



CITY OF
EASTPOINTE,
MICHIGAN

MASTER PLAN

Adopted
January 8, 2019

EASTPOINTE
→ *Plan 2040*

EASTPOINTE 2040 MASTER PLAN

CITY OF EASTPOINTE, MICHIGAN

Adopted by the Eastpointe Planning Commission

December 6, 2018

Adopted by the Eastpointe City Council

January 8, 2019

Prepared by:

McKenna
Community Planning and Design
235 East Main Street, Suite 105
Northville, MI 48167
(248) 596.0920
www.mcka.com

City of Eastpointe, Macomb County, Michigan
Master Plan 2018 - 2040
RESOLUTION of ADOPTION

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

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

WHEREAS the City of Eastpointe Planning Commission has provided opportunities for public participation in the planning process; and

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

WHEREAS the City of Eastpointe Planning Commission held formal public hearings on the draft Master Plan on January 4 and June 7, 2018 in order to provide additional opportunity for public comment; and

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

NOW THEREFORE BE IT RESOLVED that the City of Eastpointe Planning Commission hereby adopts the City of Eastpointe Master Plan 2018 - 2040, as presented at the public hearing held on June 7, 2018, subject to incorporation of the following revisions (if applicable):

1. Revisions included in McKenna memo dated 9/26/18
- 2040 MASTER PLAN - KELLY RD FUTURE LAND
USE DESIGNATION
2. _____

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

Motion by JAKUBIEC and seconded by Lalonde

AYES: D'Hondt, Lalonde, JAKUBIEC, Brohl, Lubeck, Palazzolo

NAYS: NONE

ABSENT: ULINSKI

Resolution Declared Adopted. December 6, 2018.

Jeffrey Lubeck
Jeffrey Lubeck, Chairperson
City of Eastpointe Planning Commission

Sheila Ulinski
Sheila Ulinski, Secretary
City of Eastpointe Planning Commission

John D'Hondt
John D'Hondt,
acting
Secretary

CITY OF EASTPOINTE
COUNTY OF MACOMB
STATE OF MICHIGAN

**RESOLUTION NO. 1873
MASTER PLAN 2018 - 2040**

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

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

WHEREAS, the City of Eastpointe Planning Commission and City Council have provided opportunities for public participation in the planning process; and

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

WHEREAS, the City of Eastpointe Planning Commission held formal public hearings on the draft Master Plan on January 4 and June 7, 2018 in order to provide additional opportunity for public comment; and

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

NOW THEREFORE BE IT RESOLVED, that the City of Eastpointe City Council hereby adopts the City of Eastpointe Master Plan 2018 - 2040, as recommended by the Planning Commission at their meeting of December 6, 2018.


CERTIFICATION

I, Joseph M. Sobota, M.P.A., City Clerk for the City of Eastpointe, Macomb County, Michigan do hereby certify that the foregoing Resolution No. 1873 was offered by Councilperson Lucido and supported by Councilperson DeMonaco and same was duly passed at a regular meeting of the City Council in the City Hall, held on Tuesday, January 8, 2019, and that the vote was as follows:

Yeas: Lucido, DeMonaco, Klinefelt and Owens

Nays: Pixley

Absent: None



Joseph M. Sobota, M.P.A.
City Clerk

ACKNOWLEDGMENTS

Thank you.

The participation and cooperation of community leaders, residents and members of civic organizations in the preparation of the Eastpointe 2040 Master Plan is greatly appreciated and we thank everyone who participated in its development. The content in this Plan reflects the on-going collaboration between City residents, stakeholders, Planning Commission, and City Council. A special thanks to John Marion, former Council Member and Council Liaison to the Planning Commission, for his involvement and efforts.

In particular, we acknowledge the efforts of:

City Council

Suzanne Pixley, Mayor
Michael Klinefelt, Mayor Pro Tem
Cardi DeMonaco, Jr., Council Member
Sarah Lucido, Council Member
Monique Owens, Council Member

City Administration

Joseph Sobota, City Manager
Mary Van Haaren, Director of Community and Economic Development and Building Official

Planning Commission

Jeffrey Lubeck, Chairman
Timothy Palazzolo, Vice Chair
Sarah Lucido, Council Member
Sheila Ulinski, Secretary
Michael Brohl
John D'Hondt
Walter Jakubiec
Leo Lalonde

TABLE OF CONTENTS

ACKNOWLEDGMENTS	I
TABLE OF CONTENTS	III
01 INTRODUCTION	1
Welcome.....	1
Planning Process	2
Eastpointe's Flexible Roadmap: 2040 Vision Summary	3
Community Profile	3
Community Engagement.....	4
Building on Strong Line of Planning Efforts.....	4
Future Land Use Plan.....	5
02 COMMUNITY SNAPSHOT	7
Our Past, Present & Future	7
Community Profile	8
03 EASTPOINTE'S STRATEGY	15
Planning for Change	15
Community Engagement.....	16
Overarching Themes.....	21
1) Neighborhood Goals	22
2) Community-Building Goals	23
3) Business & Industrial Districts Goals.....	24
4) Transportation, Access & Mobility Goals.....	25
04 EXISTING FRAMEWORK	27
Land Use Implications	27
Existing Land Use Summary.....	31
Residential Neighborhoods.....	32
Business Districts	37
Community Sphere	40
05 TRANSPORTATION	43
Complete Streets	44
Vehicle Circulation	46
Future Transportation Plan	49
06 CITY BUILDING PLAN	53
Future Land Use and Eastpointe's Opportunities	53
Potential Intensity Change Areas	60

07 IMPLEMENTATION.....	73
Getting Started	73
Policy and Programming	74
Funding Mechanisms	79
Action Plan	81

LIST OF MAPS

MAP 1: Existing Land Use	29
MAP 2: Parks and Schools	42
MAP 3: Transportation	47
MAP 4: Future Land Use	57
MAP 5: Potential Intensity Change Areas (PICAs).....	71

LIST OF TABLES

Table 1: Population of Eastpointe and Surrounding Region 1990 - 2010.....	9
Table 2: Eastpointe's Housing Typology, 2000 - 2014.....	11
Table 3: Regional Housing Tenure and Value Trends	12
Table 4: Employment by Industry, 2000 - 2014	13
Table 5: Future Land Use Allocations	55

LIST OF FIGURES

Figure 1: Median Household Income (2010 Dollars).....	14
---	----



01 INTRODUCTION

Welcome

Welcome to the City of Eastpointe 2040 Master Plan!

This Plan reflects a vision for the future of Eastpointe: its neighborhoods, sense of place and community, commercial corridors and downtown core, transportation, and parks and recreation facilities.

The Eastpointe 2040 Plan is an opportunity to connect and combine efforts for meaningful reinvestment in the community and is intended to capitalize on what is currently working in the City, provide solutions to fix what is not, and outline the path to a greater future for its residents, businesses, and visitors.

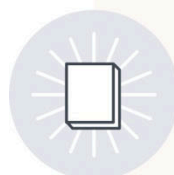
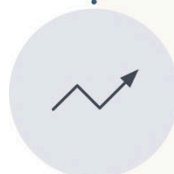
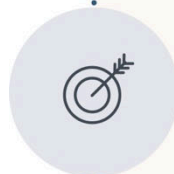
Planning Process

Process Overview

The Eastpointe 2040 Master Plan was prepared with technical assistance from McKenna, a community planning and design consulting firm, and with the active involvement of the City's Administration and the Planning Commission.

Citizen input through an online survey, roundtable discussions, and a community-wide open house also contributed to this Plan. Following multiple reviews, public hearings, and in-depth discussions by the Planning Commission, the 2040 Master Plan was submitted to Eastpointe's City Council for consideration.

Throughout the process, all meetings were open to the public. Notices were posted beforehand, and advertised in the newspaper, as required by the Open Meetings Act. The planning process kicked-off in early 2016 and finished in the winter of 2019 with the 2040 Plan's adoption.



KEY STEPS:

Project Initiation

- Kick-off meeting with City Administration; schedule and work plan finalization.
- Review of 2010 Eastpointe Master Plan, other City plans, and relevant agency documents.

Identify and Quantify

- Documentation and inventory of existing land use and transportation conditions.
- Review of latest Census data, socio-economic facts, trends and projections.

Public Engagement

- Public engagement components, including:
 - Roundtable discussions;
 - Community-wide surveys;
 - Public Open House; and
 - Discussions at various Planning Commission meetings.

Analysis and Mapping

- Analysis and incorporation of public engagement results.
- Mapping of Potential Intensity Change Areas (PICAs).
- Development of goals and objectives.

Action Plan and Metrics

- Identification of implementation tools, land use controls and zoning techniques to further Eastpointe's objectives.
- Determination of strategic actions and creation of the Action Plan implementation matrix.

