<ul style="list-style-type: none"> » Do data, future land use map, and goals, objectives, and actions support conditions of special approval or site plan approval?
Capital Improvement Program	<ul style="list-style-type: none"> » Check inventory of public facilities and demographic data for support of proposed projects. 	<ul style="list-style-type: none"> » Are projects, expenditures and priorities supported by goals, objectives, and actions, or discussed elsewhere in Plan? 			
Special Programs: Economic Development, Parks, Gateway Improvement, Streetscape, etc.	<ul style="list-style-type: none"> » Check inventory of public facilities. » Use demographic data. » Use economic data. » Check description of funding sources. 		<ul style="list-style-type: none"> » Are proposed improvements consistent with priorities in goals and objectives? 	<ul style="list-style-type: none"> » Does project design/location conform to corridor and gateway plans? 	
Preparing Grant Applications	<ul style="list-style-type: none"> » Use data and other descriptive information in preparing support documentation for grant request. 	<ul style="list-style-type: none"> » Are projects and priorities supported by goals and objectives or discussed elsewhere in Master Plan? 			

01

Background





Context



Grosse Pointe is located in southeast Michigan on the far east side of the City of Detroit, and is directly bordered by Detroit to the north and Lake St. Clair to the south. The City of Grosse Pointe is one of the five “Grosse Pointes”—separate municipalities that neighbor each other: Grosse Pointe Park (to the immediate west), Grosse Pointe, Grosse Pointe Farms (to the immediate east), Grosse Pointe Woods, and Grosse Pointe Shores. The major access roads into and out of the City are Mack Avenue (north), Jefferson Avenue (south), and Cadieux (middle). Interstate 94 is only one mile north of the City.

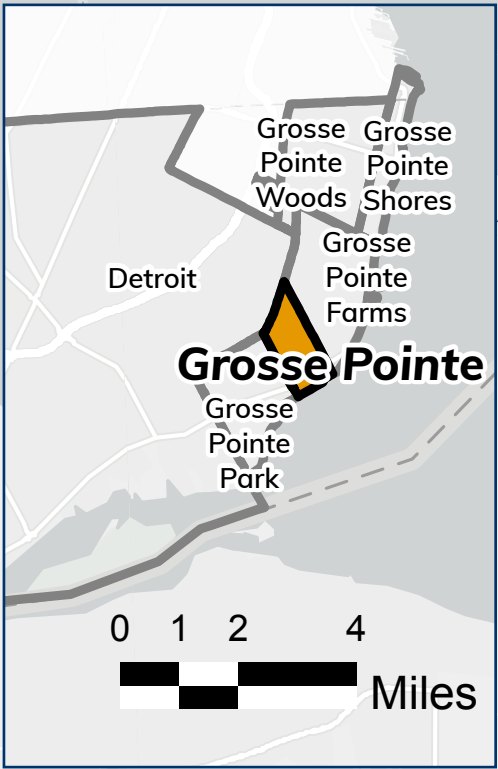
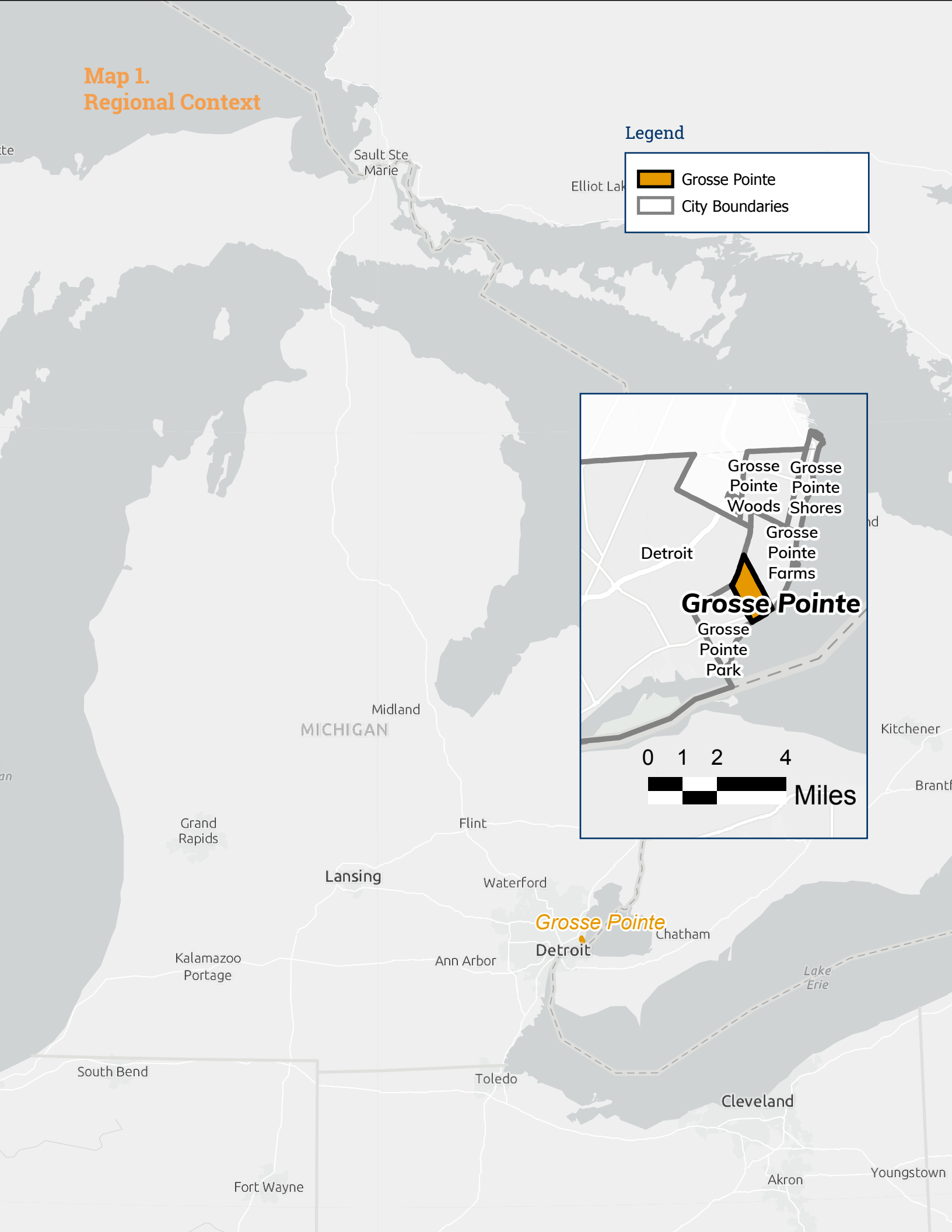
The land area of Grosse Pointe was first inhabited by indigenous members of the Anishinabewaki (Anishinaabe) nations, which spanned much of southeast Michigan and Ontario preceding colonization. In 1807, these tribes ceded much of their lands to European settlers, who used existing trading trails to create many of the roads and boundaries that are in use today. The City has gone through several evolutions, from French farmlands in the 1800s to a summer escape for wealthy Detroit residents in the early 1900s; it took on much of its current form and character during the first quarter of the 20th century with the mass availability of the automobile and roads that improved access.

Just over one square mile in area, the City of Grosse Pointe is a mature community that possesses a wide range of attractive buildings and compatible uses. Most of the single-family homes date back to the 1920s and 1930s. Commercial development has occurred in neighborhood-centered business nodes, with the largest concentration located on Kercheval between Cadieux and Neff Roads. Although there are a significant number of businesses in the City, most residents commute to jobs outside of Grosse Pointe.

Map 1. Regional Context

Legend

-  Grosse Pointe
-  City Boundaries



Relevant Adopted Plans and Policies

The following plans, adopted by the City of Grosse Pointe, helped inform the Master Planning process. Reviewing existing plans is important because it helps identify areas of redundancy or gaps in the Master Plan goals and objectives. It also prevents inadvertent contradiction of existing policies or the repetition of analysis that has already been done.

Capital Improvement Plan, 2022

The Capital Improvement Plan (CIP) guides how and when Grosse Pointe makes infrastructure investments. As required by the Michigan Planning Enabling Act, the CIP takes an inventory of all the infrastructure upgrades and new construction that the community would like to do over the next six years, and creates a prioritized list that helps the City use its funds most efficiently. The CIP is designed to help the City understand its projected expenditures for and revenues from capital projects, and coordinate projects in the same location so they occur at the same time. The Grosse Pointe CIP covers the key areas of parking, public safety, public services, equipment, and buildings and parks. The CIP also lists projects related to street reconstruction, water and sewer replacements, and parking improvements.

The CIP is essential for creating an implementable master plan—it gives a sense of how much budget the City is working with when it comes to capital projects, and what capital projects are already started. In 2022, the Grosse Pointe CIP estimated that all the planned projects over the next six years would cost \$2,453,342.

<https://cms8.revize.com/revize/grossepointemi/Capital%20Improvement/2022-2023%20CIP%20Plan.pdf>

Wayne County Retail Recovery Plan, 2021

The Wayne County Economic Development Corporation has assisted its businesses in confronting and adapting to the economic and commercial challenges presented by the COVID 19 pandemic.

In the Wayne County Retail Recovery Plan, the Grosse Pointe SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis was broken out by business district into The Village, Mack Avenue, and Fisher Road. The top long-term needs for businesses in Grosse Pointe were information on business modifications to provide new services or options, help with employee attraction and retention, technical training on e-commerce, and marketing assistance.

Source: <https://airtable.com/shrQPT7A6HqaPgVoe/tblTujfb2ozU7i8qh/viwMBV4zYzX6r4dzM/recyUQWPCreuUDBTs/fldtVhDDDgKxMzvPL/attvVA85dkU87RNmO>

Public Participation Plan, 2021

The City of Grosse Pointe is required by State law and the City's Code of Ordinances to pursue public participation in planning and development projects. The City follows a comprehensive public involvement process, providing timely information through public notice, and supports early and continuing involvement of stakeholders in the planning and review process. In 2021, the City created and adopted a formal Public Participation Plan, which emphasizes the City's commitment to a robust public participation process and effective means of communication with stakeholders in the planning and development activities. The plan has goals and objectives for participation, a list of key stakeholders, a list of scenarios for when different participation methods should be used, and standardized policies for advertising and reporting.

Source: <https://cms8.revize.com/revize/grossepointemi/Business/Public%20Participation%20Plan%20approved%202021.pdf>

Mack Avenue Improvement Plan, 2020

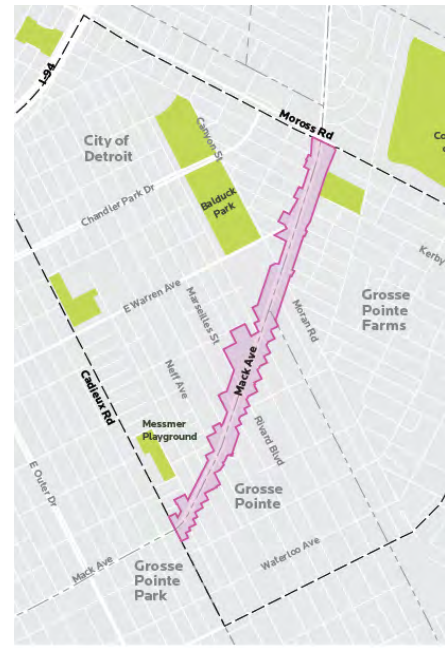
The Mack Avenue Improvement Plan is a comprehensive document that lays out how the cities of Grosse Pointe, Grosse Pointe Park, Grosse Pointe Farms, and Detroit, in partnership with the Eastside Community Network, are planning to work together to improve the Mack Avenue Corridor. The recommendations in the plan focus on best practices for specific types of streetscape improvements, building renovations, site renovations, vacant space activation, and new construction standards. The overall goal of this planning process was to develop a set of recommendations for economic development, zoning, and physical improvements to the built environment that will advance the public's vision for the future of Mack Avenue.

Source: <https://www.mackaveplan.com/>

Urban Forestry Master Plan, 2017

In 2017, the City Council established the Grosse Pointe Urban Forestry Commission (UFC) to help create and implement a Master Plan for the City's trees in coordination with a newly appointed City forester. Since then, the ReLeaf Grosse Pointe campaign was launched, 109 trees have been planted, and the City's tree budget has increased to \$4,000 per year. Through these efforts, the City has continued to be recognized by Keep Michigan Beautiful, Tree City USA, and the National Arbor Day Foundation. The City continues to replace dead trees and emphasize a wider variety of trees for canopy cover. Supported by grants from the City of Grosse Pointe Foundation, community partners, residents and the Grosse Pointe Farm and Garden Club, the City will spearhead a regional effort to plant 90 trees across the City, the Farms, and the Park in recognition of the 90th anniversary of the Grosse Pointe Farm and Garden Club.

Source: https://cms8.revize.com/revize/grossepointemi/Government/Urban%20Forestry%20Commission/ForestryMasterPlan_8-9-2017.pdf





Tax Increment Financing Plan, 2015

Tax increment financing (TIF) is a state-enabled financing tool that lets local municipalities capture revenue based on increased property values. Every community that captures money using TIF must have a plan to expend that money. Grosse Pointe's TIF plan was reapproved in 2015 and lays out the method by which the City will capture TIF money, how it will be spent, and what the projected revenues are. Main Street Grosse Pointe DDA, which functions as the Downtown Development Authority, administers the plan and collects and spends TIF funds to help stimulate economic activity in the area known commonly as The Village. The TIF plan is important during the Master Planning process because it contains a list of capital improvements that are planned downtown, and the Master Plan can support or enhance those efforts.

Source: <https://cms8.revize.com/revize/grossepointemi/Departments/Economic%20Development/DDA%20Development%20Plan%20and%20TIF%20Plan%206-30-15.pdf>

The Village Transformation Strategy, 2022

Main Street Grosse Pointe DDA adopted a formal Transformation Strategy for The Village that is based on a comprehensive market analysis and community engagement effort. Consultants from the National Main Street Center Inc. and the Michigan Economic Development Corporation's Michigan Main Street program helped craft the strategy. This document serves as a five-year blueprint for the continued development of The Village through recognized goals, metrics, and potential projects.

02

Community Profile





Demographics of Grosse Pointe



Grosse Pointe's population retains hallmarks of stability with some signs of gradual change.

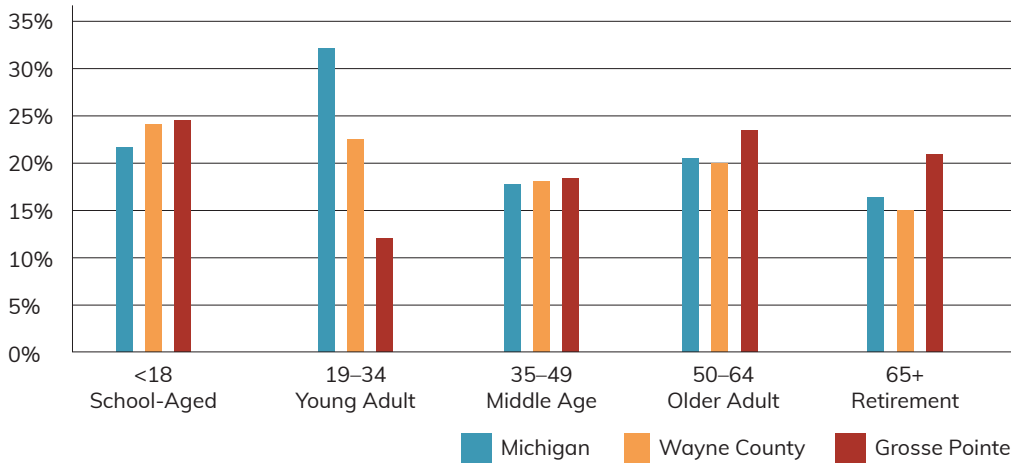
Age

As of 2019, the median age in Grosse Pointe was 47, about 10 years older than Wayne County's median age of 37.9 and about 7 years older than Michigan's median age of 39.7. The City has a higher percentage of older and retirement-aged adults but, interestingly, also has a slightly higher percentage of school-aged children (see Figure 1). Age trends have a push-and-pull relationship with various sectors, from the downtown retail and service industry to parks and recreation facilities to the availability of affordable housing. Subsequent chapters explore how the City can strengthen these sectors to serve an age-diverse population.

Population

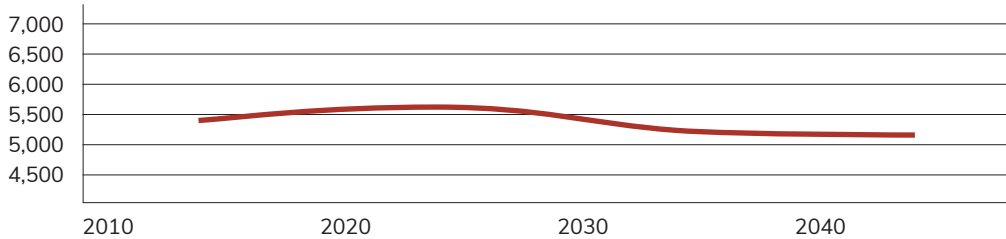
From 2010 (at the height of the Great Recession) to 2020, the City's population increased by 4.7%, from 5,421 to 5,678, while the county and the state saw population changes of -1.7% and +2%, respectively. The increase in middle-aged adults, older adults, and school-aged children explains this trend. While small fluctuations may occur, the total population is expected to remain stable (see Figure 2).

Figure 1. Age Distribution, 2020



Source: U.S. Census Bureau

Figure 2. Population Trends in Grosse Pointe, 2010–2040

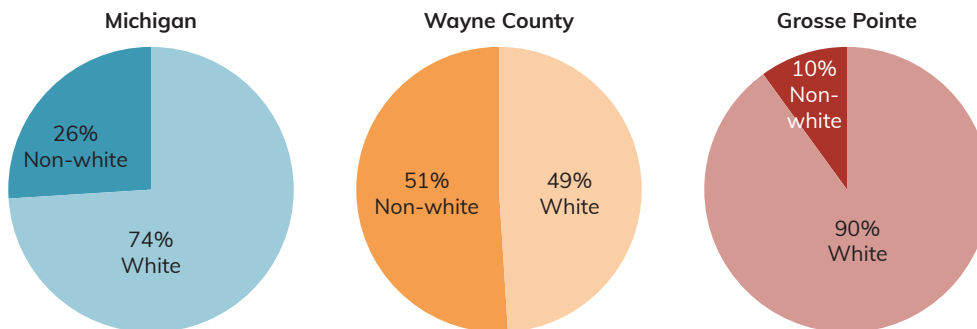


Source: U.S. Census Bureau, SEMCOG, Michigan Bureau of Labor Market Information and Strategic Initiatives

Race

In the 2020 Census, 10% of the City’s population were a race other than white. This is significantly less than the non-white and mixed-race population of the county (51%) and the state (26%) (see Figure 3). Despite this contrast, the City has seen a fivefold increase in racial diversity since 2000, when non-whites constituted 2.3% of the population.

Figure 3. Racial Diversity, 2020



Source: U.S. Census Bureau

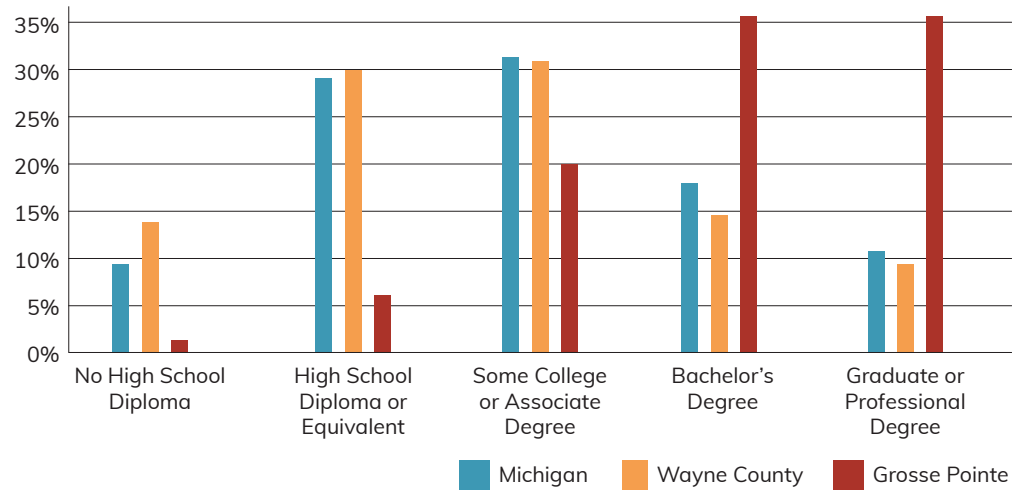
Education and Earnings

As of 2020, City of Grosse Pointe residents had higher levels of education and earnings relative to the county and state populations (see Figures 4 and 5). Of City residents aged 25 years and older, 72% had a bachelor's degree or higher, compared with 24% in Wayne County and 29% in Michigan. Higher levels of educational attainment typically translate into higher median incomes; income data is discussed further in Chapter 6: Economic Development.



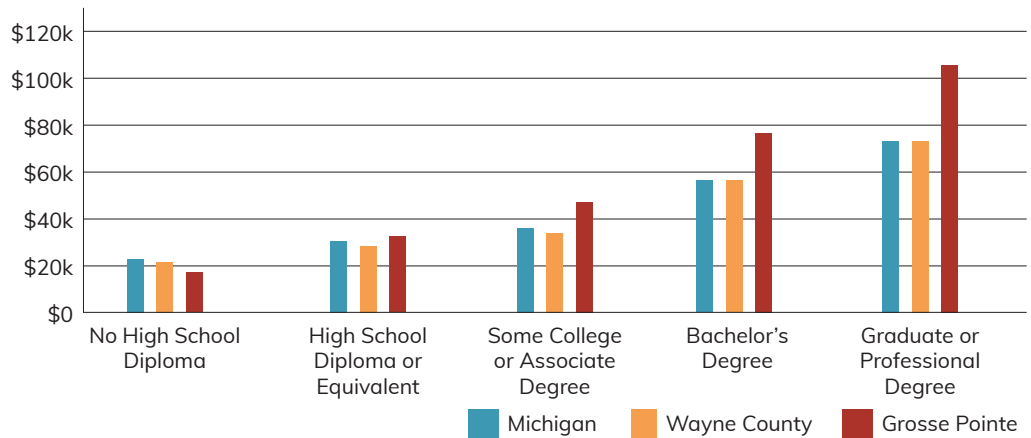
Grosse Pointe's population is not projected to change much in the coming decades, though the median age of the population is higher than both the county and state. The City remains well-educated, and income levels continue to outperform county and state numbers.

Figure 4. Education Levels, 2020



Source: U.S. Census Bureau

Figure 5. Median Income by Education Level, 2020



Source: U.S. Census Bureau

03

Key Changes and Challenges





Beaumont Hospital Addition

Major Changes Since 2012 Master Plan Update

Population

In the past decade, the population of Grosse Pointe has increased 4.7%, outpacing Wayne County and the State of Michigan. The population is getting older and has a higher percentage of older adults than both the county and the state, but also has a higher percentage of school-aged children. It has a significantly lower percentage of young adults. Though the City remains a desirable location to age in place, shifts in housing provision and services will be necessary to accommodate livability throughout residents' life cycles and to retain young adults.

New Development

Beaumont Hospital

In 2013, Beaumont completed an expansion of its parking lot and construction of a new medical office building. This transformed a section of Notre Dame Street by replacing two multifamily structures and several single-family homes with a major underground parking structure. The hospital has more recently embarked on a significant renovation of its surgical center.

Mack Avenue Public Safety Building

In 2020, the City opened a new Public Safety building at 17320 Mack Ave. This project, which redeveloped an underutilized property, provides a state-of-the-art facility for the Public Safety Department and creates a new anchor on the Mack Avenue Corridor.

Other Public Facilities

In 2021, the City completed construction of a new Department of Public Services facility, allowing the City to maintain community infrastructure at its existing location. The department provides snow removal, leaf collection, road and sidewalk repairs, and many other services. The former Public Safety/Municipal Court building was also renovated to maintain its architectural character, improve court facilities, and provide City Council meeting space.

Former School Administration Building

The former Grosse Pointe Public Schools administration property at 389 St. Clair has been conditionally rezoned for adaptive reuse into 18 apartment units and eight townhomes.



Grosse Pointe Public Safety Building



Grosse Pointe Municipal Court/City Council Chambers



DDA Becomes Main Street Grosse Pointe

In 2020, Grosse Pointe was selected as a Michigan Main Street Community, and the Downtown Development Authority (DDA) is now known as Main Street Grosse Pointe DDA. The entity is planning for the future of The Village by developing transformational strategies organized around economic vitality, design, promotion, and organization. The Main Street designation and planning process can enhance and enable the continued vitality of The Village commercial district.

Mack Avenue Improvement Plan

For the last several years, the City of Grosse Pointe has been working in partnership with the cities of Detroit, Grosse Pointe Park, and Grosse Pointe Farms as well as the Eastside Community Network on the creation and implementation of a multifaceted framework for revitalizing Mack Avenue. The Mack Avenue Improvement Plan describes strategies to allow for a stronger, more coordinated approach to economic development on Mack Avenue that will benefit all the municipalities along the corridor. These strategies include consideration of a unified streetscape and multi-jurisdictional Business Improvement District (BID).



Key Challenges

Several factors, both inherent in the composition and built form of the City and the result of global, national, or regional influences, have and will continue to challenge Grosse Pointe's continued progress. This section summarizes key strategic issues affecting the City.

Impacts of the COVID-19 Pandemic

As it did throughout the world, the COVID-19 pandemic caused significant challenges in Grosse Pointe. The pandemic accelerated trends that were already challenging many brick-and-mortar restaurants and retailers (e.g., competition from online retailers, third-party food delivery, changes in daytime population). As many people worked from home, thereby losing the opportunity to socialize at work and access "third places" to socialize and recreate, the pandemic also recalibrated the importance of neighborhoods in people's daily lives.

As the country moves from crisis to recovery, some of these changes may last past the pandemic and will impact the future of Grosse Pointe for some time. Hybrid working will likely continue to affect the market for office space, increase the importance of mixed-use development, and favor neighborhoods that have access to walkable amenities and recreation. Grosse Pointe, with its stock of larger houses and walkable amenities, is well positioned to support hybrid workers.

Retailers will need to continue to adapt as brick-and-mortar locations transform from the primary setting for the sale of goods to a setting for experiences related to a brand or a product. Commercial areas will need to adapt to the physical implications of increased take-out and food delivery options. Grosse Pointe has many of the essential physical ingredients to adapt to these challenges, and these will need to be enhanced and supplemented.

A Need for Housing Diversity

Housing diversity is one of many contributing factors to a livable community with high quality of life. Housing diversity encourages a varied choice of housing stock and price points. Grosse Pointe is largely a city of single-family homes, but many of those homes are occupied by only one or two people. There are relatively few one- or two-bedroom units within the City. This mismatch between the population and available housing types will be exacerbated as existing residents age in place, suggesting a need for greater housing diversity that promotes walkability, affordability, and accessibility. While Grosse Pointe is largely built out, additional housing types can be introduced through the redevelopment of vacant or obsolete storefronts and homes or through the retrofitting of underutilized areas such as large parking lots.



Hybrid working will likely continue to affect the market for office space, increase the importance of mixed-use development, and favor neighborhoods that have access to walkable amenities and recreation.

The Future of The Village

The largest and most central commercial area is known as The Village, generally comprising the Kercheval corridor bounded by Cadieux Road, Waterloo Avenue, St. Paul Avenue, and Neff Avenue. Main Street Grosse Pointe DDA and its sponsored Transformation Strategy largely guide the vision and improvements within The Village. Residents and merchants within The Village continue to look for a strong mix of uses to support the community and provide a sense of place where residents can gather for special events. Strategic issues for the future of The Village include increased walkability, curating the business mix, provisions for outdoor dining, and maintenance.

Land Use Conflicts

In a tight-knit community like Grosse Pointe, it is inevitable that some residential homes will be located close to commercial or office developments. This proximity creates a dynamic mix of uses that adds to the character of the community. Appropriate screening and properly controlled vehicular access ensure that this proximity remains a positive, and that more intense uses do not have a negative impact on adjacent residential uses and land value.

Preserving Traditional Residential Character

One of the most commonly referred to strengths of the community is the architectural character of the houses dating back to the first half of the 20th century. The character of the housing stock along with the quality of community services has created an environment where residents continually reinvest in the community and their homes. Preserving this environment is critical for the continued success of the community. Changing trends in residential development, such as the popularity of larger, attached garages, put pressure on the City and its development standards to ensure that the housing stock in the City remains marketable and that the character of the community is maintained.

Parking in Residential Neighborhoods

Most of the houses in Grosse Pointe have a two-car detached garage located behind the house. This configuration established the “no garage” character of the community. Vehicle ownership remains high in the City, which consequently leads to vehicles often parked on the street, giving rise to real and perceived safety and aesthetic concerns. Additionally, some spillover from more intense, adjacent uses including the hospital and commercial districts contributes to overflow parking on residential streets.

Parking in Commercial Areas

Parking is and always will be a strategic issue in shopping districts. Providing the right amount of parking for patrons and employees in the right location with the right access is critical to the continued success of all three of the City’s business districts.



The Village Downtown Grosse Pointe is a lively, vibrant destination of visually appealing and historic storefronts and streetscapes, welcoming everyone into its community of art-filled public spaces; creative, locally owned enterprises; and respected national chains—all intentionally connected through the innovative use of 21st century technologies.

—VISION STATEMENT FOR THE VILLAGE



Climate Change

The entire Great Lakes region faces specific challenges as a result of a changing climate. In urban areas, these challenges include increases in temperatures (exacerbated by urban heat islands), in precipitation, and in extreme weather. With direct access to the Lake St. Clair shoreline, Grosse Pointe is one of many communities for which fluctuation in lake levels will also be a significant concern. According to the Great Lakes Integrated Sciences and Assessments (GLISA) Summary of Climate Change in the Great Lakes Region, the lakes have risen at an unprecedented rate since 2014. The strongest evidence in future modeling indicates that lake levels will be increasingly variable and storms will become increasingly volatile. Grosse Pointe, as well as many urban areas, will need to adapt to these conditions through innovative stormwater infrastructure and potentially a redefined physical relationship between the built environment and the lake.

Source: <https://glisa.umich.edu/wp-content/uploads/2021/04/GLISA-2-Page.pdf>

04

Community Goals





Through public engagement efforts, community conversations, and public meetings, the City of Grosse Pointe has developed a comprehensive yet flexible set of strategic goals. The goals are described in greater detail in later chapters and paired with actionable objectives. Together, these goals provide a road map for how the City will grow and change over time.

Community Goals

Land Use

Grosse Pointe's future land use policies will maintain a highly livable community for residents at all stages of life.

- » Maintain the design and character of the housing in Grosse Pointe.
- » Provide for a greater variety of housing options to meet the changing needs and preferences of the population.

Economic Development

The City will retain and enhance its strong economic base.

- » Provide excellent customer service to residents and investors.
- » Maintain fiscal responsibility and sustainability.
- » Preserve community character and design standards.
- » Support a localized economy.

Transportation and Circulation

The Plan envisions Grosse Pointe as a well-connected, pedestrian-friendly environment that promotes safe, efficient travel for all users of public ways.

- » Preserve and enhance pedestrian and nonmotorized circulation.
- » Ensure safe and efficient motorized transportation.

Public Services, Facilities, and Infrastructure

The City will maintain excellence in the provision of public services.

- » Maintain quality public infrastructure.
- » Maintain and enhance community facilities and services.

Natural Resources and Environment

Grosse Pointe will adapt to and anticipate the impacts of a changing climate.

- » Foster resilience, especially by enhancing the City's ability to manage increases in storm events and their impacts.
- » Support enhancement of the existing urban canopy.
- » Continue to protect Lake St. Clair as a community amenity.

05

Land Use





Recognizing that Grosse Pointe is largely built-out, the Master Plan recommends land use strategies designed to maintain a high quality of life, prepare the City for future redevelopment, and ensure that redevelopment positively contributes to the quality of the community.












Existing Conditions: Land Use

Like many inner-ring suburbs of Detroit, Grosse Pointe is laid out on a grid street network and single-family homes tend to be the dominant land use. However, Grosse Pointe has a high concentration of duplexes mixed in with single-family homes along Neff and St. Clair, as well as portions of Rivard. Terrace residences, which include townhomes and apartments, are located primarily on Rivard, St. Clair, and Notre Dame.

There are three commercial areas within the City:












1. The Village is the commercial center and is located on Kercheval between Cadieux and one-half block west of Neff.
2. The Fisher Road Business District is on the west side of Fisher Road between St. Paul and Maumee Avenues.
3. The Mack Avenue Corridor contains a mixture of retail, service, and office uses; it extends along Mack through the neighboring Grosse Pointes as well.

Table 2. Existing Land Use Mix (Excluding Roads), 2021

Land Use Category	Color Code on Map 2	Examples	% of Land Area in Grosse Pointe
Single Family		Detached residential homes	76.10
Duplex		Two homes that are attached, side-by-side or above-and-below	4.89
Terrace		Townhomes and apartments	4.67
Mixed Use		Apartments above retail shops, offices with cafés inside	0.67
Commercial		Restaurants, gift shops, automotive dealerships, pet stores	1.89
Office		Insurance offices, dental clinics	1.15
Parking		Passenger vehicle storage	2.21
Public		Schools, parks, pump stations	4.64
Semi-Public		Hospitals, churches, private cemeteries	3.08
Vacant		No human activities	0.48
Easements and Utility Right of Way		Sidewalks, streets, alleys	0.09

Map 2. Existing Land Use

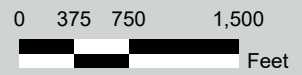
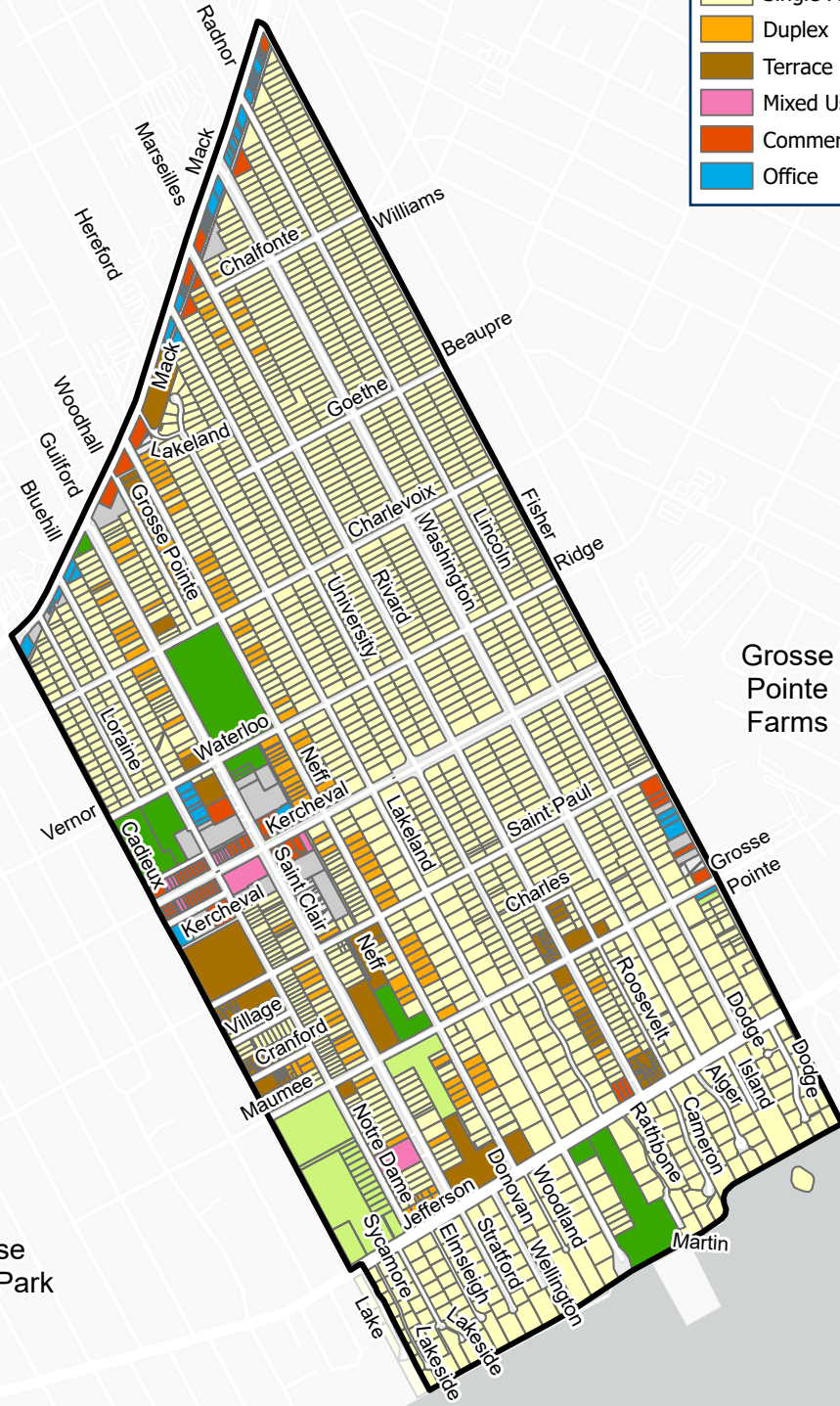
Legend

	Single Family		Parking
	Duplex		Public
	Terrace		Semi-Public
	Mixed Use		Vacant
	Commercial		Right of Way
	Office		

Detroit

Grosse
Pointe
Farms

Grosse
Pointe
Park



Land Use Category Descriptions

The following section gives a general description of each existing land use category that is identified on Map 2: Existing Land Use.

Single-Family Residential

Most of the single-family homes in Grosse Pointe sit on lots that range from 40 to 60 feet wide. There are some exceptions to this pattern:

- On Lakeland between Maumee and Lake St. Clair and on University, Washington, and Lincoln between Maumee and Jefferson, some vintage estates occupy multiple platted lots.
- Notre Dame between The Village commercial district and Maumee, as well as St. Clair and Neff between The Village and St. Paul, contains homes on lots that are typically between 30 and 40 feet wide, which are the narrowest in the City.
- There are several blocks between Maumee and Lake St. Clair and on Lakeland between Kercheval and Maumee where the typical lot is 100 feet wide—these lots are called “estate” lots.

Most of the homes on larger lots have attached garages, especially those constructed after the redevelopment of the lakefront estates. Most of the older homes on 50-foot-wide lots have detached garages set back behind the house.

The architecture of the homes in Grosse Pointe encompasses a wide range of traditional housing styles including Tudor, Colonial, and a mix of bungalows and farmhouses. Newer homes built within the last 10 to 20 years tend to be well constructed and consist of high-quality building materials.

The predominant residential building height across the City is two stories, and most blocks contain a mixture of houses ranging from 1 to 2.5 stories, as shown on Map 3: Residential Stories. The 2.5-story homes are concentrated in the lowest-density single-family residential (“estate”) parts of the City, which have very large lots. Many of these homes are historic mansions built before modern height restrictions.

Duplex Residential

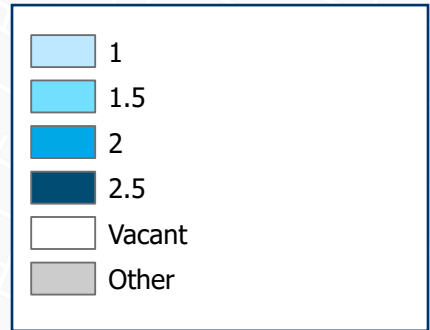
Most duplex units in the City are located on Neff and St. Clair interspersed between single-family homes. Because many of these units date back over 30 years, have a single-family character, and are mixed in with single-family homes, their visual impact is minimal.

Most of the duplexes in the City were originally built as duplexes, though occasional single-family home to duplex conversions exist. These residences sometimes have insufficient off-street parking, creating a greater demand for on-street parking for residents and guests.



Map 3. Residential Stories

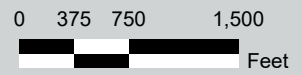
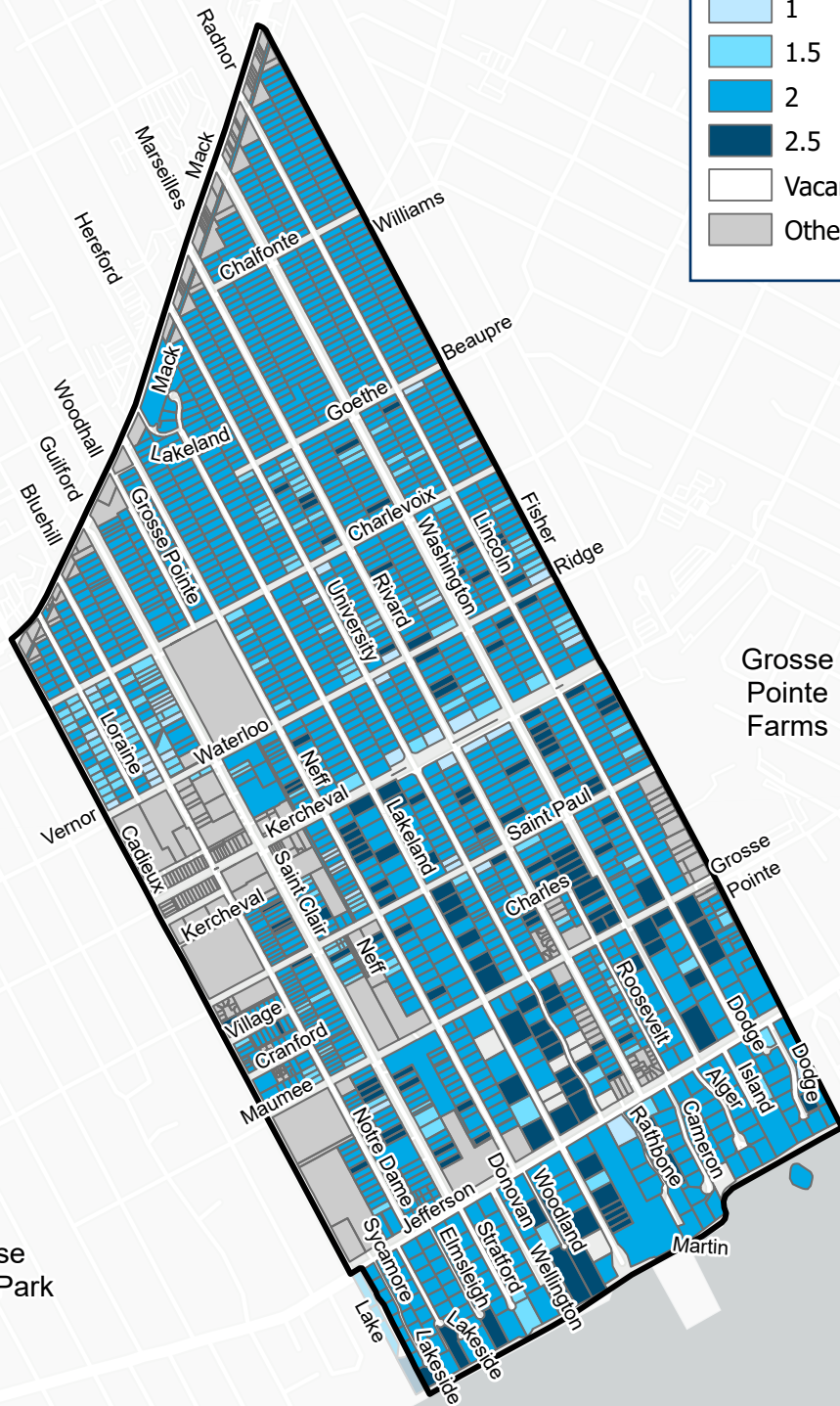
Legend



Detroit

Grosse
Pointe
Farms

Grosse
Pointe
Park



Terrace Residential

The terrace residential land use category includes both townhomes and apartments, both of which typically have some sort of terrace or balcony above the first floor. Terrace residential buildings in Grosse Pointe tend to be concentrated along Notre Dame, around the intersection of Maumee and Rivard, and along Mack Avenue. Many of the City's terrace buildings were built with the intention of being townhomes or apartments, but a select few came from the reuse of historical buildings.

Commercial

Grosse Pointe has a variety of commercial uses, which tend to share similarities based on the business district in which they lie. The Village is mostly composed of local shops, boutiques, and restaurants; the Fisher Road Business District is largely fast-casual food, salons, a market, and some office-like businesses (e.g., banks); and the Mack Avenue Corridor is dominated by automotive services, supply stores, and specialty services.

Office

Office uses include professional and clinical services, such as law and insurance offices and dental outpatient clinics. While some of these uses are in The Village and along Fisher Road, they are primarily located on Mack Avenue. Offices on Mack Avenue provide a transition and a buffer between the commercial uses on the north side of Mack and the residential uses to the south. With typical business hours from 9 a.m. to 5 p.m., they do not create the same level of noise and traffic impacts that commercial uses do. They also typically need less parking than retail uses, which makes them appropriate along Mack due to the lack of available off-street parking.

Parking

The City has created dedicated parking areas located behind businesses along Mack Avenue and in The Village. These parking zones are intended to encourage the development of sufficient parking for the adjacent businesses and to provide a transition into the adjacent residential areas. Relatively few of the parking-designated areas behind the businesses on Mack Avenue have been converted and most contain nonconforming single-family houses. One area on Rivard contains a municipal parking lot with 70 metered parking spaces; approximately half are all-day meters to accommodate employees.

All of the parking areas around The Village have been developed with municipally owned surface lots and a deck behind Kercheval Place. These lots provide over 1,000 parking spaces for customers and employees of The Village. In the Fisher Road Business District, two off-street parking lots contain 72 parking spaces, and on-street parking offers 23 spaces.

The City has verified through multiple studies that current parking provision is adequate. As the City continues to redevelop, changes in the form and placement of parking may need to be considered, including the potential use of structures both above and below grade, and at-grade parking accessed from the rear of commercial properties.

Public

The public land use category includes all publicly owned land, ranging from parks to electrical substations. Public facilities in Grosse Pointe include City Hall, the Municipal Court/City Council Chambers, the Department of Public Services building, the Department of Public Safety building on Mack Avenue, Maire Elementary School, Elworthy Field, and Neff Park.

Semi-Public

Semi-public uses are those that are open to the public and provide a public amenity but are not necessarily owned by a municipality. These include churches, the Neighborhood Club, and institutional uses such as Beaumont Hospital. The semi-public use category also includes the Unitarian Church on Maumee, which is a community landmark and provides a number of community services.

The Beaumont Hospital campus, including the medical office building constructed in 2013, occupies approximately 15 acres of land between Maumee and East Jefferson on the southwest side of the City. The four-story hospital has approximately 280 beds with an ultimate capacity of 290 beds. The hospital's largest shift includes over 650 employees.

Housing

The architectural variety of homes in Grosse Pointe creates a unique character, much of which was established before zoning existed. Analyzing housing patterns gives key insights into changes in housing value, the overall stability of the housing market, and where changes in housing policy may be needed.

Households

As defined by the U.S. Census Bureau, a household is a group of people who occupy a housing unit as their usual place of residence. Over the last several decades, population and household size in Grosse Pointe have remained steady, while the total number of households has declined.

Household composition in Grosse Pointe does not differ substantially from that of the local area, the region, or the state, with a few notable exceptions. In 2019—the most recent complete dataset available—married-couple families accounted for 56.2% of the households in the City, higher than the rate for the region and the state. Individuals living alone constituted 32% of Grosse Pointe households; this rate is notably higher than that for the Detroit area and state.

Table 3. Change in Population and Households in Grosse Pointe, 1990–2020

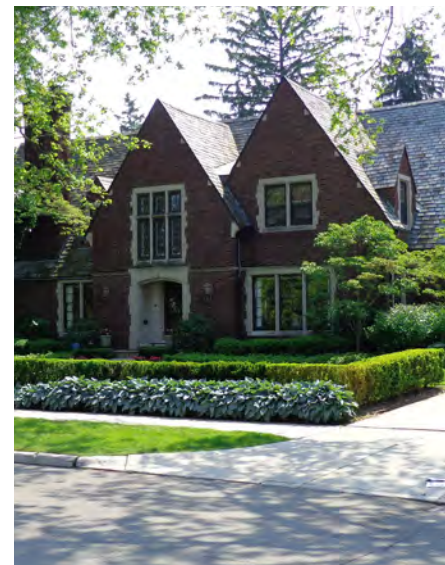
	1990	2000	2010	2020
Population	5,681	↓ 5,670	↓ 5,421	↑ 5,678
Households	2,387	↑ 2,388	↓ 2,236	↓ 2,196
Household Size	2.38	↓ 2.37	↑ 2.42	↓ 2.36

Housing Units

The number of housing units in the City increased during the period from 1970 to 2000 but has slightly declined in the decades since. In 2010 the City counted 2,446 housing units, which have since dropped to 2,429 units. The number of housing units in Grosse Pointe is projected to remain stable, partially because of limited space for new housing construction. The number could potentially increase as the City looks toward embracing mixed uses and alternative housing types.

Ownership

In 2010, 81.2% of all occupied housing in the City was owner-occupied, rising slightly to 81.9% by the end of the decade. Home ownership in the City is about 10% higher than that of the region and the state. Due to the relatively high value of local real estate, it is difficult to generate sufficient rental income to justify maintaining a home for rental purposes. However, the City of Grosse Pointe and the City of Grosse Pointe Park have significantly more housing types conducive to renting than the other Grosse Pointes. Single-family attached units, duplexes, townhomes, and terrace units account for 30% of the City's housing units, compared with 1%–4% for the other communities.



Age and Tenure

In Grosse Pointe 57.5% of the housing units were built before 1939. New construction roughly halved by 1960 and again by 1980. Between 2000 and 2021, 15 new housing units were built.

The City has a roughly even distribution of household tenure, with most residents having lived in their home between five and 10 years.

Table 4. Householders by Length of Occupancy in Grosse Pointe, 2020

Year Householder Moved Into Home	Percentage of All Householders
2019 or later	2.1%
2015 to 2018	24.7%
2010 to 2014	22.7%
2000 to 2009	20.4%
1990 to 1999	14.4%
Pre-1990	15.7%

Value

In 2020, the median value of owner-occupied housing in Grosse Pointe was \$338,100. Since the onset of the COVID-19 pandemic, home values have continued to rise. Median home values for owner-occupied houses in the City are 14% higher than those in the local area, 115% higher than the region, and 146% higher than the state.

Although the Census does not report the median value of rental housing units, it does report the monthly rent paid by tenants. The median rent paid in the City in 2020 was \$1,395, which is similar to the other Grosse Pointes. However, this is much higher than the county and regional median rents (\$875 and \$955, respectively), indicating that Grosse Pointe is a desirable community that may experience housing pressure and demand for more rental units.

Type

Although single-family housing is a large part of the City's housing stock, terrace units and duplexes are also well represented.

According to the 2020 Census, single-family detached housing in the City represents 65.4% of all housing units. The demand for small-lot single-family and apartment options is projected to increase over the next decade, while the demand for large-lot single-family residential is likely to decline. Because there are already enough total housing units in the City, the best way to accommodate shifting preferences is likely to be by modifying policy to allow for more flexible use of existing buildings and properties.

Key Trends and Changes

Like many other built-out cities in the Detroit area, Grosse Pointe faces a key challenge: limited land. The City does not own many developable parcels, and there is little privately owned land available that is not residential or already built. This means that most development occurs either through additions to existing buildings or in the rare event of demolitions.

The land uses along the borders of the City have stayed relatively constant over the last decade, with the exception of the relocation of the Public Safety building to Mack Avenue in 2021. Additionally, Beaumont Hospital acquired a portion of a city block near its campus at Cadieux and East Jefferson, which it then redeveloped with a parking deck and medical office building. Otherwise, land use patterns have remained stable since the last Master Plan.