Draft Plan and Review

- Creation of a cohesive, easy to follow document for improved functionality.
- Review of the draft Plan by City Administration, the Planning Commission and City Council.

Final Plan and Adoption

- 63-day distribution and comment period held.
- Final Plan adopted by the City Council in the winter of 2019.

Eastpointe's Flexible Roadmap: 2040 Vision Summary

The Eastpointe 2040 Master Plan provides a roadmap for the future development of the City and is an update to the 2010 Master Plan. The changes in the City's demographics and comments from public input have led to a revised vision for the future growth of Eastpointe.

Community Profile

Population

Since the 1970's, Eastpointe has seen a gradual decline in population. Although there was a slight increase in percentage of population decline between 2000 and 2010, there is reason to be hopeful about the potential for future growth. Eastpointe has consistently had a lower rate of population decline than the surrounding communities. SEMCOG has projected a 6% increase in population from 30,948 to 32,779 in 2025, and a further increase to 34,467 by 2035.

Housing

Traditionally, Eastpointe has been a residential-oriented community with an overwhelming portion of its housing stock devoted to detached, single-family residences. This trend continued into 2014 as over 91% of the entire housing stock was detached, single-family, of which, 71% is owner occupied. Per 2014 ACS data, 714 new residential units have been constructed in the City since 1980, approximately 5% of the housing stock. Almost 50% of all Eastpointe housing was constructed in the 1950's. The age of the City's housing indicates that some units may be ideal for redevelopment and further strengthens the need for new construction which provides a mix of housing options with amenities that young professionals, starter families, and seniors anticipate in today's market.

Employment Trends

2014 ACS data shows the unemployment rate of 10.4%. The City lost nearly 5,000 jobs from 2008 to 2014, with the majority of those jobs coming from manufacturing and construction. Eastpointe did see an increase of jobs in the Education and Health Care industries during this same time period.

MASTER PLAN: PURPOSE & USE

The Eastpointe 2040 Master Plan will serve as the City's guiding policy document for the next generation of progress and redevelopment and replaces the previously approved 2010 Master Plan.

This Plan is considered Eastpointe's flexible roadmap to 2040 as it provides a solid foundation for future land use decisions, with both a written and graphic legal basis for zoning and land use controls to be utilized by the City. Further, Eastpointe's 2040 Master Plan fulfills the requirements of the Michigan Planning Enabling Act (P.A. 33 of 2008, as amended), ensuring that the community continues to evolve in a pattern consistent with the citizen's vision, goals, and objectives.

Community Engagement

Outreach and engagement were critical components in the development of this plan and included input from residents, business owners, community organization representatives, and other stakeholders. Understanding the importance of community engagement, we employed a range of techniques including a City wide open house, an online forum (survey), and a series of roundtable discussions. From these public engagement sessions, six themes emerged that will help steer future development and redevelopment in Eastpointe. Together, the themes create the foundation for the Eastpointe 2040 Plan, as shown to the below.

1. **Connect:** Encourage an efficient and safe multi-modal transportation network that facilitates economic growth while integrating various modes of transportation to ensure a higher quality of life.
2. **Strengthen:** Support the residential fabric of neighborhoods by beautifying existing streets, diversifying the selection of housing typologies, and ensuring that neighborhoods are safe, attractive and well-linked to community amenities.
3. **Re-Activate:** Energize business districts with appropriately sited and attractively designed retail, service, and entertainment establishments, following best practice design guidelines.
4. **Deepen Local Roots:** Create an environment that is conducive to development, redevelopment, and the growth of local businesses, especially harvesting entrepreneurial spirit.
5. **Environmentally and Culturally Rich:** Promote and implement measures that will make the City a more culturally rich, welcoming, healthier, and more environmentally friendly community.
6. **People-Oriented Focus:** Continue developing as an inclusive, welcoming and multi-generational community that builds upon strengths that only come with diversity. Improve community perceptions and communications among residents, business owners, visitors and City stakeholders.



Building on Strong Line of Planning Efforts

Eastpointe continues to adhere to the Michigan Planning Enabling Act's requirement of maintaining an updated Master Plan. The 2040 Plan replaces the previously Master Plan (adopted in 2010) and builds upon the efforts presented in previous City and other outside agency plans related to the study area, including:

1. The Eastpointe Charrette (2015);
2. Eastpointe Master Plan On-line Survey (2015-2016);
3. Gratiot Avenue Pilot Corridor (2014);
4. Zoning Ordinance Review (2013);
5. Eastpointe Master Plan (2010);
6. Eastpointe DDA Design Framework Plan Draft (2010);
7. Gratiot Avenue Corridor Improvement Plan (2009); and the
8. Gratiot Avenue Access Management Plan (2008).



With careful consideration to build upon previous research, the review and incorporation of the above plans was a key first step in Eastpointe's planning effort.

Future Land Use Plan

Future Land Use Concept

In developing the Future Land Use Map, several factors were taken into consideration, including:

1. **Existing Land Uses and Patterns.** In many circumstances, it is advisable to place land in a future land use designation which corresponds to the actual use of the land. For example, the majority of the City's existing single family residential areas are designated as single family on the Future Land Use Map.

There are occasions where the future land use designations do not correspond with the existing land use pattern. This is done where the existing lots, buildings and uses are no longer considered appropriate for their location.
2. **Goals and Objectives.** The goals and objectives of the Master Plan are incorporated into the Future Land Use Map.
3. **Data and Information Collected During the Master Plan Process.** The data collected during the master plan process provides a basis for making projections for what a community may need in the future.
4. **Complete Streets.** The sidewalk network and supporting walkability in the City is a primary goal of the Future Land Use plan and the Future Transportation plan for Eastpointe. All residential and commercial development are required to provide sidewalks. Efforts to address sidewalk gaps in existing residential neighborhoods are also a priority. Sidewalks and non-motorized pathways should serve as linkages between public spaces such as parks and schools.
5. **Strengthen Commercial Development.** In order to create a sense of place and improve the taxable valuation base of the City, it is necessary to reorganize commercial development along major traffic corridors by creating defined and compact commercial nodes. Decision to create a Gateway and district "nodes" along Gratiot Avenue along with strengthening the downtown by following established principals instead of accepting suburban strip commercial development.

What's Changed?

The 2040 Future Land Use Plan looks to simplify and clarify the preferred development patterns for the City. The Office and Non-Center Commercial land use categories have been combined and renamed to local commercial. The trend in land use development is to include office in areas where local services are available. The Public and Quasi Public land use categories have also been combined since they function in a similar manner. The Center Commercial District has been renamed to Regional Commercial to better describe the intended uses for those areas.

The Future Land Use Map builds upon past growth and prevailing development patterns. The City's regional, auto-centric commercial development is primarily planned to occur along Gratiot Avenue, the Central Business District, and Eight Mile Boulevard.

Nine Mile Road and Kelly Road have been identified as corridors for Local Commercial and Mixed Use. The properties in this area are appropriate for mixed use districts with neighborhood serving businesses, services and offices and residential in some areas.

The main industrial areas are planned for sections of Ten Mile Road, near the City of Roseville border.

Areas planned as Recreation correspond with existing parkland. Similarly, all large scale institutional uses, including schools, public and quasi-public uses, are noted on the Future Land Use Map.

Three residential classifications of varying density are shown on the Future Land Use Map. The vast majority of the City is dedicated to residential development, with single family residential being the predominant future land use category.