To create a comprehensive Plan, it is important to recognize regional and national land use trends, not just the land use changes within the City. Larger trends are likely to impact the future of land use in Grosse Pointe, and the following sections highlight some of the key trends playing out across Michigan as of 2022.

Mixing Land Uses

Mixed land uses (or “mixed uses”) are pieces of property that have multiple activities from different land use categories, such as commercial, residential, or public. Examples include downtown buildings with retail on the first floor and apartments on the second, office buildings that have a café inside for workers, or recreation centers that provide rentable co-working office spaces. Mixed uses allow residents to obtain the things they need closer to where they live, thus reducing commuting time and increasing time for leisure and social activities. Many communities across the state are easing restrictions to allow for more mixing.

Offering a variety of housing types ensures that everyone in the community has access to a quality neighborhood. Creating new housing types, especially as part of mixed-use developments that include and/or are proximate to amenities, will facilitate resident retention at later stages in life.

In Grosse Pointe, The Village has some mixed-use buildings, but they are uncommon. Mixed uses were specifically recommended and adopted in 2021 as part of the Mack Avenue Improvement Plan, which (as mentioned in Chapter 3) is a shared vision for Mack Avenue in Grosse Pointe, Grosse Pointe Park, Grosse Pointe Farms, and Detroit. The plan identified several high-level actions, including zoning updates, that have since been realized:

- Updating zoning to permit higher-density, mixed-use development and a wide range of commercial uses
- Adopting a corridor-wide form-based overlay zone
- Modernizing parking standards



Adaptive Reuse

Adaptive reuse refers to a specific variety of redevelopment that makes use of existing buildings for the purposes of contemporary living. The adaptive reuse process involves the renovation of an existing—often historic—building, and the change of that building's use. For example, vacant office buildings have been adapted into residential buildings, industrial warehouses into co-working spaces, and more. Many older cities in the Detroit area are taking advantage of decommissioned school buildings and converting them into apartments, which can be key for providing housing where land is limited. Adaptive reuse is also a tactic used to retain community character by encouraging developers to keep landmark buildings.

Easing Parking Requirements and Sharing Parking

Many cities across the United States have recently turned a critical eye to the amount of parking that they require be built with new developments. Many municipalities have minimum parking requirements that reflect parking needs during the peak of auto ownership in the mid-20th century but are now outdated and do not reflect modern transportation needs. Additionally, developers are keen to reduce the cost of new construction, of which parking is a large component.

Many U.S. cities have either made minimum parking requirements more flexible or eliminated them completely. Grosse Pointe has already eliminated off-street parking requirements in The Village, choosing instead to provide public parking. Overall, this change reflects the growing trend away from parking minimums toward parking maximums, which encourage more efficient development that meets the needs of people walking, biking, or taking transit, as well as people using their own cars. Additionally, parking adjustments can free up land by allowing existing businesses to sell off the unused portions of their parking lots for redevelopment, increasing the overall supply of land in constrained communities.

Housing

Grosse Pointe has a large proportion of single-family homes. Because consumer preference is trending toward a greater variety of housing options, it is essential to consider housing trends so Grosse Pointe can attract and retain talent and maintain a demographic balance, where people of all ages can stay in and enjoy the community.

“Missing Middle” and Balanced Housing

“Missing middle housing” is a term that refers to housing types for which there may be a demand but that do not currently exist in a community, usually because they are not provided for in the Zoning Ordinance and/or Master Plan. Common missing middle housing types in older Michigan communities include triplexes, fourplexes, cottage courts, and second-floor apartments above commercial businesses. These types of housing are generally compatible with the character of existing single-family residential neighborhoods and can support walkability, locally serving retail, and improved access to public transportation options. They can also provide a range of affordability to address the gap between the cost of available housing stock and the prices people can afford. As such, many municipalities are filling in the missing middle portions of their zoning codes by creating new residential or mixed-use zoning districts that provide for one or more of these types. Today, multifamily housing is provided throughout Grosse Pointe in the form of duplexes, townhomes, and a select few apartment buildings. Other potentially desirable housing types are still missing from the mix.

Accessory Dwelling Units

Accessory dwelling units (ADUs) are housing units that are constructed on the same parcel as an existing primary residence, such as a single-family home. Growing demand for affordable housing combined with limited land has led to changing attitudes about the development of ADUs. Some municipalities have found that ADUs are an inexpensive, easy way to increase the number of housing options while also meeting the needs of seniors, empty nesters, and young working professionals, many of whom are priced out of traditional homeownership. They also provide rental income for homeowners.

In Grosse Pointe, an opportunity exists to realize the benefits of ADUs in a contextually sensitive way by using existing carriage houses. Grosse Pointe’s estate carriage houses were typically built for the purpose of providing accessory dwelling areas. Permitting them to be used as contemporary ADUs will help diversify housing opportunities in Grosse Pointe.





Short-Term Rentals and B&Bs

Short-Term Rental (STR). An STR typically refers to a house, apartment, or other type of housing unit that is rented for 30 consecutive days or less by someone other than the permanent resident or owner. Across the United States, online STR services have grown significantly in the last decade, and municipal regulations of STRs are changing rapidly. Many municipalities are working on creative ways to manage STRs outside of zoning, such as creating a short-term rental registry and broadening local nuisance ordinances.

Grosse Pointe's policy is that short-term rentals are incompatible with the character of existing neighborhoods and are not an appropriate land use for the City's neighborhoods.

Bed-and-Breakfast (B&B). B&Bs are a state-regulated use, allowing the rental of sleeping rooms in an owner-occupied single-family home along with some sort of included meal service. B&Bs must meet certain state safety regulations and potential county health department regulations depending on the number of guests being served food. Traditional B&B establishments are a type of short-term rental, but they differ in the services offered and by their owner-occupied nature.

In Grosse Pointe, B&Bs present an excellent opportunity to preserve the architectural character of Estate Residential and Low Density Residential districts, if they are allowed with appropriate regulations to minimize negative impacts.

Age-in-Place Housing

Providing appropriate senior housing options that are safe, attractive, and stimulating is increasingly important as the general population ages. As of 2022, Michigan has more than 2 million adults over age 60, accounting for nearly 25% of the state's population. As people live longer on average, residents 85 and older remain the fastest-growing age group. As such, many municipalities across the state are launching initiatives to find ways for residents to comfortably age in place, either by modifying their existing homes to be accessible or by providing more housing options, such as apartments, duplexes, and assisted living facilities. Grosse Pointe is unique in that it is both aging and growing, which makes planning for aging-in-place even more important.

Housing Character

Like many older communities in Michigan, Grosse Pointe has seen a small number of tear-down-and-rebuilds on residential lots in recent years. Although this trend has not yet taken off in Grosse Pointe, other cities are reckoning with how to control new homes that do not fit in with the design of the existing homes in the community. Some places are adopting design restrictions that specify the style, materials, and level of detail that must be used for newly constructed homes, while others are incorporating zoning language that says homes "shall be designed in harmony with the surrounding neighborhood."

Work From Home

As a result of the COVID-19 pandemic, more people are working from home than ever. This means that the demand for larger homes to accommodate multiple uses will likely remain high. This will likely be accompanied by demand for more co-working and flexible retail space within the City to offer remote workers alternative locations to touch down and work if needed. Grosse Pointe's housing stock is well-suited to meet the demand for larger homes, and the provision of co-working and community spaces should be considered for new multifamily and mixed-use developments.

Grosse Pointe, as a walkable community with neighborhoods that are bolstered by retail and restaurant amenities, is well positioned to support hybrid and remote workers.

Future Land Use

The plan for future land use is focused on ensuring that redevelopment occurs in a manner that preserves and enhances the existing character of Grosse Pointe's neighborhoods, in both the residential and commercial areas. Informed by the Key Trends and Changes identified earlier in this chapter and the Community Goals, Map 4: Future Land Use visually represents the City's vision for the future. The map:

- Is used to evaluate development proposals to ensure they do not disrupt the community's vision.
- Is the basis for amendments to the Zoning Ordinance, which dictates the exact legal requirements for development across the City.



The Plan envisions the creation of more mixed-use developments in commercial corridors, the preservation and enhancement of neighborhood residential character, the potential reconfiguration of parking, increased housing diversity to support residents at all stages of life, and increased density in The Village.

Future Land Use Category Descriptions

Estate Residential

The Estate Residential district encompasses the City's large-lot estates, with typical lot widths of over 150 feet. Streets such as Lakeland and Washington are lined with many of these historic homes. The intent of this district is to encourage reinvestment in these lots rather than allowing them to be divided. Many of the homes in the estate district are located on several platted lots. When under the same ownership, these lots will be considered one single building lot. Special zoning provisions regarding the maintenance of accessory structures, building height, lot coverage, and setbacks have been developed to reflect the unique characteristics of the homes in this district.

Low Density Residential













Lots in the Low Density residential district occupy the majority of the area between Kercheval and Lake St. Clair. As in the estate district, many low-density residential homes are located on multiple platted lots, with typical combined lot widths of between 100 and 150 feet. This district is characterized by larger homes and larger open spaces between the homes. The intent of this district is to maintain the traditional, single-family neighborhood character along the lakeshore and into the city center while buffering the lakeshore from more intensive uses.

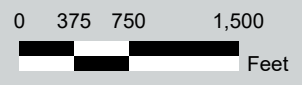
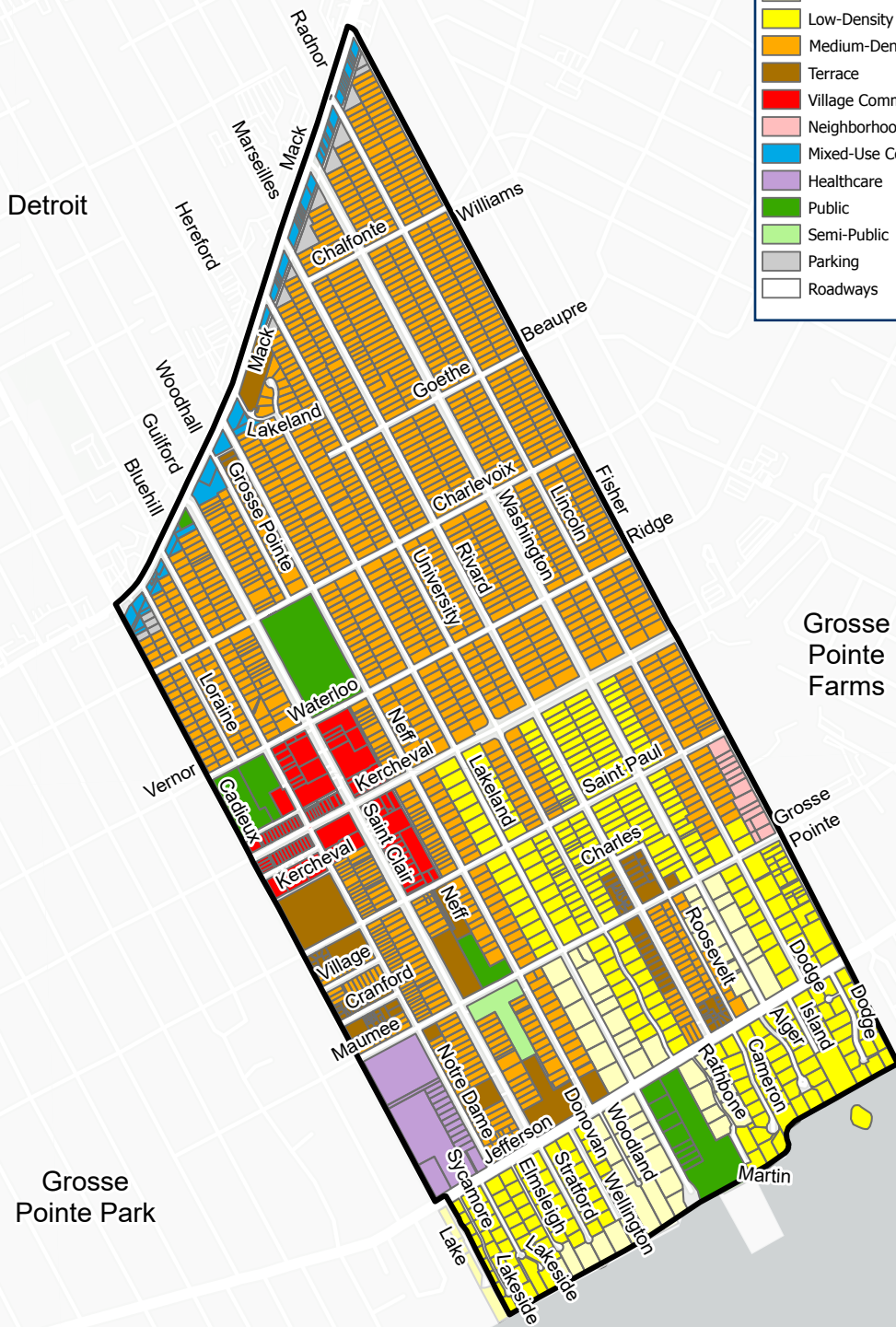
Medium Density Residential

The medium-density residential district contains a range of home and lot sizes, with typical lot widths of 50 feet. Some lots are smaller, found in areas along Notre Dame and St. Clair, and are considered legally nonconforming. Because of this, homes on these lots can be difficult to rebuild and have not seen similar levels of reinvestment as other parts of the City. Special zoning provisions have been created to allow these homes to be improved and maintained. Historically, dwellings in this district were visually similar to their detached, single-family neighbors. Today, newly constructed units more closely resemble townhomes.

Map 4. Future Land Use

Legend

	Estate Residential
	Low-Density Residential
	Medium-Density Residential
	Terrace
	Village Commercial
	Neighborhood Commercial
	Mixed-Use Commercial
	Healthcare
	Public
	Semi-Public
	Parking
	Roadways





The intent of the medium-density residential district is to maintain this diversity and uphold the City’s commitment to providing a range of housing types for a range of homeowners. Smaller homes and lots are often preferred by seniors, empty nesters, and single adults because they are easier to maintain and they provide opportunities for independence and homeownership. This allows residents to adapt to lifestyle changes more easily within their city.

Terrace Residential

The terrace residential district is interspersed throughout the City, adding to neighborhood housing diversity and improving density near commercial centers. The architectural character of most of the City’s terrace units—composed largely of townhomes, attached condos, and other multifamily structures—is of an exceptional quality. This district and future zoning provisions are intended to preserve and enhance the character of these buildings, promote high-quality density, and maintain the varied housing types offered to current and future residents.



Transition

Locations at the periphery of The Village are designated as transition areas, reflecting the transition from the higher intensity mixed-use core of The Village to the residential uses that surround it. Uses in this designation should promote the development of a pedestrian-oriented and accessible, mixed-use district in which a variety of retail, commercial, office, service, civic, and residential uses are permitted.

Public

The public land use designation is intended to accommodate those public facilities and services that Grosse Pointe residents depend on. These uses include City Hall, Public Safety, Public Services, Municipal Court/City Council Chambers, and public parks. The need for these facilities is addressed in Chapter 8: Public Services, Facilities, and Infrastructure; however, their location is a critical land use issue because of the potential impact the facilities may have on surrounding uses.



Semi-Public

Semi-public uses include the Neighborhood Club, the Unitarian Church, and Maire Elementary School. These uses are critical institutions within the community. Any expansion or modification of these facilities should be monitored closely to ensure any traffic challenges are mitigated. The Neighborhood Club’s recent expansion represents a significant asset to The Village.

Parking

For The Village, the City has invested in the development of a parking model based on the effective demand generated by existing and proposed uses. Most of the existing development in The Village is parking exempt, meaning the current parking supply is sufficient to accommodate existing uses. However, as the future land use plan for The Village is gradually realized through redevelopment, new development will be required to provide additional parking through a variety of methods, including payment-in-lieu-of parking or specific development agreements with the City.

The intensity of future development in The Village could support the construction of parking decks. As a result, the parking issue in The Village is not only how much parking, but also how to provide it economically and equitably. Parking decks in The Village should be located at the center of the district to provide easy access without compromising the development potential of this area.

Parking within all of the business districts may be public or private, and should be common or shared parking to maximize the efficiency of a significant investment.

Healthcare

The Beaumont Hospital property on the block bordered by Maumee, Cadieux, Jefferson, and Notre Dame has been designated as the City's only healthcare district. The property contains the main hospital and the newly redeveloped parking deck and two-story medical office building. Healthcare uses of less than 10,000 square feet, including medical offices, may be located in any of the City's other business districts. Facilities that are over 10,000 square feet are subject to more rigorous review due to the potential impact they may have.

The intent of this district is to limit permitted uses to those directly serving the healthcare facilities while preserving the surrounding neighborhood and commercial districts.



- Healthcare District
- Surface Park
- Parking Deck
- Hospital Facilities
- Landscape Buffer



Mixed-Use Commercial

The intent of the mixed-use commercial district is to support local and regional administrative, professional, or clerical services, as well as select skilled trades. Unlike those in the neighborhood and Village commercial districts, businesses in the mixed-use commercial district tend to support a larger geographical range of customers and are strategically situated on main thoroughfares (as with Mack Avenue, described below). The uses found in this district are important to the overall economic vitality and diversity of the City while also buffering residential areas from intensive uses or traffic. As previously mentioned, all mixed-use commercial uses can be found along Mack Avenue.

Mack Avenue Corridor

While not an official future land use designation, the Mack Avenue Corridor is a distinct business district. Responding to requests from property owners and merchants, the City has expanded the range of uses allowed on Mack Avenue. The Mack Avenue Improvement Plan specifies that residential uses should be allowed by right above compatible uses on Mack Avenue, and this recommendation has been incorporated into Grosse Pointe's Zoning Ordinance. This policy change will facilitate an increase in both retail traffic and housing diversity to accommodate the needs of all residents.

Mack Avenue Corridor businesses should also be encouraged to participate in programs intended to promote mixed uses and improve the overall image of the corridor. Special assessment districts may be established to help pay for streetscape improvements (street trees, lighting, benches, and signage) and the development of off-street parking lots.

Businesses should be encouraged to maintain the existing orientation toward Mack Avenue and the on-street parking. Any off-street parking will be required to be located behind the buildings.

The size of future redevelopment will likely be limited by the availability of parking. As such, creative parking approaches such as rear, first-story parking garages should be encouraged for future infill development.

Neighborhood Commercial

The intent of the neighborhood commercial district is to preserve convenient retail environments for surrounding neighborhoods. The land designated as neighborhood commercial is concentrated on Fisher Road between Kercheval and Maumee. Businesses in this district tend to serve local customers and visually reflect surrounding single-family homes.

Fisher Road Business District

Similar to the Mack Avenue Corridor, the Fisher Road Business District is not a separate land use type, but a conglomerate of unique commercial uses. This one-block commercial area located on Fisher between Maumee and St. Paul consists of a mix of office (50%), retail (20%), and service (30%) uses. As with the Mack Avenue Corridor, parking is one of the limiting factors for the Fisher Road Business District.

The district's location across Fisher Road from Grosse Pointe South High School is both a blessing and a curse for businesses. During the school year, parking spaces are in high demand; however, students also patronize some of the businesses. When school is not in session, there is no shortage of available parking.

Because of this ebb and flow, it is anticipated that the uses in this area will continue to be a mix of small-scale office, retail, and service.

The development pattern in this area is much more eclectic than on Mack Avenue or in The Village. There are old and new one- and two-story buildings with parking in front, there are businesses operating in converted residential buildings, and there are buildings built out to the sidewalk with parking, if any, located behind the buildings.

Designated off-street parking should be required for office uses where employees will occupy spaces for the full business day. Infill development should be encouraged to be built out to the sidewalk to reinforce the pedestrian nature of this district.

Fisher Road businesses should be encouraged to pool their collective resources in terms of promoting and managing the district, providing shared parking facilities, attracting compatible businesses, and improving the physical characteristics of the district by adding street trees, benches, signage, and other customer amenities.





The Village Commercial

The intent of The Village commercial district, which is concentrated along the corridors of Kercheval and St. Clair, is to promote more intensive business development to better serve residents and nearby neighborhoods. This district supports a variety of services—from regional grocery chains and boutique shops to a range of convenience services—and is seen as a hub for retail and pedestrian activity. The Village has several unique characteristics that offer opportunities to enhance this valuable community asset.

Density

Much of the success of The Village can be attributed to its compact size—approximately three blocks wide and one-half block deep. This ensures that parking and complementary uses are within easy walking distance. This density has given rise to the office spaces on Notre Dame, the commercial uses on St. Clair, and a concentration of terrace residential uses. Current zoning supports taller buildings than currently exist and increased density in the area; however, the predominant building height is 1-2 stories. Promoting and incentivizing building “up” will encourage effective use of this valuable space.

Mixed Uses

The Village Transformation Strategy emphasizes an expanded mix of compatible uses: retail, office, service, civic, and residential. Beyond the potential redevelopment sites cited in Chapter 6: Economic Development, the future land use of The Village is not expected to change dramatically; however, to encourage a variety of development options, several residential and parking districts within The Village have been updated to transition districts. Kercheval will continue to be the retail core of The Village, with the greatest concentration of development occurring between St. Clair and Notre Dame. Here, the ground floor is reserved for retail uses, while a mix of uses are allowed on upper floors.

Frontage

An important consideration for The Village is the relationship between the more intensive commercial districts and the less intensive residential districts. Toward the edges of The Village, one- and two-story civic and commercial uses as well as parking serve as secondary, transitional uses. In addition to the uses themselves, Map 5: Village Regulating Plan delineates various frontage types. A 100% build-to line represents active building frontage at the lot line with little to no setback (with the exception of façade variations to allow for pedestrian entrances). The 50% build-to line is intended to continue the character of active, zero-setback building frontage but also allow for openings for vehicular parking access. Shallow setbacks are recommended away from the Kercheval frontage, encouraging development of a more residential scale and allowing for shallow, landscaped front yards proximate to the adjacent residential districts.

Public Space Improvements

To promote a pedestrian-friendly environment for The Village and support the overall vision of The Village Transformation Strategy, the City has invested significant resources in decorative paving, street trees, lighting, and benches. The Village Transformation Strategy encourages new developments to use the National Main Street Model for façade design, which includes the use of expansive display windows, traditional proportions, and details on windows and cornices. Much of the access to the stores in The Village will be from the rear where parking is available. Rear façades should be as inviting for pedestrians as front façades.

There also exist possibilities for a variety of public space improvements to enhance the vitality of The Village experience. Improvement opportunities include activated alleys (especially along Kercheval Place), increased outdoor dining, and parklets or other permanent or temporarily enhanced public space improvements. The City will determine how to place these improvements strategically in order to enhance the pedestrian experience while marketing The Village to visitors and future developers alike. Activated alleys, outdoor dining fronting the street, streetscape improvements, and shared-use paths can further these goals and impart a more vibrant commercial environment in the process.

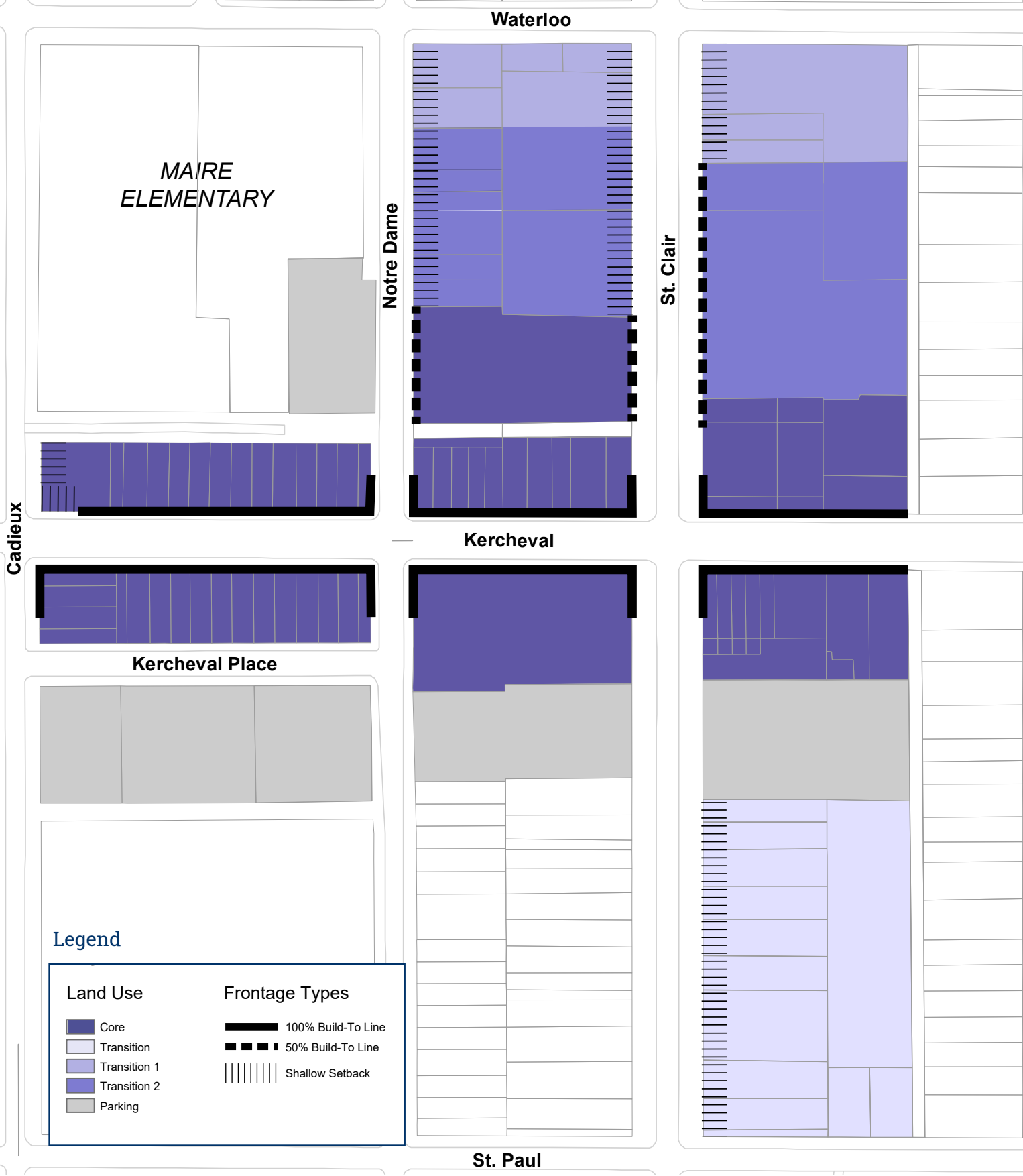
Identity

In addition to public space improvements, The Village Transformation Strategy calls for the development of a brand identity for The Village that is welcoming and connected. The City is committed to boosting its brand through downtown events, cohesive signage, and a public Wi-Fi connection. Innovative technologies like digital kiosks can increase brand awareness while giving pedestrians important information and connecting them to City events and services.

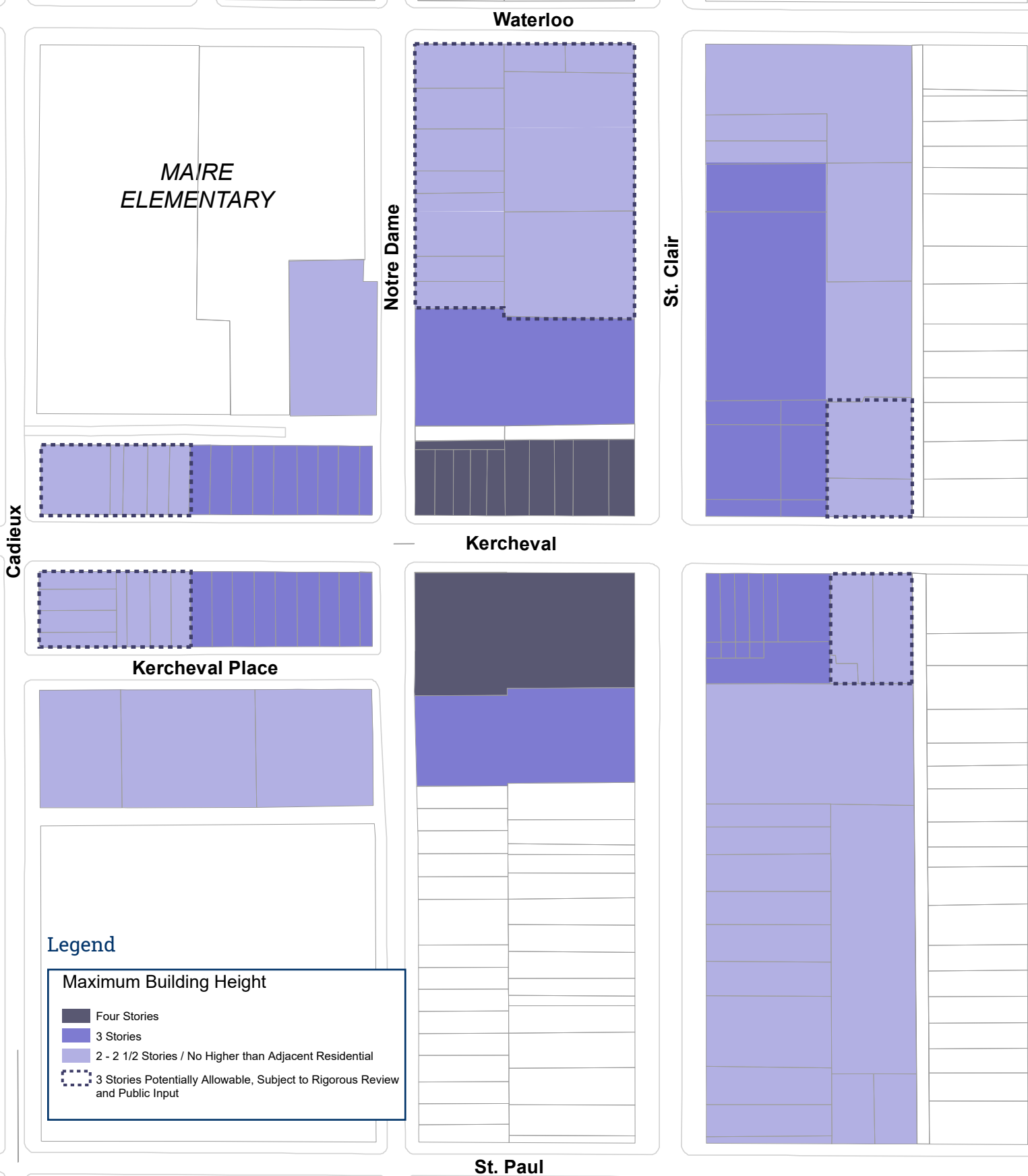
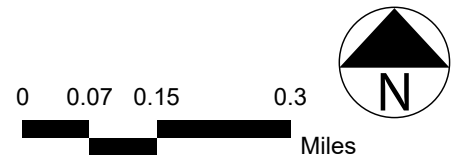
The City has adopted design guidelines for and is actively incorporating those guidelines into all commercial districts. These guidelines are designed to reflect and maintain each commercial district's unique character.



Map 5. Village Regulating Plan



Map 6. Village Regulating Plan: Building Height



Legend

Maximum Building Height

- Four Stories
- 3 Stories
- 2 - 2 1/2 Stories / No Higher than Adjacent Residential
- 3 Stories Potentially Allowable, Subject to Rigorous Review and Public Input

Guiding Principles for a Thriving Downtown

Promote a Diversity of Use

The Village currently has diversity of retail uses ranging from restaurants to daily-needs shopping, including a grocery store and pharmacy. This mix needs to be reinforced in all areas to include offices, retail, housing, culture, entertainment and recreation, public spaces, and special events.

Emphasize Compactness

The Village should continue to be walkable, and new uses, including parking areas and plazas, should support the pedestrian environment. Redevelopment should focus on densifying The Village and making it more accessible for a larger number of residents.

Encourage Intensity

Development, including traffic and parking, as well as land use densities, should be designed to ensure that the continuity is not disrupted by the intrusion of “dead,” vacant spaces. Infill development, incubator spaces, and co-working spaces can ensure continuity in the face of uncertainty.

Maintain Balance

The Village should maintain a balance of activities that result in a vitality that attracts businesses and residents to the Central Business District. Care will be taken to balance the following:



day
night



weekday
weekend



office
retail



concentration
overconcentration



high activity
congestion



auto
pedestrian

Ensure Accessibility

The Village should be accessible by a range of users through a variety of modes of transportation. Clear vehicular patterns, well-maintained walks, short-term shopper parking, and designated biking facilities can help achieve accessibility.

Maintain Functional Links

Pedestrian walks and routes between activity centers must be convenient, direct, and attractive. Alleys, side streets, and parking lots should be maintained and enhanced to promote safe, active use.

The Village Transformation Strategy

Vision Statement: “The Village Downtown Grosse Pointe is a lively, vibrant destination of visually appealing and historic storefronts and streetscapes, welcoming everyone into its community of art-filled public spaces; creative, locally owned enterprises; and respected national chains—all intentionally connected through the innovative use of 21st century technologies.”

The below goals, measures of success, and projects/activities were developed by Main Street Grosse Pointe DDA for The Village Transformation Strategy, known formally as the **Experience-Based Retail Economy Transformation Strategy Development Plan**. The Master Plan recommendations for The Village are designed to ensure that the physical environment of The Village enables this transformation.

Overarching Goals	Measures of Success	Possible Projects/Activities
Create a visually appealing and vibrant physical environment that honors the district’s history and embraces 21st century technology.	<ul style="list-style-type: none"> a. Tangible improvements in the built environment—façades, rear entrances, breezeways b. Clean, well-maintained streets and sidewalks c. New and enforced design standards for operating and vacant storefronts d. Increase in attractive, welcoming, and consistent wayfinding signage e. Accessible, inviting, and active plaza spaces 	<ul style="list-style-type: none"> » Enhance wayfinding signage » Develop and promote design standards » Promote incentives for façade improvements and/or building rehab » Connect the plazas and activate space » Install seasonal banners » Fix chimes on the clock » Upgrade sidewalks » Install public art » Add music to outdoor spaces » Improve Wi-Fi performance and availability
Expand the mix of businesses and activities to create desired experiences that appeal to people of all ages in and beyond the Pointes.	<ul style="list-style-type: none"> a. Intentional and desirable mix of businesses b. Increase in participation in The Village c. Downtown Grosse Pointe activities d. Increase in foot traffic and gross sales receipts e. Demonstrated uptick in social media engagement 	<ul style="list-style-type: none"> » Conduct surveys following The Village events to evaluate participation and business impact » Define business metrics; collect and share data » Apply for Ready to Recruit service through Michigan Main Street » Plan and/or promote family-friendly activities
Develop a cohesive identity for the district to reflect a welcoming and connected community.	<ul style="list-style-type: none"> a. Awareness of The Village as a recognized and respected brand b. Increase in recreational and commercial activity c. Increase in availability and use of 21st century connectivity technologies 	<ul style="list-style-type: none"> » Conduct a baseline customer and community perception survey » Apply for Brand Development services through Michigan Main Street » Plan and/or promote family-friendly activities » Improve Wi-Fi performance and availability

Goals and Objectives: Land Use

Grosse Pointe's future land use policies will maintain a highly livable community for residents at all stages of life.

01 | *Maintain the design and character of the housing in Grosse Pointe.*

- Objective 1a Explore the adoption of residential design standards that set requirements for the style, quality of materials and level of detail that must be incorporated into new homes.
- Objective 1b Revise the Zoning Ordinance to create a clear policy for residential garages that is responsive to the width of the lot, encouraging the desired side-garage layout and providing alternatives for uniquely narrow lots.
- Objective 1c Revise the Zoning Ordinance to prohibit short-term rentals of less than 30 days in all residential districts unless in a registered hotel or bed-and-breakfast establishment.
- Objective 1d Investigate creating basic, pre-approved lot layouts that use traditional residential design, are appropriate for the average City lot, and are freely available to homebuilders.
- Objective 1e Implement an administrative site plan review process for new residential construction.
- Objective 1f Encourage and facilitate historic preservation.
- Objective 1g Explore allowing bed-and-breakfast home occupations in Estate Residential areas, with appropriate regulations to minimize negative impacts and to preserve the architectural character of these areas.

02 | *Provide for a greater variety of housing options to meet the changing needs and preferences of the population.*

- Objective 2a Revise the Zoning Ordinance to permit accessory dwelling units by right in Estate and Low-Density residential districts within structures already supporting the use and where sufficient off-street parking is provided.

06

Economic Development





This Master Plan lays out a strategy for localized economic development. Grosse Pointe retains a strong economic base, fueled by white-collar commuter-type jobs held by residents. This trend will continue as state- and countywide healthcare and professional industries grow and manufacturing industries shrink. Brick-and-mortar stores are faced with increasing pressures due to COVID-19 and residents' push for additional retail and entertainment options. Throughout the City's commercial districts, redevelopment opportunities exist that have the potential to boost the local economy while enhancing a vibrant and pedestrian-friendly environment.

Existing Conditions: Economy

Public participation data shows that economic health and stability are a top priority for Grosse Pointe residents as the City continues to change over time. As shown in Chapter 5: Land Use, the City of Grosse Pointe is a high-value housing area. This points to a strong tax base and a certain level of stability. In addition to valuable housing, the commercial centers of the City have historically high occupancy rates and see major private investments in buildings (for example, 17145 Kercheval) as well as public investments along Mack Avenue. The following sections detail the economic characteristics of the City and how they relate to the goals and objectives for economic development.

Employment

Data from the 2019 American Community Survey shows that 63% of the City's residents over the age of 16 were in the labor force. This labor force participation rate is slightly higher than that for Wayne County and the State of Michigan. Unsurprisingly, the unemployment rate in the City was 3%, which is much lower than the rate reported for the county and state.

Major Industries

The largest share of the City's labor force works in the education, healthcare, and social services sector (29%), followed by the professional, scientific, and management sector (15%) and manufacturing sector (14%). This translates to higher-than-average incomes as discussed on the following page. The current occupational patterns of the City's residents indicate that they are well situated to continue benefiting from Michigan's growing economy.

Talent Attraction and Retention

Grosse Pointe is largely a commuter town. According to U.S. Census data, of Grosse Pointe residents aged 29 and older who have jobs, only 4.2% work in the City; the rest commute elsewhere, with an average travel time of 25 minutes. Meanwhile, about 3,800 workers from outside of Grosse Pointe commute into the City for their primary jobs.

Attraction and retention of talented employees is a key challenge for businesses in Grosse Pointe. With most employment taking place beyond the City's borders, local businesses can focus on incentives that compete with regional markets, including competitive wages, intercity travel vouchers, or flexible schedules. Many local businesses are hiring part-time qualified workers who desire flexibility for childcare. This is an area of service the City can look toward expanding.



Income

With many of Grosse Pointe's residents in management, professional, and healthcare occupations, relatively high incomes are expected. In 2019, the median household income in the City was \$106,932, which is 126% higher than that for the county and 87% higher than that for the state. Income positively correlates with the poverty rate, which is only 2% in Grosse Pointe, compared with 17% and 10% in the county and state, respectively.

Core Economic Locations

The City of Grosse Pointe has three distinct business districts that provide a range of nonresidential uses. Each district has a different mix of retail, office, and service uses, and each has a different physical character.

One of the major issues facing the business community is the continued vitality of the City's commercial districts. Grosse Pointe has a strong retail base, especially in The Village. Other advantages that the City has are an affluent, upscale trade area; an even more affluent customer base for The Village; and a substantial daytime population, which has increased in recent years as more people work from home due to the impacts of the pandemic.

In the last several years, The Village has seen the addition or expansion of several national retailers. However, the challenge continues to be to attract high-quality and economically viable uses that contribute positively to the vitality of The Village. Opportunity exists to expand and enhance the variety of retail and entertainment establishments. Residential condominiums, independent senior housing, and co-working and flexible retail spaces are other ingredients in a vibrant commercial district. At a minimum, attraction efforts should include a focus on a wider range of retail options.



Key Trends and Changes

Local and Regional Market Trends

Markets inevitably change over time—the state and the entire Midwest continue to adapt to the massive shifts seen in the industrial and manufacturing sectors over the last several decades and can be expected to do so well into the future. As more jobs shift toward intellectual services, similar trends can be expected to crop up in the region around Grosse Pointe. As mentioned earlier in this chapter, most Grosse Pointe residents commute out of the City for work. Where might they be commuting 10 or 20 years in the future?

Wayne County

With the average commute time of Grosse Pointers being roughly 25 minutes, most of the jobs are held in Wayne County. In the future, the county can expect to see far more professional, technical, and healthcare jobs and far fewer manufacturing jobs. From 2015 to 2045, the share of professional, technical, and corporate jobs is estimated to rise 21.2%. A similar increase—20.4%—is seen in healthcare jobs. Manufacturing, however, will plummet nearly 30% in the same time frame, setting the county up for a major market shift.

Southeast Michigan

On a regional scale, the counties of Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne support millions of jobs. Cities that host these jobs will increasingly vie for Grosse Pointe's talent and, ultimately, compete with the housing the City offers. The market shifts seen in Wayne County are amplified regionally, with professional, technical, and corporate jobs jumping 29.2% and healthcare jobs rising 28.4%; manufacturing will decrease in the region by about 27%.

As these markets make significant shifts in the coming decades, pressure will be on local municipalities to ensure they are receiving their share of young professionals and families. Grosse Pointe is well positioned to face this challenge with its proximity to the three metro regions of Detroit-Warren-Dearborn, Flint, and Ann Arbor. The City offers excellent neighborhoods, public services, and education along with a lively downtown, active commercial districts, and a stable local government with minimal debt.



Projected shifts in the Wayne County job market through 2045 will continue to have a significant impact on Grosse Pointe employment opportunities.

+21.2%
Professional

+20.4%
Healthcare

-29.5%
Manufacturing



Impact of the COVID-19 Pandemic

When the pandemic began in early 2020, Grosse Pointe, along with the rest of the country, constricted. Businesses had limited hours, and the population as a whole became isolated from their local economies. Work and school from home became the “new normal” for many of the City’s residents, and online shopping accelerated rapidly. As the world gradually moves past the pandemic, Grosse Pointe, too, will need to evolve.

Decline in Office Space Needs

As traditional brick-and-mortar stores continue to adapt to an online-heavy retail market and white-collar jobs continue to have work-from-home flexibility, the need for physical office space will continue to decrease. To address this mismatch in retail space, the City can amend its Zoning Ordinance to allow more residential and innovative mixed uses within its commercial corridors. Co-working spaces combined with retail or other services, such as a business meeting space and a coffee shop, can revitalize underutilized space. Incubators for small-scale or start-up businesses also could help attract a larger variety of workers and businesses.



The “Great Resignation”

The nation is in the middle of a major employment shift, with a record number of people quitting their jobs in 2021. Many frontline workers (healthcare professionals, teachers, retail, and service industry workers), strained from the pandemic, are looking for new careers. While Grosse Pointe has maintained steady employment numbers through the pandemic, the ripple effects from this phenomenon can be felt locally. As businesses look forward, talent attraction and retention will be critical.

Outdoor Retail and Social Districts

Many cities implemented “healthy streets” or “social districts” in order to expand outdoor retail use while allowing people to maintain safe distances. A city may close down a portion of a street or temporarily barricade a group of businesses together to form a social district. Many of these measures have proved to have staying power after the pandemic. As Grosse Pointe looks to expand its retail and entertainment sector, seasonal, temporary, or experimental policies may be explored to gauge community interest.

Potential Change Areas / Opportunity Sites

Grosse Pointe has very little vacant land available and remains relatively stable with regard to new development. However, there are key sites that, due to current underutilization, their location, or other factors, may become subject to development pressure in the future. If and when this happens, it is prudent to think strategically about the desired future character of these areas and how their redevelopment may most positively influence the rest of the community. The City has identified several of these sites through the Master Plan Process.



1. Mack Avenue Corridor: Staples and Other Sites
2. Kercheval Ave. Village Center
3. 16820 Kercheval Ave.: Corner of Kercheval and Cadieux
4. 16825-35 Kercheval Ave.
5. 700 St. Clair: Parking Lot 3



Current condition of Staples site

1. Mack Avenue Corridor: Staples and Other Sites

Current Zoning: C-1 Local Business

Future Land Use: Mixed-Use Commercial

The Staples site at 17410 Mack Ave. is a 1.2-acre parcel with an existing big-box retail building. In addition to its prime location within the redeveloping Mack Avenue Corridor, the site provides sufficient acreage and depth to support a mixed-use development that would contribute to the future vitality of the corridor. Figure 6 and the illustrations on the facing page show the potential for a mixed-use redevelopment of four stories, including first-floor retail and upper-floor retail and office.

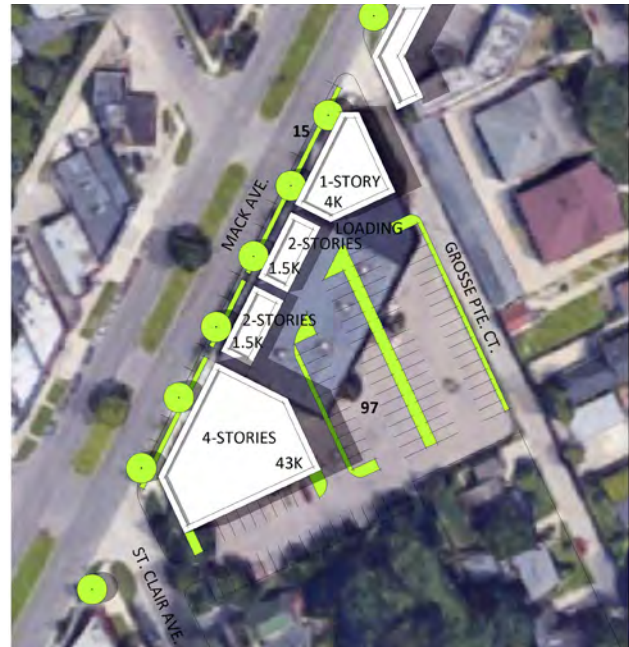
Though the Staples site is specifically illustrated here, several other sites on Mack Avenue could accommodate similar redevelopment. The area between University and Washington, in particular, contains several single-story buildings that could be more intensely developed to support greater density, commercial activity, and pedestrian activity along the corridor.

Figure 6. Conceptual Redevelopment on Mack Avenue



Alternative 1

PARKING REQUIRED	
PROPOSED USE	SPACES
RETAIL 18.5 K (3/1000)	56 SPACES
OFFICE 10 K (3/1000)	30 SPACES
RESIDENTIAL (20 UNITS)	30 SPACES
TOTAL	116
PARKING PROVIDED	
REAR LOT	104 SPACES
ON-STREET	13 SPACES
TTL	117



Alternative 2

PARKING REQUIRED	
PROPOSED USE	SPACES
RETAIL 18.5 K (3/1000)	56
OFFICE 10.5K (3/1000)	32
RESIDENTIAL (16 UNITS)	24
TOTAL	112
PARKING PROVIDED	
REAR LOT	97
ON-STREET	15
TOTAL	112



Potential Staples site redevelopment: Perspective looking southwest along Mack Avenue and Grosse Pointe Court



Potential Staples site redevelopment: Perspective looking southeast, fronting Mack Avenue



Current condition of The Village core

2. Kercheval Avenue—Village Center

Current Zoning: C-2 Central Business

Future Land Use: Village Commercial

Despite being zoned for up to four stories, the majority of buildings in the core of The Village are only one or two stories. In order to maintain and enhance The Village’s vitality and stature as a walkable destination, the City should promote higher-density redevelopment of the commercial core. Figure 7 and the illustrations on the facing page show an example of improving the façade and adding stories in the heart of The Village to accommodate residential units and more office space; photos of the current condition are also included on these pages. While these concepts reflect only a handful of properties, several more could be considered for redevelopment.

Figure 7. Conceptual Redevelopment in The Village



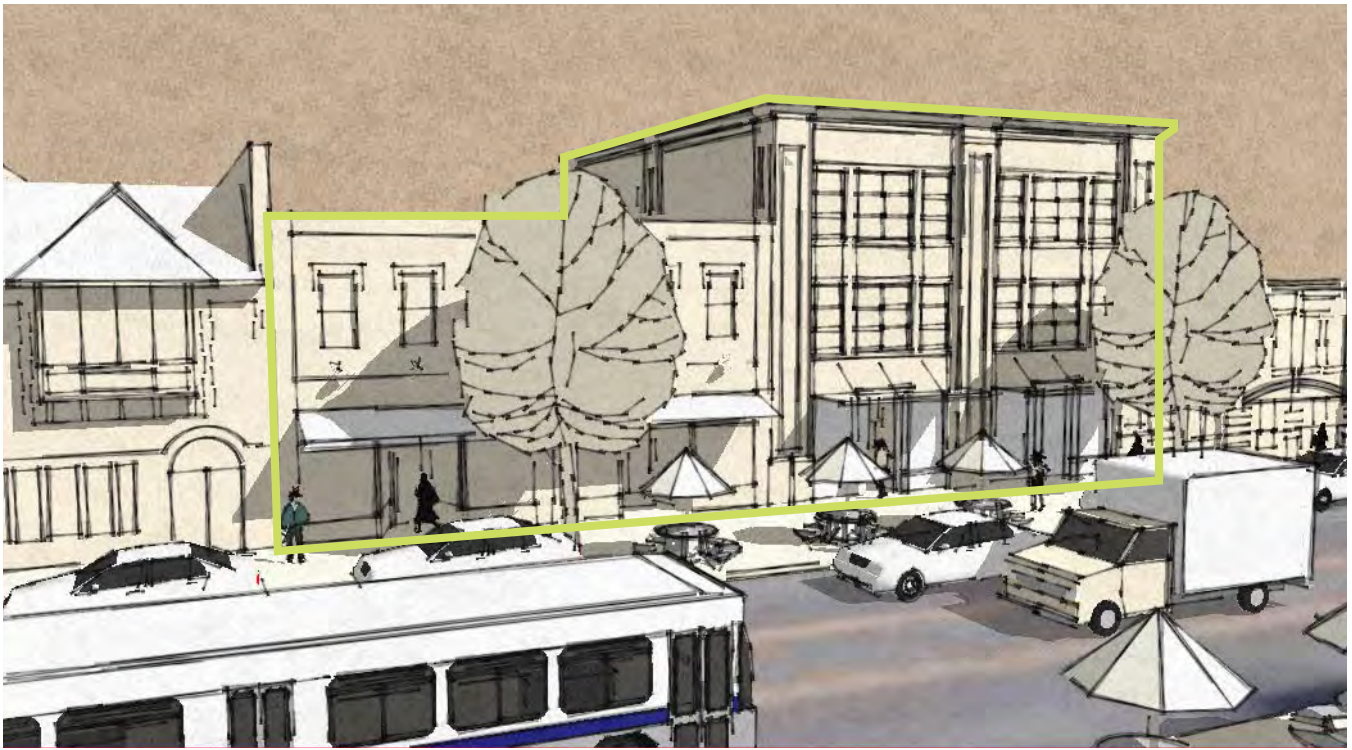
KERCHEVAL PLAN LAND USE SUMMARY

PROPOSED USE

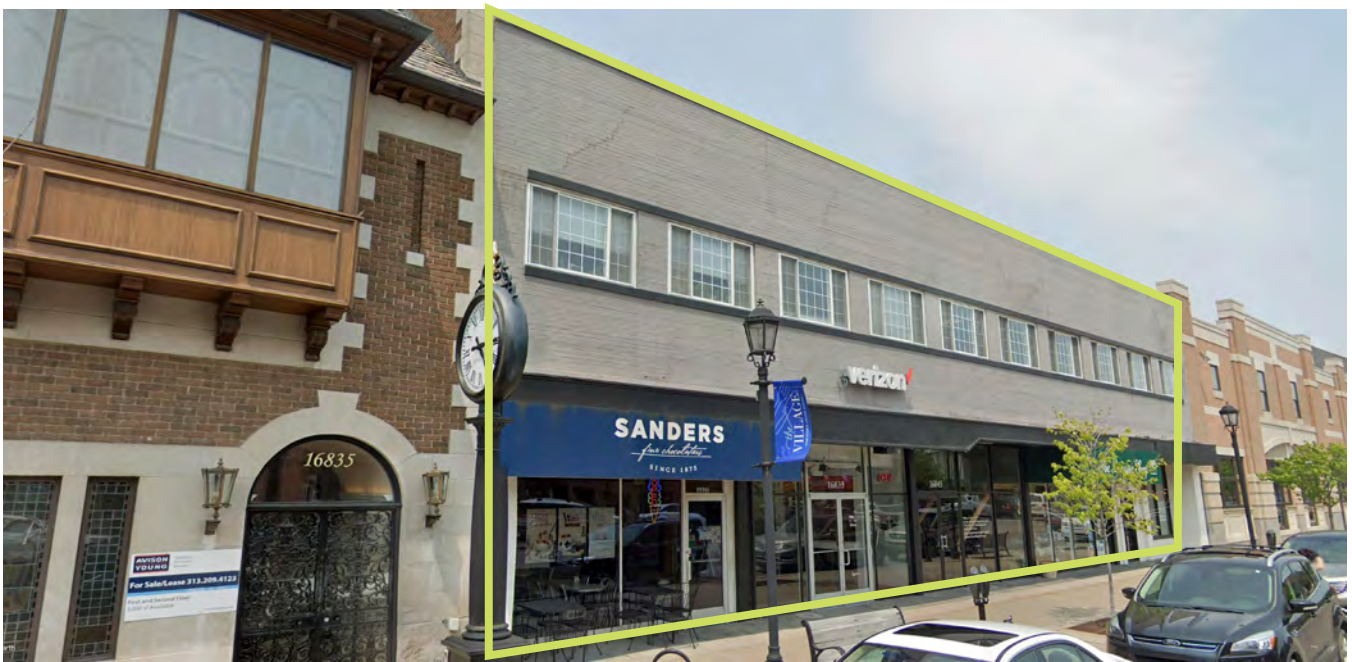
RETAIL	5K
OFFICE	8.8K

TOTAL	13.8K
-------	-------

RESIDENTIAL	4 UNITS @900 SQ.FT.
-------------	---------------------



In The Village, several sites on Kercheval could accommodate new leasable space and/or improved façades.