Potential Intensity Change Areas (PICAs)

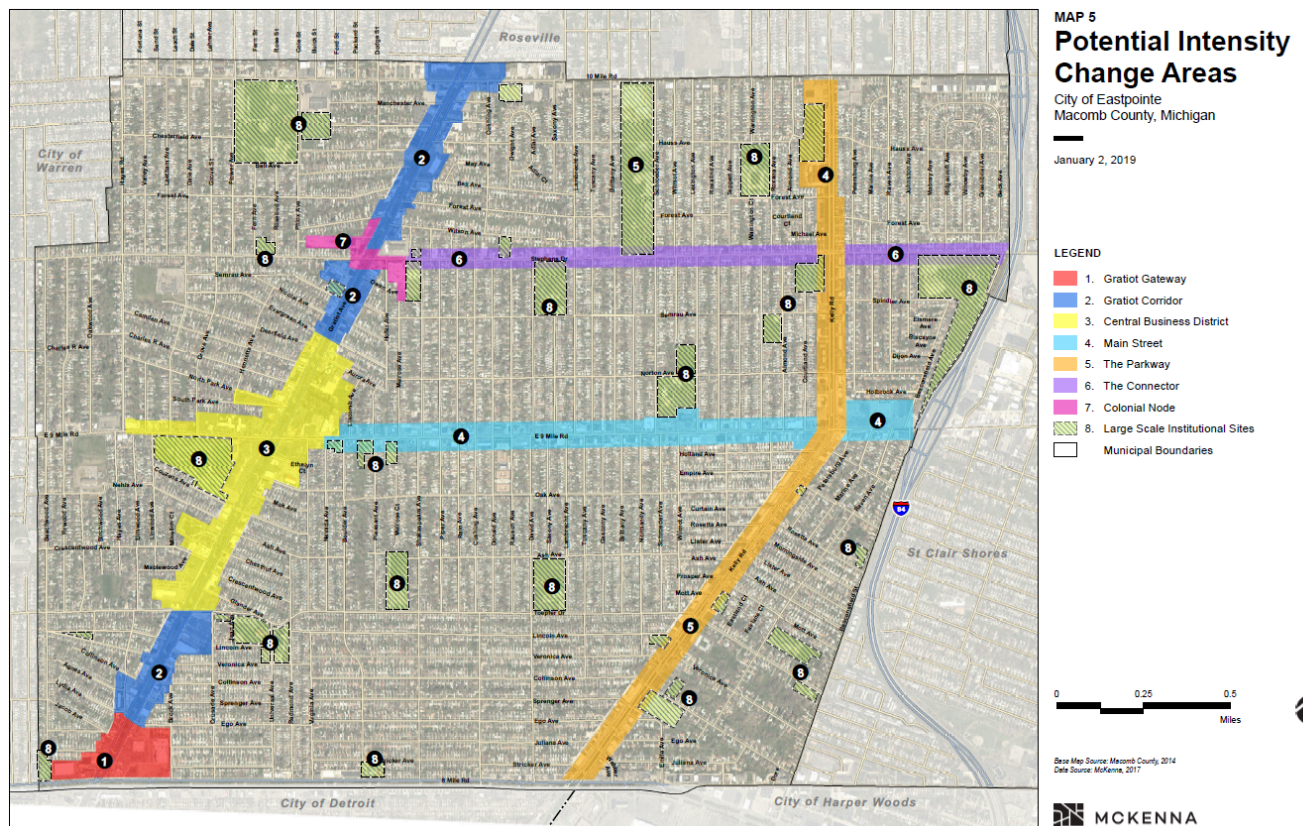
Eastpointe's PICAs

One of the largest changes to the Future Land Use Plan is the inclusion of a Potential Intensity Change Area (PICA) Map, in addition to the Future Land Use Map. The PICA Map separates redevelopment opportunities from the Future Land Use Map, providing a clear vision for upcoming development in Eastpointe.

A Potential Intensity Change Area is any spatial area that is a candidate for a “change in intensity” within the planning period of five, 10, or 20 years. PICAs can be large in size, spanning an entire corridor or neighborhood or smaller, such as a collection of a few parcels or even a single parcel.

The following is a list of potential PICAs in Eastpointe where changes in intensity are recommended or expected to occur within the next 20 years. Each PICA is characterized by its existing conditions, challenges, opportunities and future land conditions. Potential PICAs:

1. Gratiot Gateway
2. Gratiot Corridor
3. Central Business District (CBD)
4. Main Street
5. The Parkway
6. The Connector
7. Colonial Node
8. Large Scale Institutional Sites





02 COMMUNITY SNAPSHOT

Our Past, Present & Future

The Community Snapshot chapter presents an overview of Eastpointe's current conditions - its demographic profile, population, and analysis of housing and economic trends. The inventory in this chapter answers the question, "Where are we today?". As such, the following chapter provides a snapshot of Eastpointe's current conditions – population, housing, employment, etc. A critical understanding of where Eastpointe stands in the region today is necessary as the social and economic capacities of the City strongly inform the realm of future planning possibilities.

Eastpointe has a rich history as a residential and commercial destination and gathering space in Metropolitan Detroit. Traditionally known as the halfway point between Detroit and Mount Clemens, the City maintains a strategic location in the greater Southwest Detroit metropolitan. Eastpointe's residents have many ties to the central city of Detroit and its surrounding communities for work, recreation and entertainment, and shopping, making the community an especially ideal location for potential homeowners with professional and personal relationships in the region.

Community Profile

Data Sources

Eastpointe's current demographic situation and trends provide understanding to critical areas of planning, including neighborhoods, parks and open space, walkability and connectivity, and economic redevelopment.

The data used in this Plan comes from the 2010 US Census Bureau, as well as the 2014/15 American Community Survey (ACS) 5-year data. The ACS uses statistical sampling over a 5-year period to describe the average characteristics over the period of collection. Additional comparisons were made with the 2000 US Census and other earlier data sources for greater insight on historic trends, along with the Southeast Michigan Council of Governments (SEMCOG) projections. Comparisons were made with neighboring inner-ring communities, Macomb County and the State of Michigan.

Population and Age Demographic Trends

Competitive in the Immediate Region.

The City's gradual population decrease since 1970 reflects the continued migration of residents out of Detroit, the historic core of the region. Data trends over the past decade indicate a retreat of the City's population decrease, especially when compared with neighboring communities. While it jumped up to 4.7% in 2010 from an all-time low of 3.5% in 2000, Eastpointe maintains one of the lowest population losses of any of the communities that it borders: Roseville, St. Clair Shores, Harper Woods, Warren and Detroit. Attractive factors such as public safety (police and fire), affordable housing, and a location in the greater Detroit region with access to major transportation routes makes Eastpointe a desirable place to live for many, including former Detroit residents.

Gain in Population Projected.

Challenged by a population decrease since 1970, Eastpointe is projected to start witnessing an up-tick in the population. While Macomb County (as a whole) has experienced population growth during the last two decades, this population growth has generally occurred in townships that are undergoing intense residential developments, and not typically in inner-ring suburbs, which includes Eastpointe and most of its neighbors.

However, for the first time in almost 50 years, SEMCOG projects Eastpointe will increase its population from 30,948 (2015) to 32,779 (2025) and to further increase in size to 34,467 by 2035. SEMCOG's upward projected population trend is an extremely positive sign for Eastpointe as the community is mostly built out.

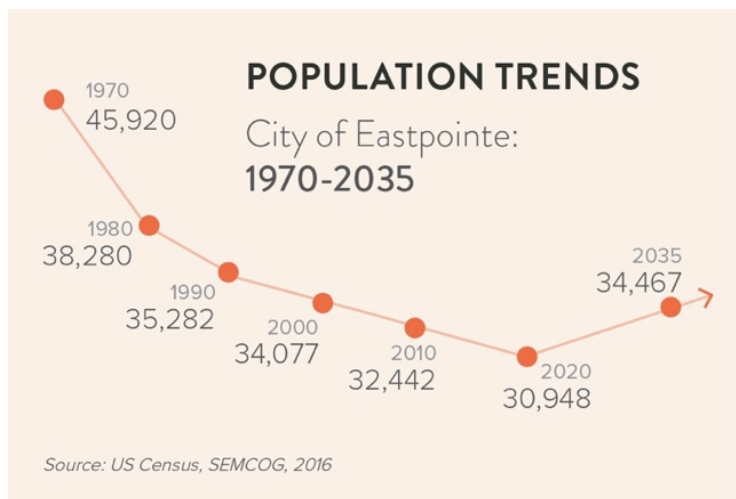
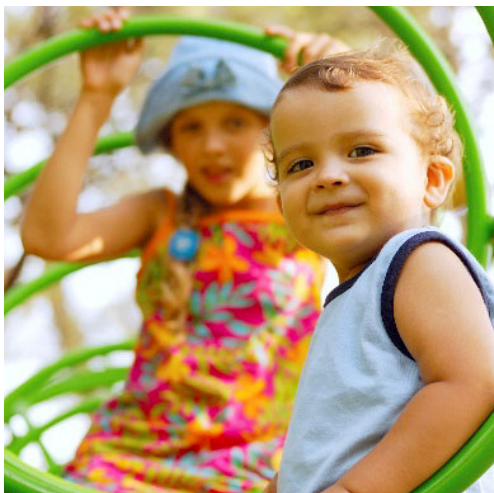


Table 1: Population of Eastpointe and Surrounding Region 1990 - 2010

Municipality	1990	2000	2010	Total Change 1990- 2000	% Change 1990- 2000	Total Change 2000- 2010	% Change 2000- 2010
Eastpointe	35,283	34,044	32,442	-1,239	-3.5%	-1,602	-4.7%
Roseville	51,412	48,129	47,299	-3,283	-6.4%	-830	-1.7%
St. Clair Shores	68,107	63,096	59,715	-5,011	-7.4%	-3,381	-5.4%
Harper Woods	14,903	14,245	14,236	-658	-4.4%	-9	0%
Warren	144,864	138,247	134,056	-6,617	-4.6%	-4,191	-3.0%
Detroit	1,027,974	951,270	713,777	-76,704	-7.5%	-237,493	-18.3%
Macomb County	717,400	788,149	840,978	70,749	10.0%	52,829	6.7%

Source: US Census

Eastpointe - Developing a Healthy Population.