Current two-story buildings in The Village



Current condition of Kercheval and Cadieux

3. 16820 Kercheval Ave.—Corner of Kercheval and Cadieux

Current Zoning: C-2 Central Business

Future Land Use: Village Core

This site sits at the border of Grosse Pointe, acting as a gateway to the City. The site is 0.11 acres and could support a mix of retail and/or commercial uses. Additional ideas for redevelopment identified during the planning process include:

- Parklet.
- Public art installation, water fountain.
- Café with outdoor seating.



Current condition of 16825-16835 Kercheval

4. 16825-35 Kercheval Ave.

Current Zoning: C-2 Central Business

Future Land Use: Village Core

The vacant Merrill-Lynch office building and Tire Systems building next door are a combined 0.12-acre site. Additional floor area could be added to this site to by constructing additional floors to provide residential units over a future retail use.

5. 700 St. Clair—Parking Lot 3

Current Zoning: P-1, Parking and T-2, Transition 2

Future Land Use: Transition 2

Parking Lot 3 represents one of the best opportunities for additional commercial or mixed-use development (including associated parking) in The Village. Redevelopment options and temporary activations identified for this site during the planning process include:

- Hotel and accommodations.
- Food truck court and bar.
- Public art installation.



Current condition
of Parking Lot 3

An Informed Approach to Attracting Development

Economic development in Grosse Pointe is a collaborative effort between the City, the Main Street Grosse Pointe DDA, the Chamber of Commerce, and various stakeholders and community members to recruit developers and business to all of the business districts. This effort is predicated upon five key pillars of information that should be made available to future development partners.

Why?

Why Grosse Pointe? Grosse Pointe is a thriving community with a strong economic base—the exact kind of market developers seek. The City has long had a reputation for excellent public services, education, and village character, which will increasingly put pressure on housing and commercial markets. Housing diversity, density, and accessibility are key issues that have emerged from public engagement, demonstrating that this pressure is already being felt. The demand for greater retail and commercial options is also evident in resident feedback. Because the City has historically been an excellent place to start a family and with residents choosing to age in place, this demand will continue to grow. Finally, as discussed previously in this chapter, Grosse Pointe is known as a commuter town. Making Grosse Pointe more easily accessible for outside workers will make the City a more competitive place to do business. The City should look toward synthesizing the “Why” into an easily deliverable pitch to developers.

What?

What is the market? Using the “Why” synthesis, the City will begin to formulate visions and goals for different market segments. Developers may not have the time to fully understand the dynamics of the local market and unmet demand, but the City can help them see what makes Grosse Pointe special. Working with local stakeholders, the City can translate these goals into actionable development. Compelling information regarding the City’s increasing home prices, vacant and redevelopment-ready sites, and voids in the retail market can be worked into easy-to-digest fact sheets for future business and development partners. Understanding the “What” can allow the City to more easily define the “Who.”

Who?

Who will do the development? Once the necessary information is collected, analyzed, and summarized, individual developers will begin to make themselves known. These future partners should be invited to visit Grosse Pointe and learn about available sites and why they should consider the City for their next project. As a sort of “interview,” the meeting formats should be concise and enthusiastic, emphasizing success stories from other businesses and developments in the area. Doing so will signal to potential partners the reliability of the market. Basic market information to have on hand includes physical property information, price points, rental rates, traffic volumes, and nearby amenities and businesses. Providing this information will give the potential partner an accurate view of redevelopment while also presenting a professional and efficient image of the City.

Where?

Where is the development going to be located? In identifying priority redevelopment sites, the City has begun the process of maintaining a list of eligible properties. This list should be updated regularly and include any property that is not currently developed to its full potential. Incentives and subsidies can lower costs and minimize the risk for the developer and help the City guide where redevelopment takes place. Should the first phase of development be successful, the developer may undertake construction of additional units without any form of subsidy. The goal is to use tax increment financing (TIF) to attract developers by minimizing risk, leveraging private investment, and eventually eliminating the need for financial assistance.

How?

How is the development going to be funded? Some projects may need financial assistance to kick-start the development. The City may, at its own discretion, commit project-specific future TIF capture to private projects for a specified period. The goal is to provide funding to close the “gap” that prevents the project from becoming a reality due to financial feasibility. Many other incentives are also available to support “gap” funding.



Incentives

The following programs are a sampling of incentives available to both local communities and developers to assist with redevelopment projects.

- Business Development Program (MiBDP)
- Commercial Rehabilitation Abatement
- Community Revitalization Program (CRP)
- Brownfield
- Michigan Transportation Economic Development Fund
- Façade Improvement Program

Incentive Strategies

Strategies to make doing business easier in Grosse Pointe include:

- **One-Stop Shop.** The City has made substantial progress in following Michigan Economic Development Corporation (MEDC) recommendations to provide an easy-to-understand and transparent development process. This includes publishing all City applications, fee schedules, pre-application meeting information, and Planning Commission information online in addition to completing onboarding for processing applications.
- **Lower Costs.** For existing businesses in The Village, lowering costs for their expansion or relocation within The Village could incentivize growth.
- **Incubator Space.** For start-up entrepreneurs, real estate is a major hurdle that can make or break a business. This type of flex-space arrangement allows the City to capitalize on underutilized space while also supporting grassroots businesses in expanding their market.

Business Development and Retention

As the City looks toward growing its economy, new and existing businesses will benefit from regular calls and visits that engage the business community and provide a direct line to the City. These conversations can touch on growth plans, marketing strategies, employment trends, and obstacles or challenges to continued growth. The MEDC will remain a resource for the City of Grosse Pointe through a collaborative partnership.

Retention Metrics

1. Coordinate retention efforts with the Michigan Economic Development Corporation. When able, join MEDC for business retention visits.
2. Coordinate a biannual retention review with MEDC to get updates on retention efforts throughout the year and to learn about key themes arising from discussions with local base businesses.
3. Develop a tracking method to follow and assist companies through the expansion process.
4. Create a small business information and support kiosk at City Hall and/or in the Main Street Grosse Pointe DDA office with promotional material for support programs or agencies such as MEDC, MI Small Business Development Center, Mack Ave. Business Association, Procurement Technical Assistance Center, and lending institutions.
5. Recognize and celebrate business growth within Grosse Pointe via the City's communication channels to share economic activity successes with residents and other businesses.
6. Promote and enhance Main Street Grosse Pointe DDA programs that can support local business growth and development such as TIF or brownfield redevelopment.



Goals and Objectives: Economic Development

The City will retain and enhance its strong economic base.

01 | *Provide excellent customer service to residents and investors.*

- Objective 1a Develop a comprehensive Economic Development Strategy.
- Objective 1b Create a “One-Stop Shop” Guide to Development.
- Objective 1c Continue to support the efforts of the Mack Avenue Business Association and pursue creation of a multi-jurisdictional Business Improvement District (BID).

02 | *Maintain fiscal responsibility and sustainability.*

- Objective 2a Coordinate capital improvements with redevelopment projects.
- Objective 2b Encourage the preservation and revitalization of buildings.

03 | *Preserve community character and design standards.*

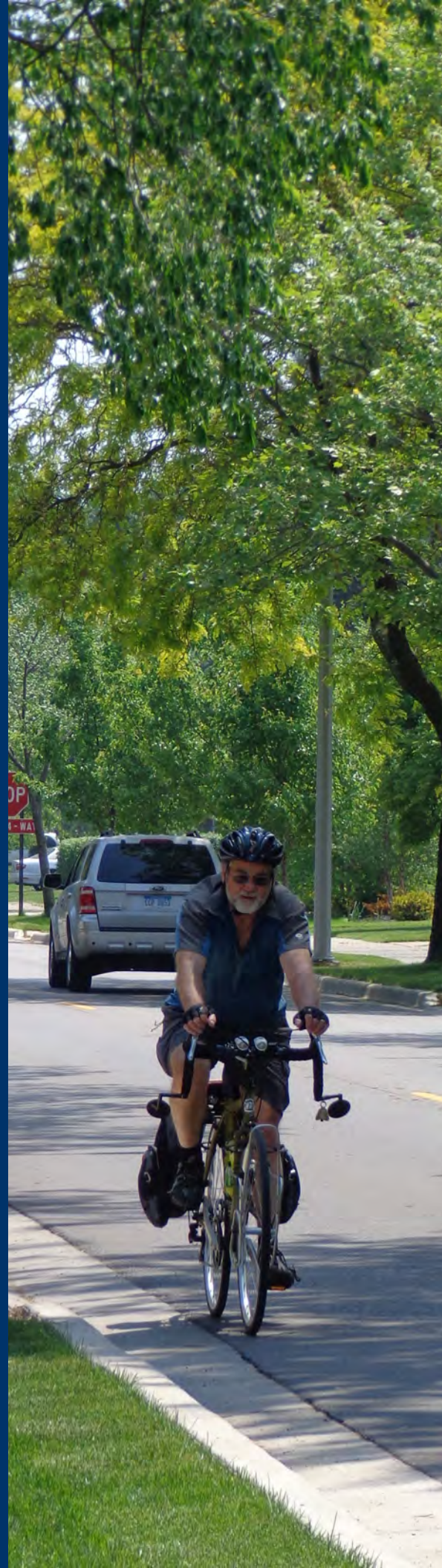
- Objective 3a Recognize, analyze, and market potential redevelopment sites.
- Objective 3b Ensure City design standards are incorporated into all redevelopment projects.
- Objective 3c Amend the zoning code to require landscaping, streetscaping, and/or public art standards for redevelopment.

04 | *Support a localized economy.*

- Objective 4a Encourage home-based businesses, live/work spaces, mixed uses, and flexible commercial space to accommodate the changing economy.
- Objective 4b Support programs for businesses around training, networking, and small business financing expansion.
- Objective 4c Assess the feasibility of conducting a market study to understand unmet needs of the community and potential targets for business recruitment.
- Objective 4d Host midday events in The Village to take advantage of Grosse Pointe’s growing daytime population as a result of more people working from home.

07

Transportation and Circulation





Grosse Pointe is a well-connected city. The gridded streets provide efficient, but sometimes speedy, traffic flow. All residential areas are connected to one another and the various commercial districts by sidewalk. The Master Plan envisions increased safety and pedestrian-focused enhancements and anticipates emerging mobility technologies.

Existing Conditions: Transportation and Circulation

Complete Streets

Grosse Pointe recognizes the importance of street infrastructure known as “complete streets,” which are designed and operated to enable safe access for all users—pedestrians, bicyclists, motorists, and public transportation riders—of all ages and abilities. Policies for complete streets direct planners, engineers, and community officials to consistently design with all users in mind.

There is no one design prescription for complete streets, as each right of way has unique geographic, political, jurisdictional, and travel volume circumstances. Elements of a complete street may include sidewalks, bike lanes (or wide paved shoulders), special bus lanes, comfortable and accessible public transportation stops, frequent crossing opportunities, median islands, accessible pedestrian signals, curb extensions, street furniture, and more. A complete street in The Village will look quite different from a complete street in a residential neighborhood, but both are designed to balance safety and convenience for everyone using the road.

Motorized Network

The City is arranged on a fairly regular grid system of roads, which provides several benefits and some difficulties. The primary benefit to a grid system is that there are multiple routes to get anywhere in the City. This distributes the traffic relatively evenly and relieves congestion. The downside to a rigid grid system is that there tend to be higher speeds throughout the neighborhoods. In general, the benefits of the connected road network are considered to outweigh the difficulties.

Major arterials in the City include Mack and Jefferson, which are both County Primary Roads. Cadieux and Kercheval are also major arterials but are under local jurisdiction. These roads tend to have much higher traffic volumes and correspondingly higher speeds. As a feeder street to The Village commercial district, St. Clair also has higher volumes and speeds because of its direct connection between Mack and Jefferson.

Access Management

Grosse Pointe is fortunate to have a traditional system of roads and alleys that serve the City’s business districts. The result is few individual curb cuts on the City’s major roadways, including Kercheval, Mack, and Fisher. Access should continue to be restricted on these major roads to preserve capacity, minimize potential conflicts, and protect the building fabric of these districts. Parking lots should be located behind the businesses with access from alleys or service drives.



Traffic Calming

Traffic calming methods address public concerns about speeding and cut-through traffic, particularly on neighborhood streets. Traffic calming is the combination of mainly physical measures that reduce the negative effects of motor vehicle use, alter driver behavior, and improve conditions for nonmotorized street users. After the extent of traffic-related problems on certain streets or in certain areas has been identified, the following tools may help solve them. Each should be reviewed according to cost and benefit.

- **Street Plantings.** Street trees, planters, and other streetscaping methods are effective at adding visual complexity to the street, thus alerting drivers to potential conflicts.
- **Mid-Block Crossings.** Allowing pedestrians the right-of-way on certain mid-block crossings, paired with pedestrian gateway treatments, can effectively slow traffic.
- **Bump-Outs.** At intersections, curb extensions that reduce roadway width curb to curb can increase pedestrian safety.

Residential On-Street Parking

Excessive on-street parking is a concern within residential neighborhoods. Some on-street parking is necessary and can serve as a useful traffic calming measure. However, pedestrian safety (crossing the street between cars), traffic congestion, minor accidents, limited sight distances, and obstacles to City services (trash and snow removal) are some of the potential issues with excessive on-street parking. The major challenge with on-street parking occurs when nonresidential uses create a demand for on-street parking on residential streets. Grosse Pointe South High School and Beaumont Hospital generate significant residential on-street parking. To address this issue, a parking permit program was implemented for the streets around the high school, and Beaumont was permitted to expand its off-street parking facilities to alleviate some of the problems on Cadieux. These measures have significantly reduced on-street parking demand, though some congestion remains.

Truck Routes

Most of the truck traffic in the City is associated with the three business districts along Mack, Kercheval, and Fisher. The Village puts the most truck pressure on the local road network. To better accommodate truck traffic, intersections of service streets should be designed with larger turning radii. Service areas should also be configured to facilitate loading and unloading activities without using the public right of way.

Map 7. Pedestrian Network

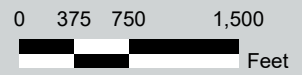
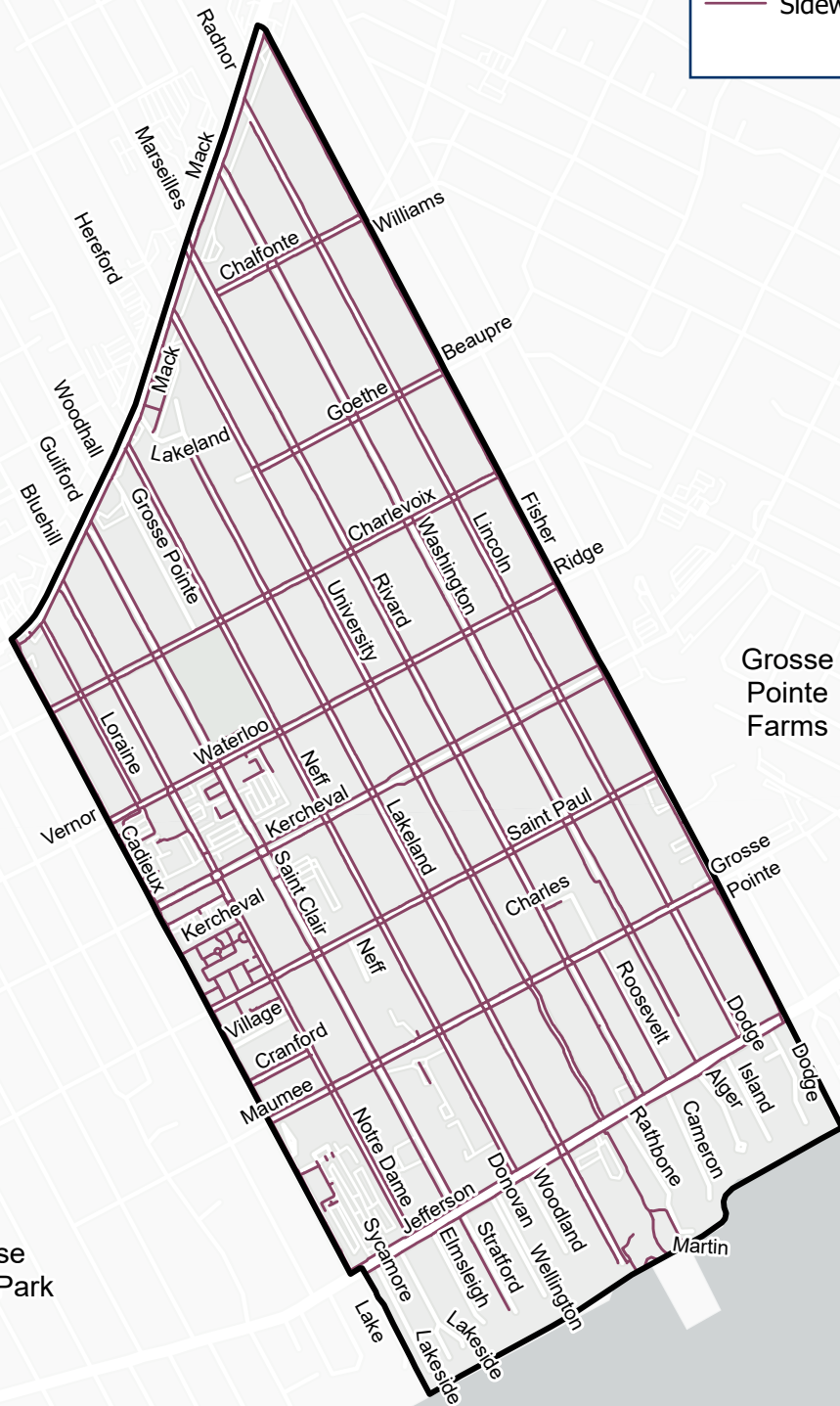
Legend

— Sidewalks

Detroit



Grosse
Pointe
Farms

Grosse
Pointe
Park



Map 8. Bike Network

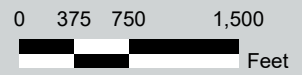
Legend

-  Future Bike Facility (Type Unknown)
-  Existing On-Street Bike Route

Detroit

Grosse
Pointe
Farms

Grosse
Pointe
Park



Transit

Grosse Pointe is served by the Suburban Mobility Authority for Regional Transportation (SMART) via three bus routes: 610, 620, and 635. Route 610 is the most robust, running throughout the day seven days a week. Route 610 bisects the City along Kercheval, providing access from Grosse Pointe Farms to Clinton Township. Route 620 operates Monday–Friday during peak hours only, running along Charlevoix and providing access from Downtown Detroit to Roseville. Route 635 is also limited to Monday–Friday during peak hours and traverses East Jefferson, providing access from Downtown Detroit to Harrison Township. In addition to SMART, seniors can use the Pointe Area Assisted Transportation Services (PAATS), which provides access to major shopping centers in the area.

Continuous Maintenance

Grosse Pointe has a large ratio of road expenditure per capita due to nearly all roads falling under City jurisdiction. The City should continue its commitment to a regular schedule of maintenance based on the life cycle of its roads, coordinating with nearby communities on roads that cross jurisdictional boundaries.

Nonmotorized Network

With a well-established motorized network, it is most practical for the City to use much of the same infrastructure to coordinate its nonmotorized, or pedestrian/cyclist, network. Thus, nonmotorized facilities are found within the same grid-like system of streets throughout the City. Like the vehicular network, the grid brings the same advantages—such as ease of access—and disadvantages—such as high vehicle speeds and accident risk. The nonmotorized network is especially critical for the population with disabilities, as its maintenance and enhancement greatly impact the accessibility of the City.

Often, motorized and nonmotorized systems are seen at fundamental odds with one another, but with a solid circulation plan, these systems can be well integrated and accessible while reducing pedestrian-vehicle conflicts.

Sidewalks

One of the contributing factors to the sense of community enjoyed by residents is the fact that Grosse Pointe is an extremely walkable community. The City has a complete network of sidewalks connecting every house with every community facility, every commercial district, and neighborhoods throughout all the Pointes, as seen in Map 7: Pedestrian Network. The City maintains this network of sidewalks on an as-needed basis.



Bicycle Facilities

The City has a reasonably well-connected on-street bicycle network as seen in Map 8: Bike Network. The current system does not include dedicated bike lanes, but instead encourages motorists to share the road. This, paired with the well-established sidewalk network, allows cyclists to get around the City and into neighboring communities. As the City continues to encourage multiple modes of transportation, it is important to incorporate low-impact improvements during regular road maintenance that promote safe cycling, including:

- Sharrow paint on narrower streets.
- Painted bike lanes on wider streets.
- Bike boxes at intersections.
- Signage along preferred bike routes.

These efforts combined with the traffic calming and complete streets measures discussed above will greatly improve the accessibility of the City for all users.

Streetscape

The City recognizes the importance of enhancing and maintaining the character of the streets in Grosse Pointe. The tree-lined residential streets augment the quality of life and value of homes. Recent and future streetscape improvements on Fisher, as well as past improvements on Kercheval in The Village and on Mack Avenue, create an exceptional pedestrian environment and elevate the image for private investment.

Other areas in need of additional improvements include Mack Avenue, Cadieux, and Fisher from Kercheval to Maumee. The City should work with local businesses, organizations, and nearby communities to generate funds for streetscape improvements including street trees, lighting, signage, landscaping, and street furniture.

Entrances into the City also play an important role in maintaining the City's image. Key intersections include Cadieux and Jefferson, Cadieux and Mack, Cadieux and Kercheval, and Kercheval and Fisher. Substantial landscaping, decorative signage, and lighting can enhance these areas.

Mack Avenue Corridor

Recently, the City adopted the Mack Avenue Improvement Plan, a coordinated effort between the cities of Grosse Pointe, Grosse Pointe Park, Grosse Pointe Farms, and Detroit along with the Eastside Community Network to revitalize the shared facilities along the Mack Avenue Corridor. The plan emphasizes the need for improved pedestrian and motorized facilities, updated and cohesive zoning regulations, enhanced urban design, and strong efforts to support small businesses along the corridor.

Key Trends and Changes

Electric Vehicles

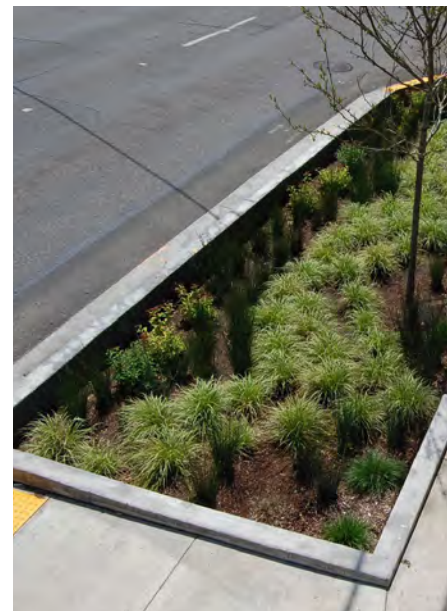
As electric passenger vehicles (or EVs) become more popular, Grosse Pointe is readying itself for the necessary changes in infrastructure. There are 146 private charging stations throughout Michigan, and the state offers 480 publicly accessible stations featuring nearly 1,400 charging outlets. Michigan continues to build out this infrastructure to encourage further EV adoption, putting it within the top 25% of states for EV registrations. While the City of Grosse Pointe does not support many conventional gas stations, EV charging can be implemented strategically without significant development impacts. As the City redevelops over time, key locations to consider implementing charging stations include:

- Civic parking lots at City Hall, the library, and parks.
- Other public parking lots or structures.
- Grocery store parking lots.

The City has approved charging stations for Parking Lot 4 in The Village, to be installed when the lot is redone. Additionally, the City can begin electrifying its own fleet of vehicles incrementally, provided it has charging infrastructure in place.

Green Infrastructure as Traffic Calming

As a built-out city, Grosse Pointe is well suited to leverage green infrastructure to increase green space and stormwater capture. To maximize those efforts, the City could co-locate green infrastructure with traffic calming measures, incorporating vegetation as a way to slow traffic and improve roadway safety. For example, infiltration planters can be placed in pedestrian crossing bump-outs to increase drivers' sense of closeness to the curb and encourage slower speeds. Green infrastructure is discussed in detail in Chapter 9: Natural Resources and Environment.



Goals and Objectives: Transportation and Circulation

The Plan envisions Grosse Pointe as a well-connected, pedestrian-friendly environment that promotes safe, efficient travel for all users of public ways.

01 | *Preserve and enhance pedestrian and nonmotorized circulation.*

Objective 1a Maintain the network of sidewalks and promote complete streets design for City streets.

Objective 1b Enhance the image of major commercial streets and entrances into the City with streetscape improvements.

Objective 1c Preserve the tree-lined character of the existing road network.

Objective 1d Enhance bicycle and shared-use facilities with signage.

02 | *Ensure safe and efficient motorized transportation.*

Objective 2a Preserve existing road network capacity by managing access on the arterial, collector, service, and feeder roads.

Objective 2b Reduce the negative impacts of cut-through traffic including speed and excessive volume by incorporating traffic calming techniques via green infrastructure and other means.

Objective 2c Balance the need for on-street parking with traffic flow and the need for safe visibility at intersections.

Objective 2d Continually monitor the City's major traffic generators to identify changes in traffic patterns or volumes.

Objective 2e Limit truck traffic, to the maximum extent possible, to those service streets equipped to accommodate heavy loads.

Objective 2f Continue to invest in EV charging infrastructure to support the shift toward a more resilient and sustainable transportation system.

08

**Public
Services,
Facilities, and
Infrastructure**





Grosse Pointe is renowned for its high level of community services. Recent improvements to its numerous service facilities emphasize the City's commitment to maintaining this high level of quality. As climate change continues to impact the City's stormwater management, consistent monitoring and adaptation are crucial.

Existing Conditions: Public Services, Facilities, and Infrastructure

Grosse Pointe residents receive services from several public entities. The City provides fire and police protection; maintenance of City parks, roads, buildings, and utilities; and the administration of these functions. Other agencies that provide services include various departments of Wayne County and the State of Michigan as well as the facilities of the Grosse Pointe Public School District and Grosse Pointe Public Library system.

City Administrative Services

The City of Grosse Pointe's administrative facilities include City Hall, Municipal Court/City Council Chambers, the Public Services Department, and the Public Safety Department. Until recently, these facilities all shared a relatively small 1.75-acre site on Maumee Avenue between Neff Road and St. Clair Avenue. In 2017, the City authorized financing for additional facilities, with the Public Safety Department now occupying a newly constructed building on Mack Avenue and the Public Services Department housed in a new building on the Maumee site. Other public facilities include Maire Elementary School.

City Hall and Municipal Court/City Council Chambers

In 1963 a 2,000-square-foot addition was added to the police and fire station to accommodate the City's growing administrative demands. This addition included Municipal Court/City Council Chambers; offices of the Manager, Clerk, and Assessor; the Building Department; and conference rooms.

Based on a 1991 space-needs plan, the City acquired a residential property adjacent to the police and fire station for use as a new City Hall building. The City renovated the property to create a 5,300-square-foot City Hall at the corner of Maumee and Neff. Opened in 1994, the building houses the City's administrative and record-keeping functions.

In 2021, with the transfer of the Public Safety Department (police and fire) to a new building on Mack Avenue, the 1920s fire station on Maumee was repurposed into the Municipal Court/City Council Chambers to improve court functions. The building also hosts public meetings and events.





Public Services Building



Neff Park is a significant, cherished resource for the community. It sees high visitation and satisfaction rates.

Public Services Department

With the renovated Municipal Court/City Council Chambers building and newly constructed Public Safety building, the Public Services Department gained space at the Maumee site. Concurrent with improvements to the other City departments, a new garage was constructed and the storage yard reconfigured.

Public Services is responsible for maintenance of City property, facilities and equipment, and refuse collection. This includes all City parks and recreation facilities, all road and sidewalk construction, maintenance and snow removal, servicing of all City vehicles, and maintenance of all water and sewer lines and distribution facilities. Current staff includes a director and 16 full-time employees split between the Public Services Department and Building Department. With this heavy demand, the additional space was a top priority; now, Public Services can more effectively manage the needs of the community.

Public Safety Department

The Public Safety Department (police and fire) previously operated from the historic fire station on Maumee, which now serves as the Municipal Court/City Council Chambers. In 2021, Public Safety moved its operation into a newly constructed building at 17320 Mack Ave. As of 2021, the department includes a chief, two lieutenants, seven sergeants, and 13 other sworn public safety officers.

The City of Grosse Pointe has mutual aid agreements with public safety departments in the Pointes and Harper Woods and shares automatic fire aid with all of the Pointes. The City works with the Michigan State Police, Wayne County Sheriff's Department, and Michigan Department of Natural Resources for supplemental services.

Parks and Recreation

Grosse Pointe's reputation as a premier community is based not only on its highly rated school system but also on the parks, recreation facilities, and programs offered by the City Parks and Recreation Department and the Neighborhood Club. The Parks and Recreation Department manages year-round recreational activities, with the Parks and Recreation Coordinator supervising several seasonal staff.

Neff Park

Neff Park is a major resource for the community. The 5.6-acre park fronts Lake St. Clair and is accessed from Jefferson. According to engagement data from the Master Planning process, Neff Park sees high visitation and satisfaction rates. The redeveloped pool house and the swimming facilities contribute to the quality of the park, and redesigned marina supports larger boat moorings for City residents. Residents expressed a desire for increased civic events at Neff Park as well as opportunities for boat rentals and year-round programming for kids.

Elworthy Field

At 9.1 acres, Elworthy Field contains two Little League diamonds, one softball diamond, one regulation diamond, 12 tennis courts, and a newly updated, accessible playground. The field is also used for soccer and lacrosse. Elworthy Field is owned by the school district and maintained by the City. As such, the City will need to evaluate its parks for accessibility for seniors, children, and other persons with disabilities.

The Neighborhood Club

The Neighborhood Club is a nonprofit organization that provides community facilities and extensive recreation programs for all age groups. It is housed within a 20,000-square-foot building on Waterloo east of St. Clair; it shares facilities with Beaumont healthcare services.

National Comparisons

Based on national standards for recreational facilities, the City has devoted significant acreage to community parks (namely, Elworthy Field) but lacks miniparks and neighborhood parks. It is important to note that in a built-out community like Grosse Pointe, expanding open space parks can be challenging. The City is committed to maintaining and enhancing its existing facilities. If an opportunity became available, additional park space could be utilized to create new recreational opportunities such as a dog park or dedicated pickleball courts, as examples mentioned by residents.

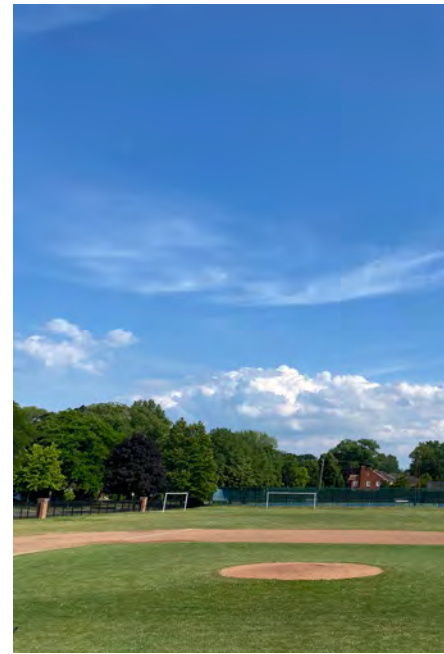
Schools

The City of Grosse Pointe is served by the Grosse Pointe Public School (GPPS) District, which operates seven elementary schools, three middle schools, and two high schools. The system has a maximum volume of 10,000 students and is currently operating at approximately 69% capacity.

Students in Grosse Pointe typically attend either Richard or Maire Elementary School, Brownell or Pierce Middle School, and Grosse Pointe South High School. Maire Elementary School, on Cadieux, is the only school in the City; however, Richard Elementary and Grosse Pointe South High School are near the City's borders.

The School District's 2021–2022 budget was approximately \$98,000,000.

Consistently high test scores and graduation rates reflect the community's continual investment in the GPPS District and further contribute to the success of the community.



Based on national standards for open space provision, opportunities may exist for additional miniparks and neighborhood park space.



Library

The Central Branch of the Grosse Pointe Public Library is in the City of Grosse Pointe Farms at the corner of Kercheval and Fisher, bordering the City of Grosse Pointe. Built in 1953, the branch is an expansive community space featuring an impressive collection of mid-century modern art. The branch recently underwent renovations improving its front entryway and outdoor space, and is currently undergoing an expansion and further renovation. Two other branches are in Grosse Pointe Park (Ewald Branch) and Grosse Pointe Woods (Woods Branch) and have had recent renovations to improve interior and exterior facilities. Residents are supportive of continued investment in the libraries and expansion of their programming.

Water

Public water has been and will continue to be available to all areas of the City. For its water supply the City contracts with the City of Grosse Pointe Farms, which intakes water from Lake St. Clair. The Public Services Department maintains all water lines and distribution within the City. According to City officials, the capacity of the public water system is adequate for current and future development throughout the City.

Storm Sewer

The Public Services Department is also responsible for maintaining the City's storm sewer system. A portion of City stormwater drains via an enclosed system that feeds into Lake St. Clair. According to City officials, the existing stormwater system is adequate to serve the current needs of the City; as additional demands are put on the system, the City will need to continually reevaluate capacity and future demand. Further, the City should consider complete storm sewer separation and be prepared for increasingly volatile storm systems.

Sanitary Sewer

The City of Grosse Pointe is also served by sanitary sewers throughout its borders. The City's sanitary and storm sewers are not combined, as is common in many smaller communities. City sanitary sewer water is sent to and treated by the City of Detroit. City officials agree that the current sanitary sewer lines are adequate in providing service for existing development. Increased capacity in the pipes may become necessary if new, larger developments are constructed within the City. The City's pump station was built in the 1920s, upgraded in 1986, and renovated in 2009, and has a pumping capacity of 120,000 gallons per minute. It has two primary electrical feeds and two backup generators.

Key Trends and Changes

Smart Sewer Monitoring

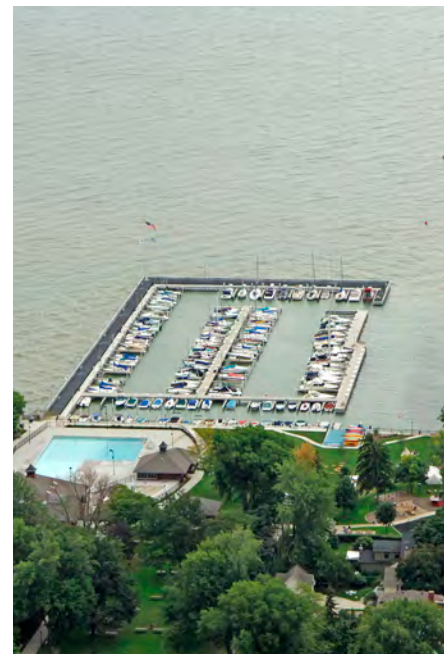
Leveraging recent advances in technologies, “smart” water systems are poised to transform the future of water resources management by enabling real-time sensing and control. A University of Michigan civil and environmental engineering team is using autonomous sensors and valves to create “smart” stormwater systems that reduce flooding, provide more accurate forecasting, and improve water quality. Sensors measure the quality of the water, how much of it is flowing through the system at any given time, and other variables. Sensors have been deployed in both Detroit and Ann Arbor and throughout the Great Lakes Watershed Area, and may be the future of water management in Midwestern cities (University of Michigan, 2022).

Climate Change Adaptation

As an established waterfront community, Grosse Pointe is preparing for increased flood risk from severe storms, particularly along its shoreline properties, and certain low-impact development and green infrastructure can be used to alleviate pressure on stormwater management systems. See Chapter 9: Natural Resources and Environment for more information on this topic.

Pandemic-Response Recreation

Following the onset of the COVID-19 pandemic, the demand for urban green space has grown across the nation as people recreate closer to home, rather than travel far distances to major attractions or national parks. In tandem with climate change adaptation described above, green infrastructure is being recognized as a way to add green space into the small pockets of cities that are currently lacking. For example, a rain garden designed to capture roadway runoff can make a busy street more enjoyable for people who are out walking. As a largely built-up city, Grosse Pointe could benefit from green infrastructure projects in areas where large green spaces cannot be constructed.



Goals and Objectives: Public Services, Facilities, and Infrastructure

The City will maintain excellence in the provision of public services.

01 | *Maintain quality public infrastructure.*

- Objective 1a Continue to invest in capital improvement projects that reflect community needs.
- Objective 1b Actively involve residents in the capital planning process.
- Objective 1c Explore innovative ways—both community-wide and for individual property owners—to alleviate pressure on the existing system via low-impact development and green infrastructure.
- Objective 1d Improve stormwater infrastructure to meet future demands.

02 | *Maintain and enhance community facilities and services.*

- Objective 2a Foster and maintain strong working relationships with public service providers and operators of community facilities.
- Objective 2b Involve community facilities in urban design and landscape planning.
- Objective 2c Explore diverse park, recreation, and open space opportunities.
- Objective 2d Evaluate parks for accessibility for persons with disabilities, and make necessary improvements.
- Objective 2e Support investment in schools, libraries, and community centers.

09

**Natural
Resources
and
Environment**





With direct access to the Lake St. Clair shoreline, Grosse Pointe is one of many communities for which fluctuation in lake levels will be a significant concern. Adapting to these conditions will involve innovative stormwater infrastructure and potentially a redefined physical relationship between the built environment and the lake.

A Changing Landscape

Historically, much of the land covering Grosse Pointe comprised forests and swamps. Permanent human settlement brought great change to the landscape as the land was altered for human benefit. Many of the forests were cleared and wetlands were drained to provide land for farming, settlement, and transportation. These and other changes such as urban development, dams, river relocation, channelization, and dredging significantly altered the landscape of Grosse Pointe to become what it is today.

Even in urbanized areas, the natural environment is an important element to consider when planning for the future. Green spaces—from parks to wilderness—provide shade and relief from the heat, improve people’s mental health, and offer spaces for residents of all ages—and animals—to explore, recreate, and flourish. The conversion of natural land into urban land (i.e., rooftops, streets, parking facilities) creates surfaces that deflect stormwater and increase flooding and pollution in waterways; green space helps to counteract this by absorbing stormwater, which improves not only water quality but also community finances by taking some of the burden off public infrastructure.

Existing Conditions: Natural Resources and Environment

Regional Context for Grosse Pointe’s Water Resources

Grosse Pointe is located in the Clinton River Watershed, which is a 760-square-mile area that comprises thousands of lakes, ponds, wetlands, marshes, and bogs—as well as creeks and streams. These streams and rivers all drain into one common body of water, Lake St. Clair.

Lake St. Clair is the 15th largest lake in the United States at over 430 square miles and is sometimes affectionately referred to as the sixth Great Lake. Essential to the Saint Lawrence Seaway shipping route, Lake St. Clair connects Lake Huron to Lake Erie and to vessels traveling to the Atlantic Ocean.

The Clinton River, its watershed, and Lake St. Clair are a valuable resource that serves important ecological functions and provides the region with drinking water, tourism, wildlife habitat, boating, fishing, and other recreational activities.

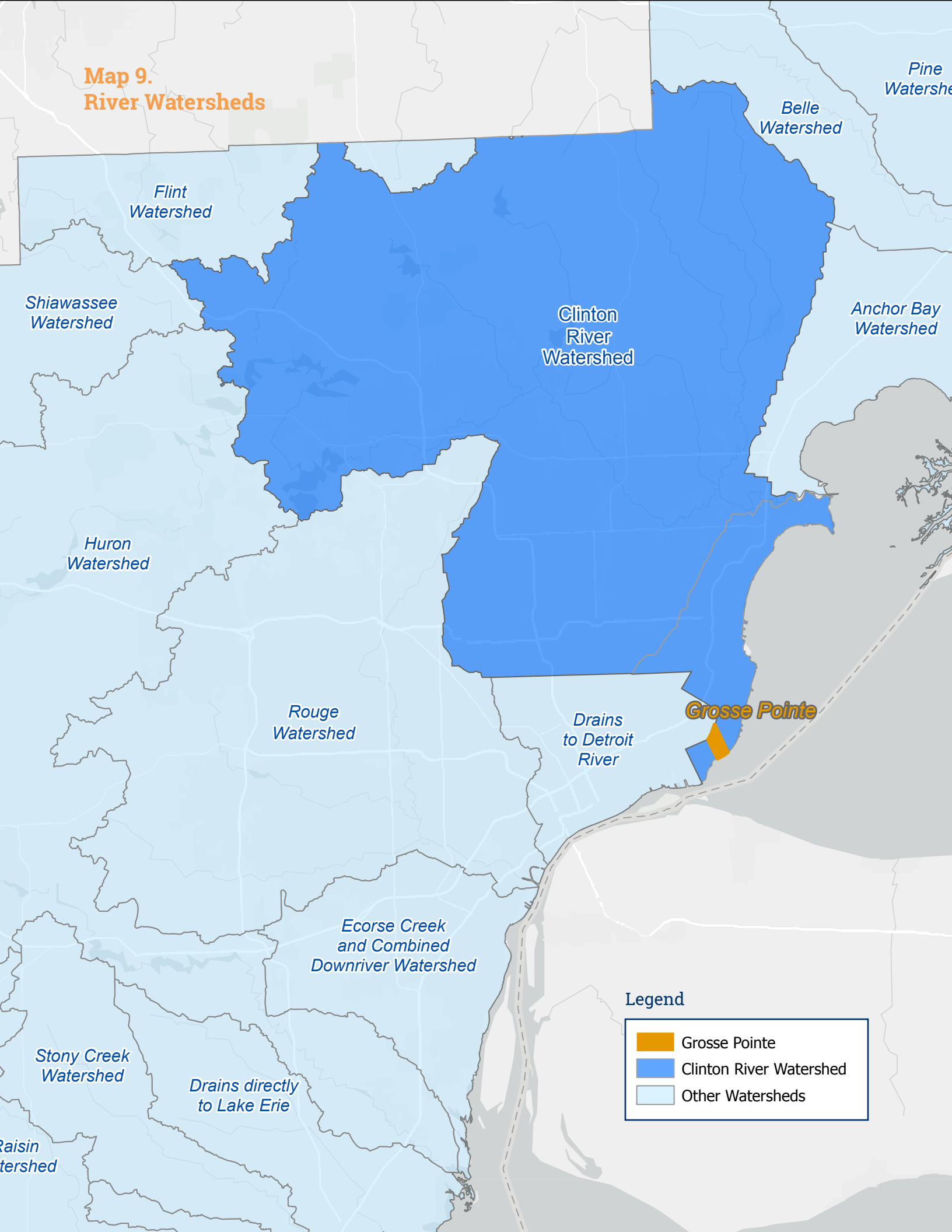
Each watershed is made up of sub-watersheds, and Grosse Pointe is covered by the Lake St. Clair Direct Drainage Sub-watershed. The Clinton River Watershed Council prepared a detailed plan for each sub-watershed in 2006, which helps guide local and regional decisions about water resources. Since that time local governments, community leaders, citizens’ groups, businesses, and environmental organizations have worked together to implement the plan.

The landscape of the sub-watershed today is vastly different from its pre-development conditions. Only 0.30 square miles of woodland and wetland



Communities plan for natural resources today to ensure resilience tomorrow, in the face of ever-changing environmental conditions.

Map 9. River Watersheds



Flint Watershed

Shiawassee Watershed

Huron Watershed

Rouge Watershed

Ecorse Creek and Combined Downriver Watershed

Stony Creek Watershed

Drains directly to Lake Erie

Raisin Watershed

Belle Watershed

Clinton River Watershed

Anchor Bay Watershed

Pine Watershed

Drains to Detroit River

Grosse Pointe

Legend

- Grosse Pointe
- Clinton River Watershed
- Other Watersheds

exist, which is less than 1% of the woodland and wetland areas that existed in 1830. Today, 71% of the sub-watershed is used for single-family residences, 9% for commercial and office use, and 6% for institutional use, which includes public facilities, schools, and hospitals.

Source: <https://www.crowc.org/about/our-watershed/the-clinton-river-watershed>

Green Space and Urban Tree Canopy

Urban Tree Canopy in Grosse Pointe

Grosse Pointe is full of large, mature, healthy trees that line the streets and residents' backyards. These trees are one of the City's greatest natural assets, providing essential green space where park space is limited. The densest tree cover is found along residential streets. Unsurprisingly, the business districts and hospital campus, have relatively low tree cover.

The City has made significant investments to maintain and enhance its tree canopy. These efforts include:

- 2017: City Council establishes the Urban Forestry Commission (UFC) to help create and implement a Master Plan for the City's trees.
- 2017: UFC tree inventory shows 100+ trees (\$35,000) are needed to fill existing gaps. 50+ trees will need to be replaced within the next few years.
- 2017: "ReLeaf Grosse Pointe" established - an informational and fundraising campaign housed under the Grosse Pointe Foundation.
- 2018: National Arbor Day Foundation "Growth Award" - one of only five Michigan cities to receive the award.
- 2019: Keep Michigan Beautiful "President's Award"
- 2019: City tree planting budget increases to \$4,000 per year
- 2021: "Growth Award" - Grosse Pointe recognized as a "Sterling Community" having been a 10-time award recipient
- Ongoing efforts: Replacement of trees as they die, maintaining Tree City USA and Growth Award status, and emphasizing a wider variety of species for canopy cover.



Between the creation of the Urban Forestry Commission in January 2017 and May 2022, 109 trees have been purchased and planted throughout the City.



Green Infrastructure and Stormwater

The City has been experiencing intense flooding events and is actively exploring ways to manage stormwater. Regional efforts are underway to address these concerns, and the City is determining the feasibility and cost of infrastructure changes to handle increased stormwater runoff.

Impervious Surfaces

Impervious surfaces are those that cannot be penetrated by water, and they deflect rather than absorb falling rain. Streets, sidewalks, and roofs are all considered impervious surfaces, and they traditionally divert rain into storm sewers rather than collecting the rain on-site. Stormwater runoff picks up pollutants and heat as it runs over impervious surfaces. These sediments, nutrients, and other pollutants cause water quality problems, such as increased water temperature, excess plant and algal growth, and oxygen depletion. Because of the effects of imperviousness, the percentage of impervious surface coverage in a watershed, or subwatershed, can be used to predict the severity of water resource problems. Generally speaking, higher levels of impervious surface coverage create negative effects on the physical, chemical, and biological integrity of the waters.

Traditional and “Green” Infrastructure

Traditional stormwater infrastructure in Grosse Pointe is the curbs, grates, and underground pipes that collect stormwater from the street and funnel a portion of it into Lake St. Clair. This form of stormwater infrastructure is common in older communities in metro Detroit and focuses on one goal: getting water off the streets as fast as possible.

Green infrastructure uses pervious surfaces, such as gardens, to capture rainfall before it gets to the traditional stormwater system. Green infrastructure is growing in popularity, and many communities are now using it to complement their traditional stormwater system because it provides numerous co-benefits—environmental, financial, aesthetic, and more. Green infrastructure features, such as rain gardens, wetlands, and swales, improve water quality, lower air temperatures, and make the community more attractive by preserving valuable recreation land and wildlife habitat. Rather than just getting water off the street as soon as possible, the goal for green infrastructure is to reduce flooding while also cleaning and filtering that water.

According to the Southeast Michigan Council of Governments (SEMCOG), green infrastructure in southeast Michigan falls into two broad categories:

- Ecosystems that are present in the natural, undisturbed environment such as wetlands, woodlands, prairies, and parks.
- Built green infrastructure such as rain gardens, bioswales, community gardens, and agricultural lands.



Table 5. Green Infrastructure Terms, Defined

Term	Definition
Community Garden	Urban and/or residential land used to grow food, but can also provide ecological services.
Critical Habitat or Regionally Significant Feature	Areas unique to southeast Michigan that are critical to protect and enhance, such as the Detroit River International Wildlife Refuge and the Rouge River corridor
Rain Garden or Bioswale	An attractive, sunken landscape filter planted with plants. Rain gardens are designed to absorb stormwater runoff from impervious surfaces such as roofs and parking lots.
Wetland	Michigan-designated wetlands, constructed wetlands, or other natural features that provide similar functions
Urban Forest	Areas of tree canopy cover that exist in multiple forms throughout a city, such as woodlots, private landscapes, street trees, and park trees
Permeable Pavement	Paving surfaces that are made of either a porous material that enables stormwater to flow through it, or nonporous blocks spaced so that water can flow between the gaps

Within the integrated network of green infrastructure are constructed green infrastructure techniques, sometimes referred to as low-impact development techniques. This category of green infrastructure includes constructed practices such as rain gardens, bioswales, native plant grow zones, permeable pavement, green roofs, and even community gardens.

These constructed practices play an important role within the green infrastructure network by providing ecological, environmental, economic, and social benefits. For example, these techniques primarily work to improve water quality by reducing stormwater runoff entering water resources; however, their characteristics and designs also lead to greater economic value of adjacent properties and improved recreational opportunities with demonstrated habitat enhancements.

The recommended number of green infrastructure techniques is linked to the percentage of impervious surfaces in urban areas and sub-watersheds. High impervious areas result in increased quantities of stormwater runoff pollutants, volume, and flow rates. Regional priorities for constructing these types of green infrastructure techniques include areas with impervious cover greater than 10%.