By 2035, Eastpointe's population is expected to increase to 34,467. Attraction of young professionals and starter families will be critical over the next several years to help support the population of Eastpointe and mitigate any potential stagnation. As the age group of 20-54 year olds (i.e. those within working class households) decreased in the City between 2000-2010, attracting new residents will be critical to the vibrancy of Eastpointe's future.

Eastpointe - A Youthful Population.

The City's median age has decreased since 2000 with a 2014 median age of 36.2 years, indicating that half of the population living in Eastpointe is under the age of 36. Compared to surrounding communities and Macomb County (2014 median age of 40.6 years), Eastpointe has a youthful current population.

Educational Trends

Eastpointe - Educational Attainment Continues to Climb.

Over the past 15 years, educational attainment has undergone significant positive changes in all categories of educational achievement. Between 2000 -2014, Eastpointe has not only experienced an increase in those attaining higher education (some college, 2 and 4-year college, and graduate / professional degrees), but also experienced a reduction to those receiving the equivalent of a high school diploma or less.

When compared to the surrounding Macomb County (see below), Eastpointe does lag slightly behind the established benchmarks for higher education. The momentum behind Eastpointe's recent educational attainment trend is a positive sign that can hopefully continue rising, better positioning the City to attract new residents with school-aged children and to link Eastpointe's primary educational system with higher educational opportunities.

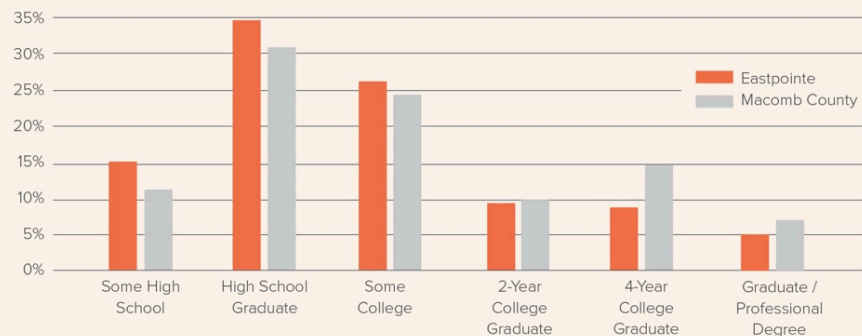
EDUCATIONAL TRENDS

From 2000-2014, those with an educational attainment of some college or more grew by:

22%

Across the board, those seeking higher education rose during this time frame.

Source: US Census

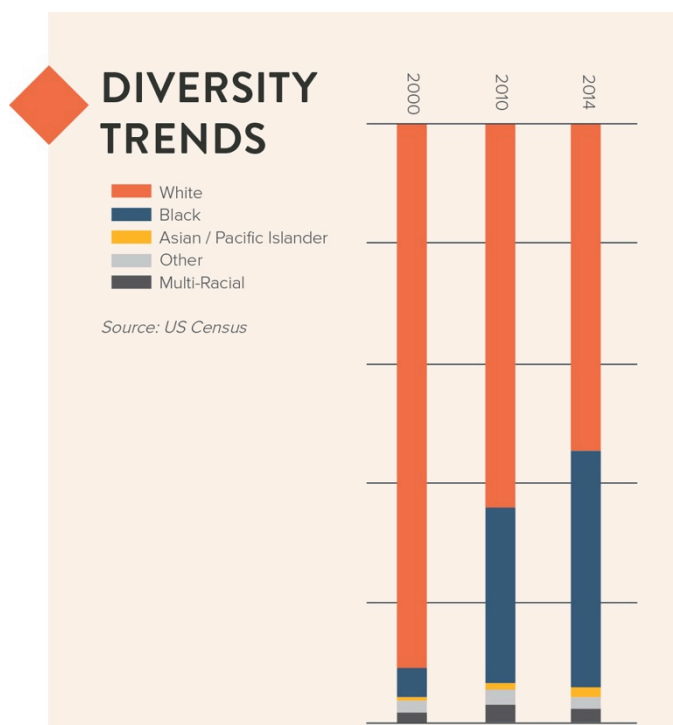




Diversity Trends

Eastpointe - Growing its Diversity.

Eastpointe has experienced a major increase in its diversity over the past 15 years. The most significant change to the City's composition has been an increase in the Black population as the percentage rose from 4.7% to 29.3% (2000-2010). Asian / Pacific Islander, Multi-Racial, and other segments of the population have also experienced increases at smaller increments.



GENERATING BENEFITS -

EASTPOINTE'S DIVERSE AND INCLUSIVE COMMUNITY

As documented by the Knight Foundation through the study: Soul of the Community (which includes Metro Detroit), there is a significant connection between a residents' level of emotional attachment to their community and its local GDP (gross domestic product) growth. The study concludes:

“Just as actively engaged employees are more productive and committed to the success of their organizations, highly attached residents are more likely to actively contribute to a community’s growth.”

- Knight, Soul of the Community; 2010 Gallup, Inc.

Soul of the Community finds that residents who enjoy their community’s offerings (including social, aesthetic, etc.) are more likely to spend money on local activities and businesses, thus directly benefiting the local economy. The following five elements offer the strongest correlation to a resident’s community attachment:

1. Social Offerings;
2. Openness;
3. Aesthetics;
4. Education; and
5. Basic Services.

These findings illustrate the major opportunity for Eastpointe to develop places and policies which invite inclusiveness, to support the feeling that people in the community care about each other and how welcoming the community can be to different types of people, including families with young children, minorities, and the talent class and to strive to enhance the physical beauty of the community, including parks and green space.

Planning for an inclusive community with common goals, such as safe neighborhoods, cultural events, and parks and recreation amenities, will foster strong and lasting bonds across a diverse population.

Housing Trends

Housing Types.

Traditionally, Eastpointe has been a residential-oriented community with an overwhelming portion of its housing stock devoted to detached, single-family residences. This trend continued into 2014 as over 91% of the entire housing stock was detached, single-family. When compared to Macomb County's single-family detached housing stock (only 68% in 2014), Eastpointe is not providing a similar level of housing diversity that is available to individuals in the immediate region.

Additionally, over 75% of all Eastpointe's housing stock features three or more bedrooms and less than 7% feature only one-bedroom units. Larger homes are ideal for growing families but present challenges to an aging population or young professionals looking for initial home ownership opportunities.

Table 2: Eastpointe's Housing Typology, 2000 - 2014

Housing Type	2000 Number	2000 Percentage	2014 Number	2014 Percentage
Single Family Detached	12,421	88.94%	12,559	91.21%
Single Family Attached	154	1.10%	123	0.89%
2-4 Attached Units	169	1.21%	154	1.12%
Multi-Family (5+ units)	1,043	7.47%	911	6.62%
Manufactured Units	178	1.27%	23	0.17%
Totals Units	13,965	100%	13,770	100%

Source: US Census

POSITIVE TRENDS

The number of residential properties foreclosures in Eastpointe decreased by almost 14% in 2015.

Property values, City-wide, increased by 9% in 2016, including commercial, residential and industrial.



Housing Tenure, Value and Age.

Housing tenure consists of three main categories: owner-occupied, renter-occupied, and vacant. The City maintains a higher percentage of owner-occupied housing units, 71%, which is the same as Macomb County and greater than surrounding municipalities Harper Woods, Warren, and Roseville, where owner-occupancy rates rapidly decreased from 2000 to 2010 by a change of -17.5%.

Eastpointe's housing remains attractively affordable with a median income of \$58,300 in 2015 (Table 3). This may be partially attributed to the decrease in owner-occupied housing units and the increase in renter-occupied units from 2000 to 2010.

Per 2014 ACS data, 714 new residential units have been constructed in the City since 1980, approximately five percent of the housing stock. Almost 50 percent of all Eastpointe housing was constructed in the 1950's. The age of the City's housing indicates that some units may be ideal for redevelopment and further strengthens the need for new construction which provides a mix of housing options with amenities that young professionals, starter families, and seniors anticipate in today's market.

Table 3: Regional Housing Tenure and Value Trends

	Eastpointe	St. Clair Shores	Harper Woods	Warren	Roseville	Macomb County
Owner Occupied (Percent)	71%	77%	64%	69%	65%	71%
Median Housing Value (2010)	\$108,500	\$137,900	\$110,700	\$127,400	\$109,300	\$157,000
Median Housing Value (2015)	\$58,300	\$95,000	\$64,800	\$87,800	\$63,200	\$121,300
Median Rent (2015)	\$1,036	\$925	\$1,023	\$843	\$873	\$852
Renter Occupied (Percent)	20%	17%	26%	24%	27%	22%
Vacant (Percent)	9%	7%	11%	8%	8%	7%

Source: US Census



Employment and Economic Trends

A Diverse Workforce.

Eastpointe today offers a balanced mix of both white- and blue-collar occupations which is largely due to the loss felt, consistent with national employment trends, within the manufacturing and industrial sector. Major employment occupations include manufacturing, retail trade, education, services, health care, and social assistance, and professional, scientific, management, and administrative and waste management services. While Eastpointe has lost jobs since 2000, SEMCOG projections place Eastpointe at remaining stable until 2030 where the data shows the first major employment uptick.

2014 ACS data shows the unemployment rate of 10.4%. Although a small fraction of the population, self-employed workers accounted for 4.4% of the workforce in 2014, which has increased from 3.9% in 2000. Understanding the types of facilities that booming and current industries are looking for, including live/work spaces with individuals working remotely, will be key for positioning Eastpointe in the future.

Commuting patterns:

ACS 2013 data shows that 3,643 workers commute to Eastpointe with approximately 50% of that population commuting from Detroit, Warren, St. Clair Shores, and Roseville. Out of the 11,739 workers commuting out of Eastpointe in 2013, almost a quarter of the population commutes to Detroit alone. The next two most popular working destinations are Warren (15%) and Roseville (6%). Additionally, approximately 9% of the total work force in 2013 lived and worked in Eastpointe.

It's important to note that 2015 ACS data shows that just over 8% of households do not have a vehicle and that over 50% of all housing units have one vehicle or less for the entire family.

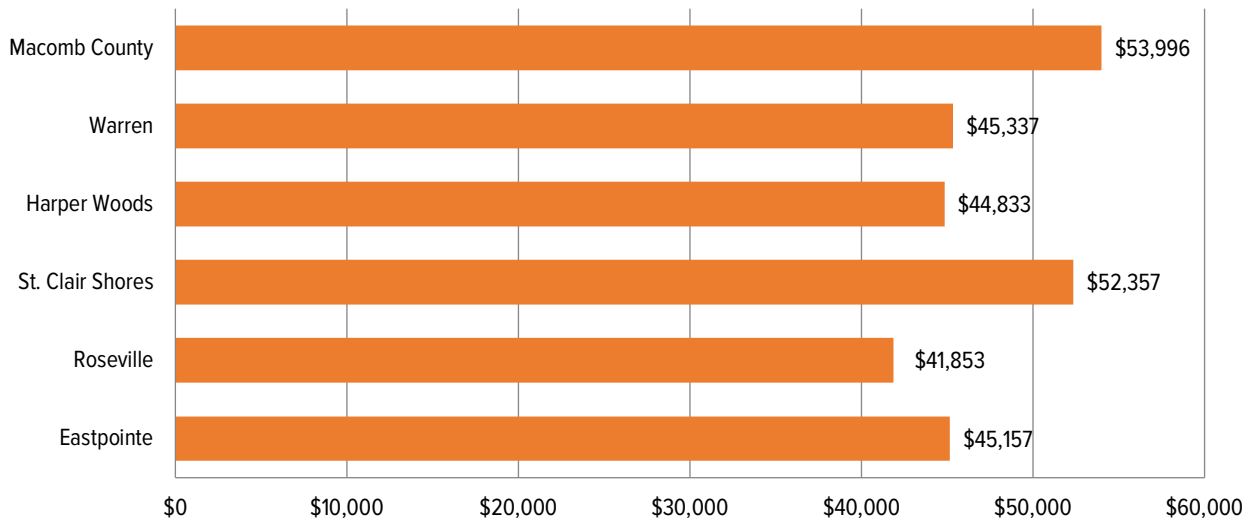
Table 4: Employment by Industry, 2000 - 2014

Industry Classifications	2000	2014	Change
Agriculture, forestry, fishing and hunting, and mining	17	14	-3
Construction	1,032	489	-543
Manufacturing	3,963	2,303	-1,660
Wholesale Trade	621	334	-287
Retail Trade	1,978	1,860	-118
Transportation, Warehousing, and Utilities	732	820	+88
Information	366	77	-289
Finance, Insurance, Real Estate, and Rental and Leasing	970	701	-269
Professional, Scientific, Management, and Administrative and Waste Management Services	1,443	1,395	-48
Educational Services, Health Care and Social Assistance	2,791	3,173	+382
Arts, Entertainment, Recreation, Accommodation, and Food Service	1,220	1,220	no change
Other Services (excluding Public Administration)	917	541	-376
Public Administration	494	492	-2
Total Jobs	16,527	11,545	-4,982

Household Income.

The City's and comparisons communities median household incomes, which measures the total incomes of persons living in a single household, is displayed in Figure 1. Per 2010 Census Household Income data, Eastpointe's decrease in household income is part of a regional trend and not an isolated challenge faced by the City's population alone. In 2010 dollars, Eastpointe's Median Household Income was \$45,157, greater than Roseville and Warren, slightly less than Harper Woods, and close to St. Clair Shores but significantly less than the County's figure of \$53,996. As noted in the previous section, it is likely that the City's decrease in the percentage working age households (ages 20-54) is correlated to the drop in Median Household Income, which experienced a 25% decrease from 2000-2010.

Figure 1: Median Household Income (2010 Dollars)





03

EASTPOINTE'S STRATEGY

Planning for Change

Community participation brings vitality to a Master Plan and thus is the foundation for the Eastpointe 2040 Plan. The foundation of Eastpointe's strategy - overarching themes, goals, and objectives - were developed with the combined efforts of the City's various stakeholders, including residents, neighborhood groups, City employees and business owners.

Eastpointe's strategy forms the framework for public and private decision making over the next 20+ years, and is rooted in community based aspirations and vision. The following pages detail the City's public engagement process and feedback, and the resulting themes, goals, and objectives.

Community Engagement

Public Engagement Opportunities

Outreach and engagement were critical components in the development of this plan and included input from residents, business owners, community organization representatives, and other stakeholders.

In addition to regularly scheduled Planning Commission meetings, the following communication mechanisms were employed during the master plan process to ensure community input: a City wide open house, an online forum (survey), and a series of roundtable discussions. Below are summaries of each outreach mechanism with full results detailed in the appendix.



Open House

On October 20, 2016, the City conducted an open house at the Eastpointe Memorial Library from 6:30 - 8:00 PM which was attended by residents, local business owners, and members of the Planning Commission and City Council. A presentation regarding the Master Plan process and approach was given, and individuals participated in various exercises, including:

1. What's Your Big Idea? (idea sharing);
2. Neighborhood Mapping; and
3. Community Visioning.

The top ideas from the open house centered on positioning Eastpointe to become a more welcoming community: one that easily attracts new residents (millennials, young families), supports local, "mom and pop" businesses and encourages entrepreneurship, provides a wealth of neighborhood recreation opportunities, and affords residents with art and cultural activities, including music and festivals.

Reflected in the Eastpointe 2040 Plan are the ideas generated by the open house: the identified places and neighborhoods that are enjoyed by residents and add character to the community, the housing stock with room for improvement and redevelopment, and the transportation opportunities to link the City's amenities and create safer environments for pedestrians, cyclists, public transit users, and drivers.

THE CITY OF EASTPOINTE INVITES YOU

Thursday, October 20, 2016
Eastpointe Memorial Library | Meeting Room
6:30 - 8:00 PM



**COMMUNITY COLLABORATION
OPEN HOUSE**

HELP PLAN EASTPOINTE'S FUTURE

Join Us

Now is the time for your voice to be heard as we work towards a shared vision for a successful future for our City. Our Master Plan is used to guide current and future development by providing a shared vision of our social, economic, and physical environment.

Mckenna

Eastpointe Vision 2040: Neighborhood Mapping

Instructions: Place the color dots on the map for the categories below. Label each dot with a number and describe your selection in the corresponding numbered space.

PLACES
Where'd you know about the most important places, businesses, and spots in your Eastpointe neighborhood. These are places you are most proud of, enjoy spending time at.
Show great places with a yellow dot.

HOUSING
Are there areas of existing housing you would like to see improved, or areas you want to show housing with on?

TRANSPORT
Do you have ideas for better ways to get around?
Show transportation ideas with a blue dot.

MAKE YOUR POINT --
What are your 5 biggest hopes for 2040?