Table 6. Benefits of Green Infrastructure

Category	Benefits
Water Quality	Green infrastructure reduces the amount of polluted stormwater runoff entering rivers and lakes. In cities with combined sewer systems, green infrastructure is being used to reduce sewer system overflows during storms.
Flooding	Green infrastructure can reduce flood risk by slowing and reducing stormwater runoff into waterways.
Water Supply	Harvesting rainwater is good for outdoor irrigation and some indoor uses. Water infiltrated into the soil recharges groundwater and increases flow into rivers.
Quality of Life	Green infrastructure provides aesthetic benefits to the area by increasing the amount of a community's green space.

Category	Benefits
Recreation	Green infrastructure can provide recreational and tourism opportunities, including increased access to hiking, hunting, fishing, and bird watching.
Economic Growth	Green infrastructure can increase residential property values located near trails, parks, and waterways. It can also help attract and retain the knowledge-based workforce in the region.
Traffic Calming	Green infrastructure techniques along roads can be used to slow traffic and provide a buffer between the roadway and pedestrians.
Habitat Connections	Green infrastructure can provide needed links in habitat corridors to strengthen and support rare and important plant and animal life in the community.
Air Quality	Increased vegetation positively impacts air quality through carbon sequestration, the capture of fugitive dust, and removal of air pollutants.
Individual Health	Green infrastructure encourages outdoor physical activity, which can have a positive impact in fighting obesity and chronic diseases.
Public Finances	Green techniques can reduce a community's infrastructure costs by using natural systems rather than built systems, and by avoiding building lengthy new stormwater pipes.
Energy and Climate	Techniques such as green roofs, increased tree plantings around buildings, converting turf grass to no-mow areas, and reclaiming stormwater for use on-site can reduce energy consumption and save money.

Shoreline and Water Resources

Grosse Pointe's direct access to the Lake St. Clair shoreline sets the community apart from others in southeast Michigan. The shoreline provides benefits, but also poses a hazard to development. As water levels fluctuate in the lake, they can endanger homes along the shore. To mitigate this, the minimum front (lake-facing) setback for improvements in residential zones is 75 feet for properties directly abutting the lake. However, residential improvements along the lakeshore are set back an average of 67.66 feet, with the largest setback being 110.97 feet and the smallest being 12.01 feet. Over the last 10 years, the shoreline floodplain has risen in Grosse Pointe, and it is expected to continue rising. This means more homes will be considered to be inside the floodplain and will be required to purchase FEMA flood insurance.

Of the lakeshore properties, most lie partially or completely within flood Zone AE, which is one of eight FEMA flood zone designations. These properties are required to purchase and maintain flood insurance today. Three properties intersect Zone AE at an edge and would also be required to obtain flood insurance; however, these properties have petitioned to be excluded from the requirement. Five properties close to but outside of Zone AE are considered to be at only moderate flood risk; these properties are not required to purchase flood insurance, but will likely have to in the future as the water levels rise.



Map 10.
FEMA Flood Zones

Legend

- X (Less than 0.2% Annual Chance of Flooding)
- AE (1% Annual Chance of Flooding)
- VE (1% Annual Chance of Flooding with Waves During Storms)
- Building Footprints



Key Trends and Changes

Climate Change and Flooding

Climate change refers to long-term shifts in temperatures and weather patterns. These shifts may be natural, such as through variations in the solar cycle. But since the 1800s, human activities have been the main driver of climate change, primarily due to burning fossil fuels like coal, oil, and gas. Burning fossil fuels generates greenhouse gas emissions that act like a blanket wrapped around the Earth, trapping the sun's heat and raising temperatures.

People are exposed to climate change through changing weather patterns (for example, more intense and frequent extreme storm events) and indirectly through changes in water, air, food quality and quantity, ecosystems, agriculture, and economy. Climate change is already having noticeable health impacts on those who live in Michigan's baseline cloudy and snowy climate, with rising temperatures leading to more dangerously hot days, flooding, and air pollution. Although flooding and pollution are not extreme in Grosse Pointe at this time, they are expected to increase in the future, and adequate planning is essential for resiliency.

How communities are designed may help determine how well society copes with climate change in the future. Although Grosse Pointe has good tree cover, the City will likely still experience the urban heat island effect that's generated by the metro area as a whole.

On-Site Stormwater Capture

Parking Lots

Parking lots, both publicly and privately owned, represent a major category of green infrastructure opportunity. Many cities across the country, and in metro Detroit, are requiring green infrastructure as a part of all new parking lot construction and are retrofitting existing parking lots to capture stormwater runoff on-site. Bioretention areas, bioswales, and porous pavement can significantly reduce runoff. From a planning perspective, inverted parking lot islands can double as bioretention areas when coordinated with engineering design.

Rain Gardens

Many Michigan communities, including Detroit, are creating rain gardens and implementing stormwater fees. Rain gardens help relieve the stress on the traditional stormwater system during heavy storms, and the fees help cities raise the funds needed for increased stormwater maintenance in conjunction with stormwater capture.

Micro-Habitats

New techniques of nature-conscious building have emerged over the last five years, including using bio-conscious construction materials that incorporate habitat into building design. For example:

- Roof ponds can capture water and provide habitat for waterfowl in areas that otherwise lack open water.
- Bee bricks (bricks with holes) provide habitat for solitary bees and other pollinators that support ecosystem diversity.
- Some construction companies are finding ways to change the composition of construction materials to reduce carbon emissions and make it easier to grow plants on the surface of buildings.

All of these techniques are key opportunities for cities like Grosse Pointe, which have been built up for decades and have to think creatively about where and how to provide habitat.

Goals and Objectives: Natural Resources and Environment

Grosse Pointe will adapt to and anticipate the impacts of a changing climate.

01 | *Foster resilience, especially by enhancing the City's ability to manage increases in storm events and their impacts.*

- Objective 1a Continue research toward financing infrastructure changes to handle increased stormwater volume.
- Objective 1b Adopt zoning language that sets maximum impervious surface coverages by district.
- Objective 1c Work with stakeholders to create and adopt a formal green infrastructure policy that will accompany roadway capital improvements.
- Objective 1d Investigate offering a rain garden credit pilot program or levying stormwater fees.
- Objective 1e Continue working with regional partners toward effective stormwater management solutions.

02 | *Support enhancement of the existing urban canopy.*

- Objective 2a Continue to promote tree planting along streets, in the City's parks, and in other public areas.
- Objective 2b Continue to implement the 2017 Forestry Plan to restore canopy-deficient areas, restore existing trees, and promote a stewardship ethic surrounding trees.
- Objective 2c Include the suggested tree list in the City Zoning Ordinance, in addition to the prohibited tree list.

03 | *Continue to protect Lake St. Clair as a community amenity.*

- Objective 3a Explore enrolling City leaders in the Coastal Leadership Academy program.
- Objective 3b Continue collaboration with regional partners, neighboring communities, and County, State and Federal representatives to establish policies for the protection of Lake St. Clair.
- Objective 3c Incorporate other community amenities, such as circulation paths, parks, and traffic-calming measures, into the fabric of low-impact development and hazard mitigation strategies.

10











Zoning Plan



Zoning Plan Table

The City of Grosse Pointe is committed to streamlining and updating its Zoning Ordinance to reflect an evolving community. Zoning is a near-term, regulatory mechanism that the City uses to determine the feasibility and compatibility of a proposed use. Because of its legal underpinning, zoning can be impractical to change frequently. Future land use planning is a long-range view of how the community is expected to develop and is more easily subject to change as the community evolves. Although future land use and zoning designations both support quality of life for residents and often overlap, they do have different applications.

The Zoning Plan table shows how the City of Grosse Pointe’s zoning districts relate to the future land uses described in this Master Plan.

Future Land Use Category	Corresponding Zoning Districts
 Estate Residential	E-R R-1A
 Low Density Residential	E-R R-1A R-1B R-T
 Medium Density Residential	R-1B R-T T-1 T-2 T
 Terrace Residential	R-T T-1 T-2 T
 Village Commercial	NC C-1 C-2
 Neighborhood Commercial	NC C-1 T-1 T-2 T
 Mixed-Use Commercial	RO-1 NC T-1 T-2 T
 Healthcare	R-T RO-1 HF P-1
 Public	E-R T-1 T-2 T
 Semi-Public	E-R R-1A R-1B NC C-1 P-1 T-1 T-2 T
 Parking	NC HF P-1

Zoning Districts Key	
E-R	Estate Residential
R-1A R-1B	Single-Family Residential
R-T	Terrace Residential
T	Transition
T-1 T-2	Mixed-Use Transition
NC	Neighborhood Commercial
C-1	Local Business
C-2	Central Business
RO-1	Restricted Office
HF	Healthcare
P-1	Vehicular Parking

Zoning Ordinance Recommendations

Residential Districts

E-R R-1A R-1B R-T

- Revise the Zoning Ordinance to create a clear policy for residential garages that is responsive to the width of the lot.
- Adopt residential design standards for new homes, including basic, pre-approved layouts for new homes.
- Implement an administrative site plan review process for new residential construction.
- Codify that short-term rentals (i.e., rentals of less than 30 days) in all residential districts are prohibited unless in a registered hotel or bed-and-breakfast establishment.
- Develop specific standards to ensure neighborhood compatibility and permit bed-and-breakfasts as a special land use in Estate Residential districts.
- Allow for the long-term rental of carriage houses by non-family members where the structures already exist and sufficient off-street parking is provided.

Commercial Districts

R-O-1 C-1 C-2 NC

- Revise the City's parking and building height standards to allow for ground-floor parking beneath multifamily residential, provided that the ground floor also includes commercial space.
- Adopt zoning language that requires a certain amount of stormwater capture on-site for new commercial developments.
- Amend the zoning code to require landscaping, streetscaping, and/or public art standards for redevelopment.
- Codify flexible retail, co-working, and incubator spaces and their uses.

Transition Districts

T-1 T-2 T P-1

- Revise the parking minimums in the Zoning Ordinance to reflect current parking demand.
- Using The Village Transformation Strategy, investigate alternative ways to provide parking in The Village beyond the existing surface lots as part of redevelopment projects.

All Districts

- Amend the language for legally nonconforming uses to make the distinction between “threatening” and “nonthreatening” nonconformities, with unique standards.
- Adopt zoning language to preserve historically, culturally, or aesthetically significant buildings and provision their rehabilitation and/or adaptive reuse.
- Adopt zoning language that sets maximum impervious surface coverages by district.

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11

Implementation Plan





The goals and objectives of a master plan have little weight without a clear and practical implementation plan. When used consistently, the information in this chapter provides a foundation for the appropriate planning, development, and regulation of resources. The implementation plan is organized by theme and identifies priority, time frame, responsible party, and potential funding source.

Key

Priority	
L	Low Priority
M	Medium Priority
H	High Priority
Time Frame	
1	1 Year
2-3	2-3 Years
4-5	4-5 Years
Ongoing	Ongoing Project
Funding	
Public	Includes public funds from the City operating budget, Wayne County, and State of Michigan. 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.

Responsibility	
City	
CC	City Council
CS	City Staff
DDA	Main Street Grosse Pointe Downtown Development Authority
Other Government	
WC	Wayne County
MEDC	Michigan Economic Development Corporation
SOM	State of Michigan
MHPN	Michigan Historic Preservation Network
NJ	Neighboring Jurisdictions
Private	
CM	Community Members
BO	Business Owners
DEV	Developers
LL	Landlords
HO	Homeowners

Land Use

Project	Priority	Time Frame	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Revise the Zoning Ordinance to create a clear policy for residential garages that is responsive to the width of the lot, encouraging the desired side-garage layout and providing alternatives for uniquely narrow lots.	H	2-3 Years	CC, CS			●		
Encourage and facilitate historic preservation.	H	Ongoing	CC, CS	MHPN	HO, DEV	●		●
Revise the Zoning Ordinance to prohibit short-term rentals of less than 30 days in all residential districts unless in a registered hotel or bed-and-breakfast establishment.	H	1 Year	CC, CS			●		
Explore the adoption of residential design standards that set requirements for the style, quality of materials and level of detail that must be incorporated into new homes.	M	1 Year	CC, CS	MHPN	HO, DEV	●		
Implement an administrative site plan review process for new residential construction.	M	1 Year	CC, CS				●	
Revise the Zoning Ordinance to permit accessory dwelling units by right in Estate and Low-Density residential districts within structures already supporting the use and where sufficient off-street parking is provided.	M	1 Year	CC, CS			●		
Explore allowing bed-and-breakfast home occupations in Estate Residential areas, with appropriate regulations to minimize negative impacts and to preserve the architectural character of these areas.	M	1 Year	CC, CS			●		
Investigate creating basic, preapproved lot layouts that use traditional residential design, are appropriate for the average City lot, and are freely available to homebuilders.	L	2-3 Years	CS	MHPN	DEV	●		

Economic Development

Project	Priority	Time Frame	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Develop a comprehensive Economic Development Strategy.	H	1 Year	CC, CS, DDA	MEDC	DEV	●		
Create a "One-Stop Shop" Guide to Development.	H	1 Year	CS	MEDC		●		
Continue to support the efforts of the Mack Avenue Business Association and pursue creation of a multi-jurisdictional Business Improvement District (BID).	H	2-3 Years	CC, CS	NJ, MEDC	BO	●		
Coordinate capital improvements with redevelopment projects.	H	Ongoing	CC, CS		DEV	●	●	●
Encourage the preservation and revitalization of buildings.	M	Ongoing	CS	MHPN		●		●
Ensure City design standards are incorporated into all redevelopment projects.	M	Ongoing	CS			●		
Amend the zoning code to require landscaping, streetscaping, and/or public art standards for redevelopment.	M	2-3 Years	CC, CS			●	●	
Encourage home-based businesses, live/work spaces, mixed uses, and flexible commercial space to accommodate the changing economy.	M	2-3 Years	CC, CS			●		
Support programs for businesses around training, networking, and small business financing expansion.	M	2-3 Years	CS, DDA	MEDC		●		
Assess the feasibility of conducting a market study to understand unmet needs of the community and potential targets for business recruitment.	M	1 Year	CC, CS, DDA	MEDC		●		●
Host midday events in The Village to take advantage of Grosse Pointe's growing daytime population as a result of more people working from home.	L	1 Year	CC, CS, DDA	MEDC	BO, CM	●	●	
Recognize, analyze, and market potential redevelopment sites.	L	4-5 Years	CS, DDA	MEDC		●		

Transportation and Circulation

Project	Priority	Time Frame	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Maintain the network of sidewalks and promote complete streets design for City streets.	H	Ongoing	CS		DEV	●	●	●
Enhance the image of major commercial streets and entrances into the City with streetscape improvements.	H	2-3 Years	CS, DDA			●	●	●
Balance the need for on-street parking with traffic flow and the need for safe visibility at intersections.	H	2-3 Years	CS			●		
Preserve the tree-lined character of the existing road network.	M	Ongoing	CS			●	●	
Preserve existing road network capacity by managing access on the arterial, collector, service, and feeder roads.	M	Ongoing	CS			●		●
Reduce the negative impacts of cut-through traffic including speed and excessive volume by incorporating traffic calming techniques via green infrastructure and other means.	M	2-3 Years	CC, CS			●		
Continually monitor the City's major traffic generators to identify changes in traffic patterns or volumes.	M	Ongoing	CS			●		
Continue to invest in EV charging infrastructure to support the shift toward a more resilient and sustainable transportation system.	M	4-5 Years	CC, CS		DEV	●	●	●
Limit truck traffic, to the maximum extent possible, to those service streets equipped to accommodate heavy loads.	L	4-5 Years	CC, CS			●		
Enhance bicycle and shared-use facilities with signage.	L	4-5 Years	CS			●		●

Public Services, Facilities, and Infrastructure

Project	Priority	Time Frame	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Continue to invest in capital improvement projects that reflect community needs.	H	Ongoing	CC, CS			●		
Improve stormwater infrastructure to meet future demands.	H	2-3 Years	CS			●		
Support investment in schools, libraries, and community centers.	H	Ongoing	CC, CS	NJ, MEDC		●		
Actively involve residents in the capital planning process.	M	Ongoing	CC, CS		CM	●		
Explore innovative ways—both community-wide and for individual property owners—to alleviate pressure on the existing system via low-impact development and green infrastructure.	M	4-5 Years	CS		CM, HO, DEV	●	●	
Explore diverse park, recreation, and open space opportunities.	M	4-5 Years	CS			●		
Foster and maintain strong working relationships with public service providers and operators of community facilities.	L	Ongoing	CS		CM	●		●
Involve community facilities in urban design and landscape planning.	L	2-3 Years	CS			●		
Evaluate parks for accessibility for persons with disabilities, and make necessary improvements.	L	2-3 Years	CS			●		

Natural Resources and Environment

Project	Priority	Time Frame	Responsibility			Funding		
			City	Other Gov't	Private	Public	Private	DDA/TIF
Adopt zoning language that sets maximum impervious surface coverages by district.	H	1 Year	CC, CS			●		
Continue research toward financing infrastructure changes to handle increased stormwater volume.	H	2-3 Years	CC, CS	MEDC, WC	DEV	●		
Include the suggested tree list in the City Zoning Ordinance, in addition to the prohibited tree list.	H	2-3 Years	CC, CS			●		
Continue working with regional partners toward effective stormwater management solutions.	H	2-3 Years	CS	WC, NJ, SOM		●		
Work with stakeholders to create and adopt a formal green infrastructure policy that will accompany roadway capital improvements.	M	2-3 Years	CC, CS	MEDC	DEV	●		
Continue to promote tree planting along streets, in the City's parks, and in other public areas.	M	Ongoing	CS			●	●	
Continue to implement the 2017 Forestry Plan to restore canopy-deficient areas, restore existing trees, and promote a stewardship ethic surrounding trees.	M	Ongoing	CS			●	●	
Incorporate other community amenities, such as circulation paths, parks, and traffic-calming measures, into the fabric of low-impact development and hazard mitigation strategies.	M	2-3 Years	CC, CS	MEDC		●		
Explore enrolling City leaders in the Coastal Leadership Academy program.	L	1 Year	CC, CS			●		
Investigate offering a rain garden credit pilot program or levying stormwater fees.	L	2-3 Years	CS			●		
Continue collaboration with regional partners, neighboring communities, and County, State and Federal representatives to establish policies for the protection of Lake St. Clair.	L	4-5 Years	CC, CS, DDA	NJ, MEDC		●		●

Capital Improvement Program

A Capital Improvement Program (CIP) is used to evaluate, prioritize, and structure financing of public improvement projects. The City has begun to prepare and will annually update a CIP.

The CIP provides a basis for the City's Planning Commission to conduct a systematic review of proposed improvements related to the Master Plan, and creates an opportunity to coordinate timing, location, and financing of those projects. To that end, three objectives can be achieved: (1) financial analysis can minimize the impact of improvement projects on the local tax rate; (2) appropriate scheduling of projects can take place given an advance picture of future need and development activities identified in the Plan; and (3) the Planning Commission can demonstrate its coordinating role in serving other elements of local government in formulating project recommendations.

CIPs are typically presented in terms of specific fiscal year listings, although there are some shown in terms of priority categories with a more flexible time schedule.

The capital improvements process should include the following steps:

1. Inventory of potential projects as related to the Master Plan, including preliminary cost estimation and initial prioritization.
2. Evaluation of projects proposed, in addition to those in the Plan, by various sponsors and City departments.
3. Financial analysis of the proposed projects in terms of the available community revenues.
4. Project scheduling for five years.
5. Recommendation of first-year projects (capital improvement budget) to City Council.
6. Formal approval of the capital improvement budget.

The role of the planning agency is primarily to identify potential projects as related to the Master Plan, coordinate material submitted by others, and work with financial officials in assembling facts for decision by the City Council.

Department Liaison

Any coordinated planning program requires good liaison between the City administrative departments, the School Board, citizen committees, local business groups, and other organizations. Recommendations by the Planning Commission to the Council and other departments could aid in their selection of sites or facilities for expansion; help to prepare a program for development of specific districts; and assist in reducing development costs by spelling out in advance the needs and location of various functions, thereby avoiding duplication in expenditures.

Codes and Ordinances

Without reasonable, firm codes and ordinances, a city cannot carry out the best of plans. The powers vested in city government by Michigan law allow a city to guide private development, redevelopment, and rehabilitation in a coordinated plan of total city effort. Following are some of the more important codes.

Zoning

The City Zoning Ordinance is a principal tool for the implementation of the Master Plan.

Zoning is the regulation of the use of land and buildings, including their height and bulk, the proportion of lot that may be covered by them, and the density of population. Zoning is enacted under the police power of the State for the purpose of promoting health, safety, and general welfare and has long been supported constitutionally by the U.S. Supreme Court and Michigan courts.

The purpose of zoning is to assist in orderly development and growth. It is also used to protect property values and investments. Because of the impact it can have on the use of land and related services, zoning regulations must be related to the Master Plan. Zoning is an instrument for effecting that part of the Plan relating to the use and development of land. Through the process of amendments, site plan review, special approval of certain land uses and administration, the City implements its zoning in conformance with the Plan.

Depending on the rate of development change and requests for change in the zoning map, an annual appraisal of the zoning map should be made. The Zoning Ordinance must be flexible so that as changes in the population, economic base, and land use relationships occur in the City, the ordinance can be revised to reflect new objectives of the Master Plan. As necessary, amendments to improve the ordinance should be considered so as to carry out the objectives of the Master Plan. It is generally accepted practice to provide zoning on the basis of a five-year land use projection, whereas the Plan is a longer projection.

Subdivision Regulations

To help guide the development of vacant land areas, the subdivision of land is regulated in accordance with the provisions of the Subdivision Control Act, Act 288, P.A. of 1967, as amended. Although the City of Grosse Pointe is substantially developed, Act 288 remains important to the City with regard to amending plats, vacating streets and alleys, and reserving or vacating easements for utilities. Act 591 of Public Acts of 1996 made major changes to the Subdivision Control Act, including complicated provisions affecting land divisions. Updates to the City's local land division regulations are recommended to reflect these major amendments to the state Subdivision Control Act.

Housing Code

The City has adopted the BOCA (Building Officials & Code Administrators) Basic Housing Code and Property Maintenance Code. The purpose of the housing code is to upgrade and improve existing and new housing in the City and to provide specific standards for such things as minimum floor space per occupant, basic sanitary facilities, light and ventilation, structural conditions of buildings, and method to cause the vacation of dwellings unfit for habitation and their subsequent demolition.

Property Maintenance Codes

The housing code can be supplemented by other related ordinances such as a nuisance code, weed control code, and sidewalk repair regulations. Similar to the housing codes, these ordinances establish minimum standards governing the condition and maintenance of properties.

The City is an older, substantially developed community. As existing structures continue to age, proper maintenance will become increasingly more important. Therefore, it is recommended that the City reexamine all existing codes that pertain to property maintenance. These codes should be strengthened to ensure that a well-administered and coordinated property maintenance program is in place in the City.

Landlord Licensing Code

A landlord licensing code also can be adopted to require upgrades and maintenance of aging properties. Accompanied by an annual fee and inspection program, a landlord licensing code can be an effective tool to discourage conversion of units, encourage proper maintenance, and protect property values.

Public Understanding and Support

The necessity of citizen participation in and understanding of the planning process and the Plan cannot be over emphasized. A carefully organized public education program is needed to organize and identify public support in any community development plan. The lack of citizen understanding and support can seriously limit implementation of the planning proposals. The failure to support needed bond issues, failure to elect forward-thinking officials, and litigation concerning taxation, special assessments, zoning, and public improvements are some of the results of public misunderstanding of long-range plans.

To organize public support most effectively, the City must emphasize the reasons for the planning program and encourage citizen participation in the adoption of the Plan and the continued planning process. Public education can be achieved through informational presentations at various local functions, media coverage, and preparation of simple summary statements on plans for distribution. Participation by residents in various civic groups is evidence of community involvement.

Continuous Planning

A role of the Planning Commission is to provide recommendations to the City Council and Administration. This planning function is a continuous process that does not end with the completion of the Master Plan. The various districts in the City will continue to undergo change over time. Planning is an ongoing process of identification, adjustment, and response to problems or opportunities that arise. In order to sustain the planning process and generate positive results, maintain momentum, and respond to change, the Plan should be reviewed and updated every five years, at a minimum.

In addition, the Planning Commission or other designated committees, under the direction of the City Council, can prepare organizational plans for specific issues or areas of concern as specified in the Master Plan. Such plans may include a Central Business District plan, corridor plans, housing maintenance programs, or a recreation plan.

Potential Funding Sources

Successful implementation of projects will depend on the ability of the City to secure the necessary financing. Besides the general fund, there are several sources of revenue that the City could utilize and should investigate in more detail. The primary sources of funding are summarized below.

Michigan State Housing Development Authority

- **Home Improvement Program (HIP).** This program provides low-interest loans for home improvements through local lending institutions. The HIP is not targeted to any specific area and can be used citywide. Interest rates on loans are related to income. The property must be 20 years or older or in need of repair, and the loans must be used to correct items that are hazardous to health and safety, or for items related to energy conservation.
- **Neighborhood Improvement Program (NIP).** The NIP is directed toward specific revitalization areas. Loans, with interest rates dependent on income, are made available to homeowners within such areas. The program operates similarly to the HIP with local lending institutions participating.

Community Development Block Grant Program

The Community Development Block Grant program is an annual allocation of the U.S. Department of Housing and Urban Development to local governments for a wide range of community development activities, including housing rehabilitation, public and neighborhood improvements, and economic development activities that primarily benefit low- and moderate-income persons. The City receives funds through Wayne County.

Brownfield Financing Redevelopment Acts, Public Acts 381, 382, and 383 of 1996

These Acts established a new method of using the tax increment financing mechanism. The method can be used by a community and land owner or potential user working together to finance the cleanup and reuse of contaminated property. Costs that can be funded include the demolition of buildings necessary to remove hazardous substances, and new construction if needed to protect against exposure to hazardous substances that are to remain. An important feature of this method is that it restores the ability to capture state and local school taxes but only from the taxes paid by the user of the redeveloped contaminated site.

Downtown Development Authority, Public Act 197 of 1975

A Downtown Development Authority (DDA) is a nonprofit development corporation that exists for the purpose of promoting a desirable environment for businesses and residents and implementing economic revitalization projects. Projects can be implemented by the DDA through a variety of financing techniques, including bond issues, tax increment financing, and public and private contributions.