1. _____
2. _____
3. _____
4. _____
5. _____

EASTPOINTE

Online Forum: Survey

As part of the public engagement process, an online survey was hosted by the City from August 2015 - January 2016, which generated almost 100 responses. Key survey feedback included:

Assets. Participants voted the top three positive aspects of living in Eastpointe as:

- Public safety (police and fire);
- Affordable housing; and
- Location in the greater Detroit region.

The Eastpointe Memorial Library and friendly neighborhoods were also mentioned frequently.

Challenges. Respondents cited a lack of cultural events / entertainment options, downtown vibrancy, and road maintenance. Code enforcement, the age of parks and recreation facilities, and the lack of non-motorized transportation routes were also listed as major challenges.

Improvements. The quality of housing (blight reduction, general home improvements, etc.) was the overwhelmingly category respondents identified for improvement. Also important for enhancement was expanding the commercial business variety (more entertainment, dining and/or nightlife options), building a sense of community, and improving the conditions of the parks and recreation facilities.

Housing. Respondents indicated a need for more single-family housing in the \$75-100K range, along with flexible spaces, such as live / work loft units, to attract the creative class / millennial generation.

Business. Ideal businesses for Eastpointe to attract included: sit-down restaurants, small-scale commercial (i.e. flower shop, bakery, clothing boutique), and entertainment. Also mentioned were health food and specialty grocery stores (i.e. Whole Foods), fast-casual dining (such as Pancho's), and "third places" -- establishments other than home or work where individuals stay and interact with others (ex: coffee shop).

Transportation. Respondents named their top transportation improvement desires as maintenance of existing infrastructure, sidewalks, and roads. 40% of participants would like bike lanes added to roads; 32% want wider or more attractive sidewalks along commercial corridors and the downtown; and 28% named better bus stop shelters as a priority.

PUBLIC ENGAGEMENT QUOTABLES

WHAT EASTPOINTE
STAKEHOLDERS
ARE SAYING:

"Eastpointe needs multi-generational efforts to encourage young residents to live and work here."

"People think all the houses in Eastpointe are the same, but we truly have a diverse housing stock! We need to market our housing options and continue to encourage alternative residential (brownstones, senior living, etc.) to attract millennials and provide for an aging population."

PUBLIC ENGAGEMENT QUOTABLES

WHAT EASTPOINTE
STAKEHOLDERS
ARE SAYING:

"Less concrete and more green space would benefit Eastpointe and its residences."

Roundtable Discussions

Throughout October, November and December of 2016, a series of four roundtable discussions were conducted with the following community stakeholders:

Real Estate Brokers

On October 18, 2016, real estate brokers from the immediate area met at the Eastpointe Memorial Library to discuss regional market trends and to provide insight on Eastpointe's competitive position for residential and commercial properties. Participants all agreed that Eastpointe's location in metro-Detroit is a major selling point for those seeking proximity and access to jobs, social life, and family / friends located in other communities. Brokers explained that in 2016, the typical demographic for a residential tenant was a skilled trade worker, mid-40's with a family and looking for neighborhood amenities. The City's tax rate was discussed as a potential drawback to both residents and business owners' likelihood of remaining in the community. Additionally, there was an emphasis on the need to support local, neighborhood serving commercial corridors which in turn, support the adjacent neighborhoods.

Recommendations of real estate brokers include addressing the tax rate and costs of development processes (such as rental inspections) and improving community perceptions (especially in regards to crime). Although Eastpointe lacks a traditional, four corner and walkable downtown as a marketing incentive, brokers felt there are other existing opportunities for the City to bolster real estate interest.

They recommended the City work towards the following in order to attract new residents, businesses, and visitors:

- Prioritize neighborhood-scale commercial / mixed-use developments;
- Enhance ease of walkability and access to community amenities; and
- Create a special incentive district on Kelly Road to combat existing areas of disinvestment and vacancy.

PUBLIC ENGAGEMENT COMPONENTS

1 OPEN
HOUSE

2 COMMUNITY
WIDE
SURVEYS

4 ROUNDTABLE
DISCUSSIONS

Resident City Employees

On November 2, 2016, City employees and Planning Commissioner John D'Hondt convened to discuss Eastpointe with a focus on sustainability and arts and culture. The perceptions of the City and the quality and amount of cultural, recreational and community offerings were the two emerging themes:

1. Participants vocalized their desire to see the perception of Eastpointe improved through the following:
 - Enhance and beautify the Community Garden as a City key entrance.
 - Establish a strategic plan for the City and then publicize it so the larger community has shared, common goals to work under.
 - Advertise City events, local businesses, and positive stories in local and regional newspapers.
 - Promote home ownership as a key component to community sustainability.
2. Enhancements to public parks, gathering spaces and the expansion of offerings for community events and activities were all highly ranked priorities, including:
 - Reinstate seasonal festivals, Music in the Park, car shows, and the farmers market.
 - Offer more art exhibits / activities in parks, especially within Memorial and Kennedy Park.
 - Develop a water-based activity for recreation (pool, splash pad, etc.).

Neighborhood Group: 8-K Homeowners Association

Well attended by members of the 8-K Homeowners Association and Planning Commissioners John D'Hondt, Sheila Ulinski and Walt Jakubiec, the roundtable discussion was held on November 6, 2016. The dialogue was centered on housing and arts and culture with the following key ideas presented:

Housing:

- Strengthen ownership vs. rental rates and promote organization of home-owners associations.
- Improve quality of streets: roads, street lighting, signs, and tree canopy.
- Prioritize personal property maintenance, especially yard up-keep, leaves, and animal control.

Arts & Culture:

- Similar to the sentiments echoed in the Resident City Employee discussion, homeowner participants prioritized festivals, parades, shows, concerts, and the farmers market for inclusion.
- Support additional recreation activities, especially softball / baseball.



PUBLIC ENGAGEMENT QUOTABLES

WHAT EASTPOINTE
STAKEHOLDERS
ARE SAYING:

*"Become more inclusive.
Create an atmosphere of
all races working together
and tearing down
barriers."*

*"Need to bring programs
and services back in
the community."*

PUBLIC ENGAGEMENT QUOTABLES

WHAT EASTPOINTE
STAKEHOLDERS
ARE SAYING:

"We are like a big family. We help one another when possible."

"Vacant buildings, use them or remove them."

"Gratiot is busy, [but] I think it has that small town look and feel."

RoundTable Discussions

55+ and Better !

Seniors in the community were another stakeholder group identified early in the community engagement process. To best connect with the senior population, a survey was conducted at the Recreational Authority of Roseville and Eastpointe (RARE) Senior Center which is an activity hub that promotes healthy aging. Mary Grant, Senior Director, was instrumental in connecting with seniors on the survey and gathering their input. Themes of the survey focused on four key areas: neighborhoods and housing, commercial corridors and businesses, infrastructure and transportation, and parks and recreation facilities.

Although respondents indicated they had all lived elsewhere before moving to Eastpointe, the average amount of time respondents have lived at their current residence was 25 years or longer, with a handful of respondents living at the same residence for over 50 or 60 years. In addition, most individuals consider Eastpointe a great place to live, citing proximity to parks, affordable housing, institutions such as the library, and quality city services, as key factors to influencing their decision to remain in the community for such an extended period of time.

Improvements for the city's neighborhoods include street clean up and road maintenance, with specific mention to the following: a reduction in the parking of vehicles on streets, lower speed limits, safe bicycle infrastructure, and streetscape improvements. In terms of businesses, specialty grocery stores were listed as highly desired for the community, in addition to more restaurants. Currently, some respondents stated they leave the Eastpointe community to shop for groceries, including fruits and vegetables. General upkeep and maintenance of commercial buildings and the filling of vacant structures were listed as priorities for improving the city's commercial corridors, especially Kelly Road. Respondents noted the Kelly Road corridor demands additional attention to improve the continuity of uses and fill vacant structures.

While most seniors indicated that they use a personal vehicle for getting around the city, several respondents did indicate they rely on public transit and/or walking to reach their destination. When driving, over 90% of respondents did not feel that parking was a problem. Conversely, some individuals cited not feeling safe crossing major streets in Eastpointe and stated desired public transit improvements, including: easier access, greater availability for Smart Buses, and more timely service.

In discussing the RARE Center, many individuals noted they use the facility for exercise, both the fitness room and classes. As the majority of respondents who visit Eastpointe's parks, Spindler and Kennedy were the most popular. Creating additional recreational opportunities, including those for fitness, that are tailored for seniors, may be an opportunity for the city. With any park improvement, increasing the safety of the parks (for instance lighting and visibility), would also address noted concerns voiced by the senior survey respondents.

The community outreach discussions led to a deeper understanding of Eastpointe stakeholders' needs and priorities, and the existing market conditions in and around Eastpointe. Recommendations of each group have been translated into policies that the City and other stakeholders should prioritize and act on.



Exploring alternative housing styles. The Eastpointe Charrette (January 2015)

Overarching Themes

THEME DEVELOPMENT

From the public engagement sessions (participant ideas, goals and visions), six themes emerged that will help steer future development and redevelopment in Eastpointe. Together, the themes create the foundation for the Eastpointe 2040 Plan, as shown to the right.

1

CONNECT

Encourage an efficient and safe multi-modal transportation network that facilitates economic growth while integrating various modes of transportation to ensure a higher quality of life.

2

STRENGTHEN

Support the residential fabric of neighborhoods by beautifying existing streets, diversifying the selection of housing typologies, and ensuring that they are safe, attractive and well-linked to community amenities.

3

RE-ACTIVATE

Energize business districts with appropriately sited and attractively designed retail, service, and entertainment establishments, following best practice design guidelines.

4

DEEPEN LOCAL ROOTS

Create an environment that is conducive to development, redevelopment, and the growth of local businesses, especially harvesting entrepreneurial spirit.

5

ENVIRONMENTALLY AND CULTURALLY RICH

Create an environment that is conducive to development, redevelopment, and the growth of local businesses, especially harvesting entrepreneurial spirit.

6

PEOPLE-ORIENTED FOCUS

Continue developing as an inclusive, welcoming and multi-generational community that builds upon strengths that only come with diversity. Improve community perceptions and communications among residents, business owners, visitors and City stakeholders.



Exploring alternative housing styles. The Eastpointe Charrette (January 2015)

1) Neighborhood Goals

A. Promote a diverse range of quality housing choices:

- Provide diversity in single-family housing types to meet the needs / desires of the region's home-buyers,
- Recognize that housing decisions are made based on lifestyle preferences and ability to pay, and housing decisions based solely on affordability are often temporary until the ability to move in alignment with lifestyle preferences is available.
- Encourage the development of senior housing options for those 55 years and older to meet the needs of the growing senior population and to allow "aging in place".
- Develop a wide mix of missing middle housing typologies (i.e.: townhouses, condos, lofts, work / live units, etc.) for young professionals near established commercial corridors and walkable areas and base development on market demand.

B. Preserve and protect existing neighborhoods:

- Encourage the preservation of the established character of developed single-family residential districts, respecting historical development patterns.
- Improve quality of residential streets (beautification, road maintenance, etc.).
- Remove existing blighted structures.
- Enforce property maintenance codes.
- Develop neighborhood plans with detailed implementation strategies.
- Enhance existing neighborhoods through the promotion of safe and efficient internal pedestrian and vehicular circulation systems, access to green space, maintenance of city-wide public services, and protection from incompatible non-residential encroachments.
- Foster a greater sense of community through the expansion of neighborhood associations and groups.

C. Prioritize vacant, underutilized residential properties for redevelopment and ensure compatibility:

- Encourage the maintenance, redevelopment and rehabilitation of older housing developments.
- Neighborhood scale amenities, such as parks, recreational facilities, and open space should be encouraged when new development or redevelopment occurs.
- Create residential design standards to ensure all future residential development is of the highest quality and is harmonious with existing neighborhoods.

2) Community-Building Goals

A. Maintain a "right-sized" system of parks, open space and recreational facilities to meet community needs:

- Maintain and upgrade existing parks and recreational facilities as necessary, prioritizing use and age of structures.
- Provide space for active and passive recreation and encourage site development that is sensitive to the area's built and natural characteristics.
- Provide incentives (density bonuses, creative design, clustering, etc.) to ensure quality open space is incorporated into new development or redevelopment.
- Seek opportunities to share facilities with other public / quasi-public agencies such as the school districts and non-profit organizations and institutions.
- Encourage the active participation of adjoining neighborhoods in the development, operation and support of new parks and programs.

B. Create a system of open space linkages that form a connected network of parklands within the City:

- Assemble properties that create or enhance linkages connecting to interior and exterior parks for pedestrians, bicyclists, or similar uses.
- Assemble properties that create or enhance linkages connecting to commercial nodes of activity.
- Link school sites to the open space parkland network.

C. Add positivity, building on the perception of Eastpointe:

- Continue collaboration with Roseville and any other surrounding communities to provide a place for residents with year-round social and community opportunities.
- Expand the quality and quantity of local, seasonal festivals, shows, parades, and events.
- Promote the inclusion of arts and music into the public realm, including parks, downtown streetscape, etc.
- Utilize the principles of placemaking to foster a stronger sense of identity and community.

D. Continue to improve civic functions:

- Promote an approachable, friendly, and transparent City government.
- Encourage and maintain civic functions (i.e. post office, library, etc.) in the downtown and core, walkable areas of the City.
- Continue to provide the ideal level of service for police, fire, and other public City services.
- Develop attractive gateways, with signage, landscaping and colors, to alert visitors of their arrival in the City and within districts (ex: downtown).

GOALS AND OBJECTIVES

Goals, as related to community planning, are general statements of ideals toward which the City strives towards. They also express a consensus of community direction for public and private agencies, groups, and individuals, and are long-range considerations that guide the development of specific objectives and actions.

Objectives are a means to achieve goals and identify the methods by which the goals of the Master Plan may be realized.

These stated goals and objectives are grouped according to major community components and were developed using feedback from the public engagement sessions.

3) Business and Industrial Districts Goals

A. Increase tax revenue and quality of investment:

- Maintain and promote the redevelopment, rehabilitation and adaptive reuse of existing commercial sites and buildings within existing business districts.
- Revise signage design standards to ensure future uniformity and architectural character based on each district.
- Capitalize on existing assets and activity centers by creating or expanding mixed-use districts.
- Increase communication between Eastpointe and its business community, Chamber and DDA.
- Undertake streetscape improvements along corridors to create cohesive districts that residents and visitors recognize as distinct areas with elements of green design (low impact development).

B. Prioritize vacant, underutilized non-residential properties for redevelopment:

- Work with County, State and Federal agencies to identify programs and offer incentives to businesses looking to establish within Eastpointe.
- Develop and maintain an inventory of all vacant properties, and evaluate and prioritize redevelopment depending upon location, size, future land use and potential revenue generation.
- Encourage innovative design consistent with smart growth principles, including a mixture of uses in large, multi-parcel development projects.
- Market the unique attributes of the City as a means of attracting new and retaining existing businesses, including location.

C. Revitalize Eastpointe's commercial districts:

- Promote retail, office, and mixed-use core redevelopment at and near the intersection of 9 Mile and Gratiot Avenue.
- Concentrate mixed-use development in nodes as opposed to strips.
- Diversify retail properties.
- Allow for the denser development of office uses to create a critical mass of knowledge workers.
- Permit retail and office expansion or redevelopment into adjacent residential parcels that are no longer viably used for residences.
- Develop the downtown by providing businesses with incentives such as streetscape improvements, low-interest rate loans for facade improvements, creative (public) parking, and annual events.
- Recognize Kelly Road as a draw for the community and evaluate strategies for the surrounding neighborhoods to capitalize on increased activity in the area.

D. Revitalize Eastpointe's industrial districts:

- Encourage a diversified industrial base by acknowledging the changing economy and permitting the growth of high technology, low impact “green” businesses, and life science and knowledge-based industries.
- Identify incentives and flexible mechanisms to permit the conversion of existing industrial sites to office/research use.
- Remediate potential brownfield contamination to make land available for development.
- Encourage owners of industrial property to improve property appearance and provide buffering and screening to protect neighboring residential properties.

4) Transportation, Access and Mobility Goals

- A. Provide for “Complete Streets” on all Eastpointe roadways, emphasizing safe, attractive, and comfortable access and travel to all users:
- Design crosswalks to increase motorist awareness and pedestrian safety.
 - Maintain integrity of residential streets to promote safety and aesthetics.
 - Accommodate increases in traffic volumes through road maintenance, intersection improvements, signalization improvements and upgrading the road network.
 - Utilize "road diets" when capacities are ideal.
- B. Enhance public transportation conditions:
- Support enhanced public transportation service.
 - Improve quality and quantity of bus shelters.
- C. Expand the existing non-motorized system through Eastpointe:
- Increase the length, quality, and accessibility of the non-motorized transportation network within the City.
 - Connect existing non-motorized segments by filling the gaps between them and connect existing activity centers.
 - Incorporate wayfinding signage to key City and regional destinations.
- D. Improve circulation and access management of the street network:
- Require cross-access easements in new developments.
 - Improve access management through curb cut consolidation and locate curb cuts as far as possible from street intersections.