The Downtown Development Authority statute plays an important part in expanding the capacity of the City to attract and accommodate economic development. A successful program, however, is predicated in major part on having the fiscal resources necessary to support or provide for development or redevelopment activities. Without some financial participation by the community, many projects have little chance of becoming reality.

A critical element for spurring economic development is the creation within the community of profit-making opportunities for the private sector. Without the basic profit incentive built into a project, its chances of success will be limited. Thus, if conditions appear to be shaky for a particular project the community wants to see built, the community must be prepared to advance risk capital that may not otherwise be available.

Principal Shopping Districts Act, Public Act 120 of 1961, as Amended

This Act provides for the establishment of principal shopping districts and for the undertaking of certain activities within these districts. Municipalities are permitted to complete street and pedestrian improvements; acquire property for and construct parking facilities; and construct pedestrian malls along with other facilities that “serve the public interest.”

The municipality may also create a board for the management of certain additional ongoing activities, including various initiatives to promote economic development (e.g., market studies, public relations campaigns, and retail and institutional promotions). In addition, the maintenance, security, and operation of the principal shopping district may be carried out through this board. For ease of description, this board is often referred to throughout the state as a Downtown

Management Board (DMB) and the area it represents as the Principal Shopping District (PSD).

The DMB is composed of a number of members determined by the City at the time of authorization, with a majority of the members being nominees of individual businesses within the PSD. One member is a representative of adjoining residential neighborhoods and one member is a representative of City government. All board members are appointed by the chief executive officer of the City with the concurrence of the governing body.

DMBs throughout Michigan engage in a variety of activities including the operation of public parking systems, cooperative advertising campaigns, and promotions and special events.

The DMB may be funded through grants and contributions and may also use the proceeds of special assessments levied by the governing body on property within the PSD specifically for maintenance, security, and operation purposes of the DMB. All assessments are levied in accordance with the City's special assessment policies and procedures.

- **Advantages.** The advantages of this approach are that it focuses responsibility and accountability for the completion of various initiatives on a single organization. The organization is business driven, yet closely linked to the City through the appointment process and funding arrangements. It is therefore an organizational expression of the partnership between the City and business interests. Its powers to conduct cooperative advertising and promotion and to undertake public relations, maintenance, security, and general operations are broad enough to address many of the strategies outlined previously.
- **Disadvantages.** The chief disadvantage of this approach is that the DMB does not possess broad redevelopment and public infrastructure development powers. It also does not have access to a dedicated millage or the ability to undertake tax increment financing.

Additional Financing Tools

Successful implementation of the Master Plan will depend on the ability of the City to secure necessary financing. Besides the general fund, the following sources of revenue are available to the City:

- **Dedicated Millage.** A special voted millage can be used to generate revenue for a specific purpose.
- **Special Assessments.** Special assessments are compulsory contributions collected from the owners of property benefited by specific public improvements, such as paving and drainage improvements, to defray the costs of such improvements. Special assessments are apportioned according to the assumed benefits to the property affected.
- **Bond Programs.** Bonds are one of the principal sources of financing used by communities to pay for capital improvements. General obligation bonds

are issued for specific community projects and are paid off by the general public with property tax revenues. Revenue bonds are issued for construction of projects that generate revenue. The bonds are then retired using income generated by the project (for example, water and sewer service charges).

- **Grants.** Public grants from various agencies are available for specific municipal projects. Grant acquisition will be important to the City in the future for many projects or recreational opportunities.
- **Land and Water Conservation Fund.** These grants are 50/50 matching grants for land acquisition and development of outdoor recreation facilities. Eligible projects receive a reimbursement from the federal government equal to half the total project cost. The other half may be provided in the form of cash outlay or donation of land, or by credit for certain locally assumed costs. To be eligible, the City must have an approved, up-to-date recreation plan that has been formally adopted by the City Council. Facilities that may be developed with these funds include, but are not limited to, soccer fields, ball diamonds, tennis courts, playgrounds, fitness trails, picnic areas, archery ranges, and ice rinks.
- **Michigan Natural Resources Trust Fund.** This fund replaced the Michigan Land Trust Fund in October 1985. All proposals for local grants must include a local match of at least 25% of a total project cost. Projects eligible for funding include: (1) acquisition of land or rights to land for recreational uses or for protection of the land for environmental importance or scenic beauty; (2) development of public outdoor recreation or resource protection facilities (i.e., picnic areas, winter sports areas, playgrounds, ballfields, tennis courts, trails, etc.); and (3) indoor facilities if their primary purpose is to support outdoor recreation. Eligible indoor facilities include nature interpretive buildings and park visitor centers. Also eligible are outdoor recreation support buildings such as restrooms, maintenance, and storage buildings. Proposed local government fund recipients must have a recreation plan no more than five years old that is approved by the Michigan Department of Natural Resources.
- **Transportation Enhancement Act (TEA-21).** TEA-21 grants are available for improvements to the City's transportation system, including motorized and nonmotorized systems. This federal program provides funding for all types of transportation-related projects, and has been used throughout Michigan by communities to further a range of improvements.
- **Private Sources.** Foundations and utility companies are a common source for private grants for municipal projects. These grants are usually special purpose and limited to specific geographic areas.
- **Local Development Financing Act, Public Act 281 of 1986.** Act 281 of 1986 is intended to replace Public Act 450 of 1980 as the means of making tax increment financing procedures available to assist industrial development. The principal intent of the act is to promote economic growth and prevent unemployment. Eligible activities include the support of business investment in districts in which the primary activity is (1) manufacture of goods or materials, (2) agricultural processing, or (3) a high-technology activity that has as its primary purpose research, product development, engineering, laboratory testing, or development of industrial technology. A municipality wishing to

use Act 281 of 1986 must create an authority. The local development finance authority exercises the powers provided in the act within the boundaries specified by the municipality's resolution. Areas included in the authority boundaries do not have to be contiguous. Only one authority may be created by a municipality.

- **Special Assessment.** This technique allows for the financing of public improvements through the assessing of property taxes, on an equitable basis, to benefiting property owners in a specific district.
- **Rehabilitation Act, Public Act 344 of 1945.** Act 344 of the Public Acts of 1945 is the basic Michigan rehabilitation statute. It provides powers and procedures for local governments to acquire, assemble, and finance the redevelopment of blighted areas for general rehabilitation purposes.
- **Section 202/8.** This is a federally sponsored program that provides mortgage financing and rent subsidies for the construction and maintenance of housing for the elderly. Only nonprofit, private organizations (such as churches, unions, and fraternal and other nonprofit organizations) are eligible sponsors, but local governments usually cooperate in the assembly of land, applications, public improvements and supportive actions. Such projects are tax exempt, but the State rebates an equivalent amount to local tax jurisdictions.
- **Maintenance of Shopping Areas Act, Public Act 260 of 1984.** An amendment of Act 120 of 1961 authorizes cities to establish special assessment districts to be used for the maintenance of commercial areas. Act 260, Public Acts of 1984, retitles the original to read: "An act to authorize the redevelopment of principal shopping areas of certain cities; to permit the creation of revenue and the bonding of certain cities for such redevelopment projects." Basically, Act 260 expands the original act to allow the use of special assessment districts to be used not only for the redevelopment project, but also for the continued and ongoing maintenance, promotion, and security of a redevelopment project. The act also provides for the creation of a board for the management of activities within the redevelopment project, and allows for the issuance of special assessment bonds in anticipation of future collections of special assessments for the redevelopment.
- **Intergovernmental Cooperation.** Act 425 of 1984 deals with intergovernmental land transfer rather than annexation for economic development projects. In the past, as many economic development projects expanded beyond one governmental unit's boundaries, they required annexation of land area from the neighboring unit. Implementation of Act 425 permits this process to occur by a conditional transfer of property controlled by a written contract between affected units for renewable periods of up to 50 years. This act allows two or more units of government to share a given land area (sort of a joint custody) for purposes of economic development projects. The sharing may involve public services, taxes, and other general revenue, as provided by contract, rather than the all-or-nothing approach of annexation. In addition, there are many other Michigan laws that provide for intergovernmental cooperation on mutually beneficial projects.

APPENDIX:

Public Engagement Report

Purpose & Summary

This report communicates the efforts undertaken by the City to involve its citizens and stakeholders in the Master Planning process.

Overview

Several modes of engagement were implemented for the 2040 Grosse Pointe Master Plan Update, including the launch of a website to share notices, documents, surveys, and other engagement resources.

Table 7. Engagement Timeline 2021-2022

Activity / Event	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Notice			11.12								
Public Workshop						02.12					
Business Open House						02.15					
Public Body Meeting	09.20				01.24						
Interviews					01.26						
Survey					01.14	-	03.05				
Mapping Activity & Online Forums					01.14	-	-				
Public Hearing											

Key: ■ Completed ■ To Be Completed



633

Unique Website Visitors



174

Survey Responses



200+

Online Comments



50+

In-Person Attendees



100+

In-Person Comments

Engagement Efforts and Results

Project Kickoff: Notice

November 3, 2021

Overview

The Notice of Intent to Plan, pursuant to State of Michigan Law, was sent out to all neighboring municipalities, local utilities, area transit operation agencies, and other required government bodies. Additionally, notices advertising the upcoming Master Plan update were sent out to select stakeholder agencies and citizen groups. Using the Grosse Pointe Chamber of Commerce directory, the planning team mailed Notices to each of the required agencies and mailed personal letters to each of the key stakeholder groups, including:

- Commissions of neighboring municipalities (Grosse Pointe Park, Grosse Pointe Farms, Detroit, Wayne County).
- Local transit agencies (SMART, DDOT).
- Local utilities (DTE, Consumers).
- Local planning departments.
- Key stakeholder groups representing economic development, disability activism, senior, youth, multi-modal transportation, and equity interests.

Feedback

The Detroit Area Agency on Aging submitted a report, dated November 22, 2022, to the planning team. Using polling data from the Far East Community Visioning Forum in December 2018, several recommendations were provided to promote age-friendly cities, including:

- 38% of respondents advocated for the improvement of city services.
- 28% desired affordable and accessible housing located near amenities that could be easily accessed.
- 17% reported the need for more public safety within their communities.
- 9% pushed for better pedestrian sidewalks, cross walks, and walking trails.
- 8% requested better streetlights and traffic signals to increase pedestrian safety and utilization of crosswalks, public streets and roads.
- Support intergenerational programs/services.
- Enhance property tax relief programs for senior homeowners.
- Institute home modification and repair programs.
- Increase technology training for seniors.



Project Kickoff: Public Body Meeting

September 20, 2021

Overview

The Master Plan team, represented by McKenna, attended the City Council meeting to discuss the 2040 Master Plan update and invite councilmembers to ask questions or make comments about the process. All residents of Grosse Pointe can attend these meetings, which are publicized with their respective agendas according to existing City Council procedures.

Project Kickoff: Website Launch

January 2022

Overview

The City launched a website for the Master Plan update process, including all notices and links to various surveys, forums, and documents. This website has been regularly maintained and updated and will continue to feature documents and opportunities for engagement.

Interviews

January 26, 2022

Overview

As a part of the Grosse Pointe Master Plan Update, the City extended individual interview offers to select stakeholders with in-depth knowledge of relevant challenges, including two school principals as well as the Neighborhood Club. Two stakeholders responded to the offer, and half-hour interviews were conducted with each on January 26, 2022. The following is a general summary of the interview results and key points—individual names and other personal identifiers have been removed.

Results & Feedback

The topics brought up most often in the stakeholder interviews included wellness and health, public programming and activities, availability of land, traffic safety and schools.

The following themes from the interviewees were drawn out of the interview transcripts by project staff:

- **Coordination.** The City of Grosse Pointe is unique because it is a part of a mini-region with the other Grosse Pointes—all five cities share schools, recreation services, shopping, streets, and other facilities. It is important to consider that people travel between cities to reach what they need, including education and recreation.
- **Walking.** Many people love to walk in Grosse Pointe, either for exercise, to take their kids to school, to visit neighbors, or to access amenities. The City should capitalize on this walkability and improve pedestrian infrastructure, particularly at crosswalks in The Village, where there have been several traffic accidents in the last few years. Grosse Pointe is special because it is walkable and walking itself could be made safer and more of an attraction.
- **Young Families.** The number of young families has been declining and more of an effort needs to be made to make the City attractive for young parents and kids. The Village could have more restaurants and entertainment to attract a younger demographic. Places for parents to meet, chat, and build community are generally lacking—both the City and the school district could work to make these spaces available.
- **Land Availability.** There is very little land available in the City for development or redevelopment (public or private). Parking is not well-distributed across the City; there are areas that need more parking but don't have anywhere to put it, and there are areas with parking spaces that are never used. More thought needs to be put into the limited land across the City as a whole, and to find out how parking could be better distributed to free up land while meeting parking needs.

Public Workshop

February 12, 2022

Overview

A public workshop for all Grosse Pointe residents was held to solicit feedback on residents' vision for the future of the community and to engage in goal-setting. Additionally, residents were given the opportunity to ask questions about and comment on the master planning process. To include more young parents, a 'Block City' was provided for children to engage in interactive place-making. Several outreach strategies were used to advertise the event, including:

- An announcement at the January 2022 City Council meeting.
- An update to the City website.
- An email sent through the City emailing list.
- And individual mailings, phone calls, and emails sent to stakeholders and interested groups, such as the Grosse Pointe PTO, Grosse Pointe South Mother's Club, the Helm at the Boll Life Center, and Main Street Grosse Pointe.

Over 50 people attended the event and numerous comments were received across a wide range of topics.





Results & Feedback

The following themes from the workshop were drawn from the comment transcripts by project staff and evaluation forms from attendees:

- **Younger Crowd.** The number of young people has been declining and more of an effort needs to be made into making the City attractive for young professionals, parents, and kids. The Village could be improved to have more restaurants and entertainment to attract a younger demographic. Coworking spaces and local retail provide value to young professionals. Additional streetscape, public art, and park enhancements are desirable.
- **Housing Variety.** In part to support the attraction of a younger demographic, greater diversity in the housing stock is needed. .
- **Sustainability.** With Grosse Pointe's proximity to the Detroit River, flooding is a major concern for residents and businesses in the City and speaks to the larger concerns around sustainability.

Business Open House

February 15, 2022

Overview

An open house meeting was hosted for the local business community to gather feedback on economic development topics and areas of concern, as well as to solicit ideas for improvement. Local and state economic development agencies were also invited to attend. This open house was not advertised to the general public. The master plan team worked with Main Street Grosse Pointe to disseminate an invitation to all members and mailed or emailed invitations to businesses along Mack Ave and Fisher Rd. Three stakeholders attended the meeting along with two economic development agency representatives.

Results & Feedback

The following themes from the open house were drawn out of the comment transcripts from project staff and discussion with attendees:

- **Community Events.** As communities recover from the impacts of the COVID-19 pandemic, including social distancing and blurred lines of work-life balance, residents are looking for ways to interact with one another and re-establish a sense of place.
- **Regional Coordination.** Participants expressed support for regional coordination, e.g. the existing and potential future coordinated efforts of the Grosse Pointes and the City of Detroit to enhance their shared commercial corridors.

Online Engagement

January 14 through April 1, 2022

Overview

In addition to the public workshop, a 15-minute public survey, an online mapping activity, and digital forums were made available for all residents.

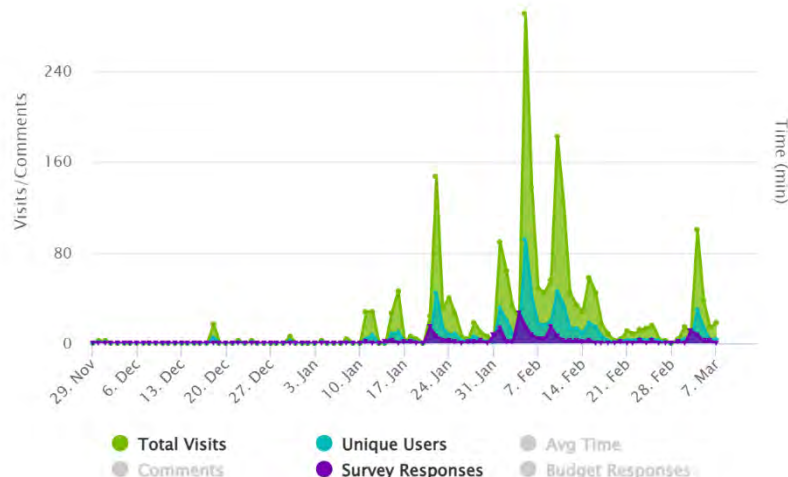
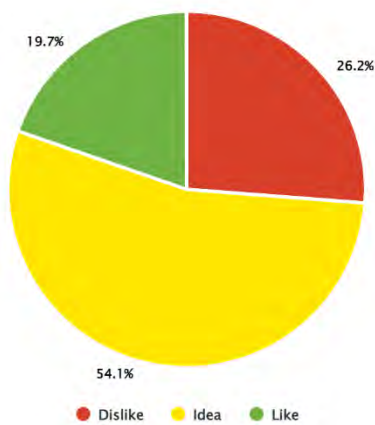
The survey and mapping activity were both available from January 14 to March 5, 2022. The forums were available until April 1, 2022. The survey was advertised at the February 12, 2022 Public Open House in addition to:

- An announcement at the January 2022 City Council meeting.
- An update to the City website.
- An email sent through the City email list.
- A notice sent through the Grosse Pointe Public School's social media and digital communication platform.
- A notice sent through the Main Street Grosse Pointe DDA mailing list.
- Individual mailings, phone calls, and emails sent to stakeholders and interested groups, such as the Grosse Pointe PTO, Grosse Pointe South Mother's Club, the Helm at the Boll Life Center, and Main Street Grosse Pointe.

The link to the survey took interested respondents to the project homepage, where they could immediately see the mapping activity and forums.

Overall Results

Online engagement was robust, with over 2,000 website visits and 633 unique users. 167 comments were received through the mapping activity. About 20% of these were positive comments about existing conditions, about 26% were negative comments about existing conditions, and the remainder were ideas for desired changes to existing conditions. An additional 38 comments were generated through the forum.



Online Engagement: Survey Results

January 14 through March 5, 2022

Overview

The survey was distributed to solicit general feedback on residents' vision for the future and aid in community goal setting. Promoted through several channels, the survey generated 174 responses. Residents were also given an opportunity to ask questions about and comment on the master planning process. The survey was available both digitally through Social Pinpoint and physically at City Hall and the Helm, in consideration of varying levels of technical knowledge and access.

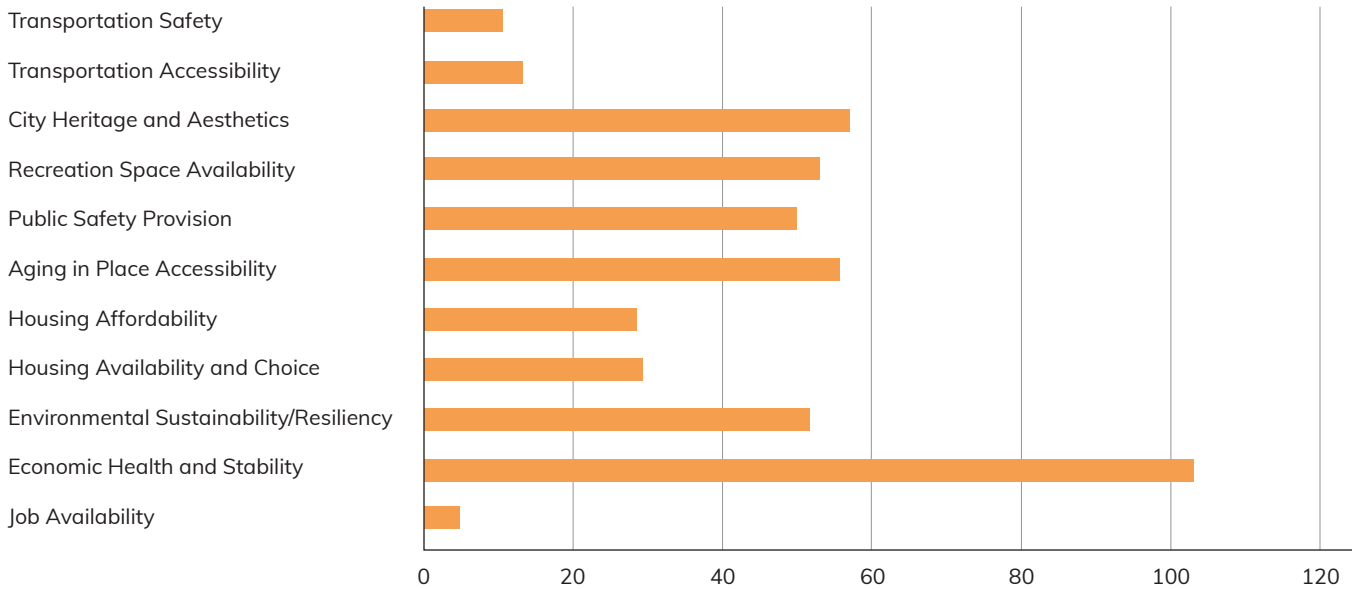
Key insights from the survey include:

- Over 70% of respondents said that community character—including building styles, navigation, schools, and open space—is the element of the City that they most enjoy, contributing heavily to the quality of life in Grosse Pointe. Community character was mentioned as the City's biggest asset.
- Economic health was respondents' greatest concern for Grosse Pointe.
- Aging in place, City heritage, and recreation space were also mentioned as respondents' concerns.
- Over 50% of respondents were 55 and older and less than 9% were under the age of 34. This is partially a symptom of an aging population, but also indicative of less civic engagement among younger populations.

Selected Results

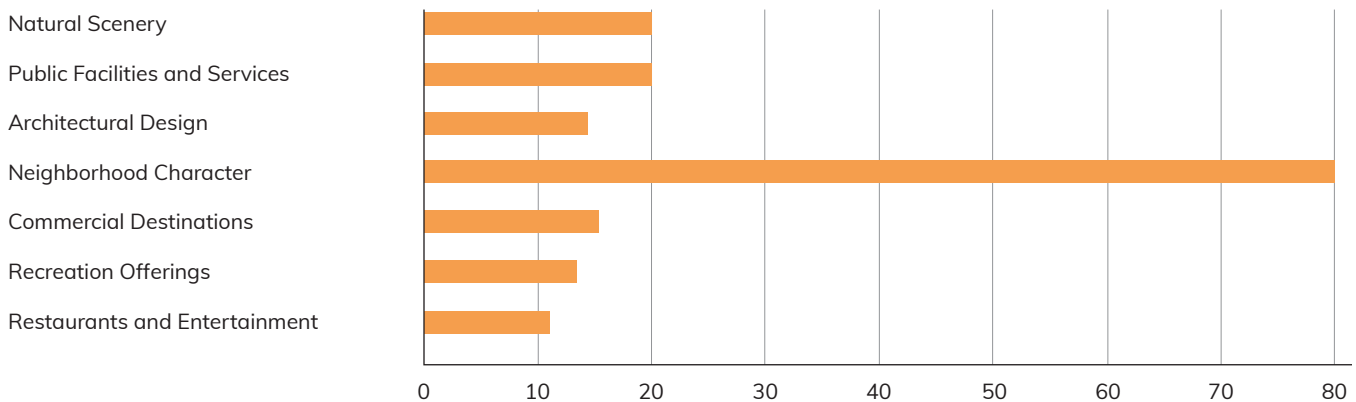
Question 5.

“Which topics are your biggest concerns for Grosse Pointe as it continues to change over time?”



Question 8.

“What feature do you think most distinguishes Grosse Pointe from other cities nearby?”



Online Engagement: Mapping Activity Results

January 14 through March 5, 2022

Overview

The mapping activity presented people with three options—like, dislike, and comment—to add to a map of the City and write an explanation. Most comments received through this activity were focused on The Village and the East Jefferson corridor. This activity helped the planning team identify key areas of improvement/emphasis and draw connections between major themes.

The following are the top-voted comments (20 or more up votes) received through the website:

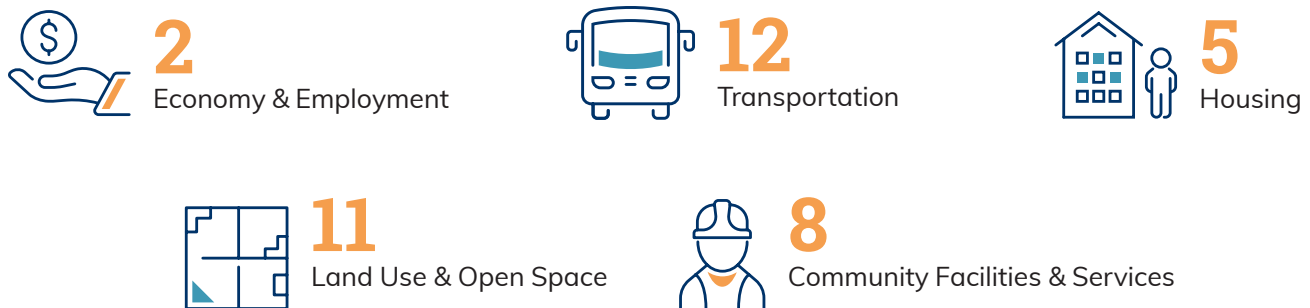
1. Patio dining and pedestrian-friendly environment in the Village can contribute to downtown character.
2. Concern regarding occupancy of vacant retail spaces and open lot at Maumee Avenue and Fisher Road.
3. Kroger parking lot spaces are too small.
4. Maintenance concerns regarding parking lots north of Kercheval.
5. Village maintenance and upkeep concerns.

Online Engagement: Forum Results

January 14 through April 1, 2022

Overview

The digital forums allowed for free response and generated 38 comments, broken out into the following categories:





235 East Main Street, Suite 105
Northville, Michigan 48167
T: 248-596-0920
F: 248-596-0930
www.mcka.com

John Jackson, AICPPresident
Paul Urbiel, AICPProject Manager
Nani Wolf, AICP.Project Planner
Gage BelkoProject Planner
Erin Raine.Graphic Designer