04

EXISTING FRAMEWORK

Land Use Implications

Eastpointe faces many of the same challenges of older inner-ring suburbs: an aging housing stock with declining investment, smaller lots than in newer neighborhoods, higher redevelopment costs than greenfield development, a loss of higher income wage earners, and increased vacancy in commercial corridors. Although Eastpointe faces these challenges, the City has a wealth of untapped potential and already contains many elements which lay the foundation for a walkable, place-based, vibrant and sustainable urban community:

+ Commercial Corridors

A mix of commercial corridors, including a downtown section with historic buildings and entities such as the Downtown Development Authority and other neighborhood serving, mixed use corridors.

+ Traditional Street Grid

An interconnected street grid, allowing ideal flows for both motorized and non-motorized transportation.

+ Institutional Amenities

Scattering of institutional organizations and parks within neighborhoods.

Building upon these existing elements is a tremendous advantage for the City towards its goal of growing a creative, vibrant, inclusive community that is attractive to residents, the business community and visitors.

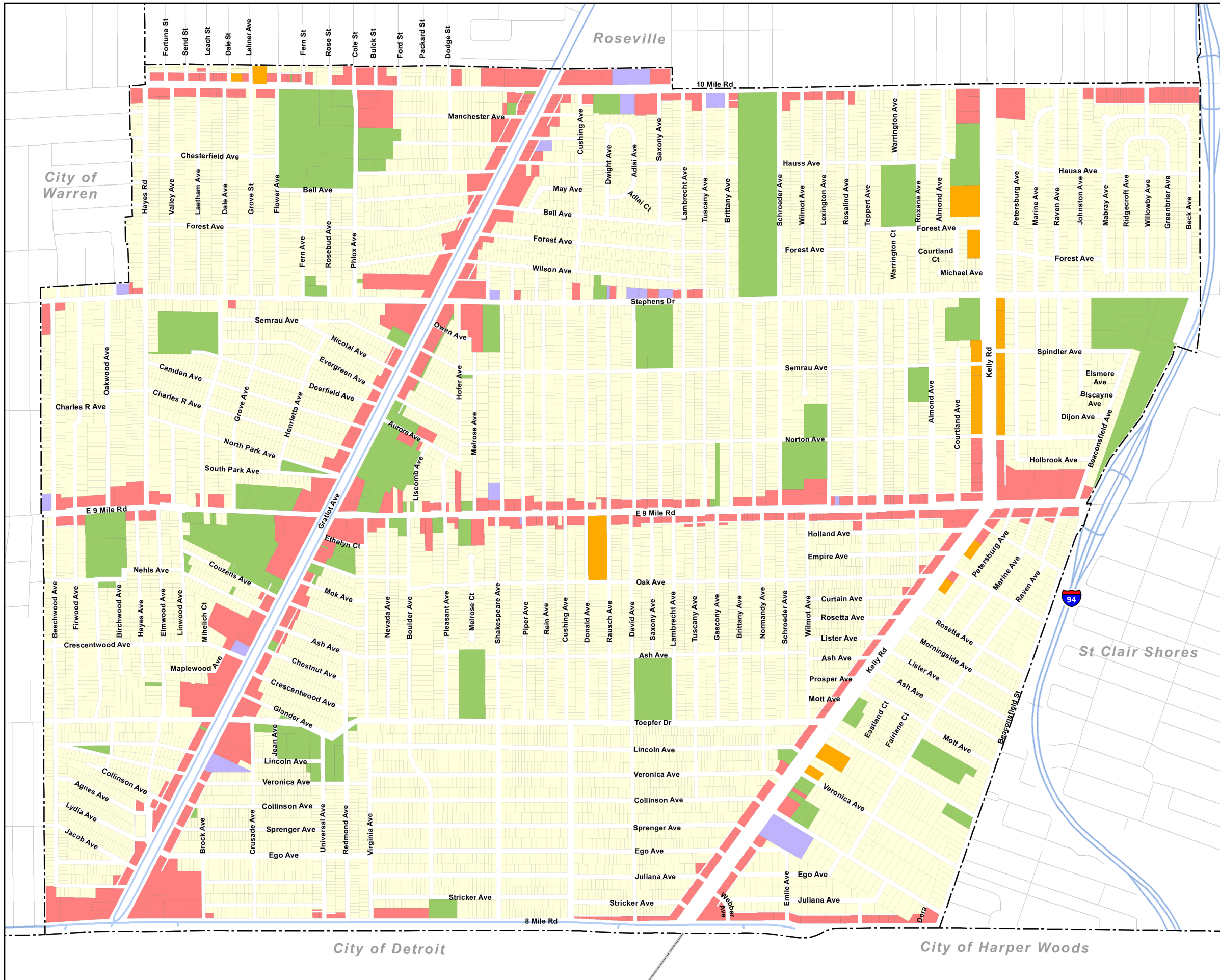
MAP 1 Existing Land Use

City of Eastpointe
Macomb County, Michigan

January 2, 2019

LEGEND

- Single Family Residential
- Multiple Family Residential
- Commercial/Office
- Industrial
- Public Semi Public



Data Source: Macomb County, 2014

Existing Land Use Summary

The City of Eastpointe is almost a completely built out community, leaving little land available for development, but ripe for infill and redevelopment opportunities.

The City has given forethought and coordination to land use decisions since the mid 1960's when its first population trends and projections were published. Due to early planning, current development and land use patterns are for the most part very orderly and Eastpointe's street-grid pattern is a foundational asset to future building. Eastpointe's existing land use patterns lays the foundation for the City's future growth and development.

The existing land use summary analysis is based on field observations and aerial photo interpretation via Geographic Information System (GIS) software. Eastpointe's Existing Land Use Map (Map 1) creates an inventory of existing uses within the City that are useful in making future determinations regarding neighborhoods, corridors, districts, and areas for growth, preservation and connections.

The City of Eastpointe covers 3,666 acres, 5.72 square miles, with Single Family historically utilizing the most land, making Eastpointe a primarily residential community. Commercial corridors, the central business district, and scattered neighborhood parks also occupy significant and highly visible areas of the community and contributes to its urban and walkable character.





Residential Neighborhoods

Eastpointe is defined by its strong residential character as over 78% of the City is devoted to single family residential land use. Unlike sprawling residential neighborhoods that developed elsewhere in Metro-Detroit due to the impact of automobiles in post-World War II America, Eastpointe developed in a more traditional manner following key walkable community principles. Over the past 30 - 40 years, neighborhoods in the City were designed for both the vehicle and pedestrian, including a grid street network, sidewalks, tree-lined streets, and access nearby to public spaces and commercial corridors.

This is critical as neighborhoods are the foundational building blocks of a city and their designs, characteristics, and amenities have a direct impact on the quality of resident's lives. A neighborhood is often defined by the walking distance between where people live and the goods and services they need on a daily basis, usually an area with a quarter to half mile radius – a distance that can be traversed by a five to ten-minute walk. The advantages to designing neighborhoods as a function of walking distance are many and varied, and include encouraging walking, reducing automobile trips, creating a stronger locally based identity, creating a shared civic culture, increased physical health, independence for those who do not or cannot drive, and the ability to provide a continuum of housing options suited to persons in all life stages.

Neighborhood Elements

When city planning is organized around the idea of the walkable neighborhood, there are certain principles of design that come into play, as identified in the call out to the right: Neighborhood Elements.

The incorporation of these five elements and how they are designed determines whether the City's neighborhoods are walkable or not. An ideal neighborhood will include all of the elements, but most of Eastpointe's neighborhoods do not. Still, a neighborhood can be walkable even if it only has some or a few neighborhood elements and an existing neighborhood can add / create these elements with future improvements. In creating a walkable neighborhood, the most important element is destinations: destinations that people want to walk to, and that fulfill various needs of daily living for neighborhood residents (ex: local market, hair salon, pharmacy).

In Eastpointe, the majority of neighborhoods have at least one or several of the referenced neighborhood elements. Many neighborhoods are walkable and in close proximity to recreational or park areas, and are within a half mile of commercial areas. However, there is a lack of mixture in housing types within individual neighborhoods. Additionally, connections from some neighborhood to another can be difficult to navigate when crossing main thoroughfares such as Gratiot Ave or Kelly Road. When considering the redevelopment of an area, adding and/or improving upon these six neighborhood elements should be considered.

Eastpointe's Residential Character and Elements

The majority of residential neighborhoods in Eastpointe are laid out in a traditional grid pattern and feature an older housing stock. The form of these residential blocks promotes social interaction, walkability and safety and any infill development should follow this pattern to further preserve this characteristic. Although, as stated above, Eastpointe's neighborhoods are predominantly detached, single-family – there does exist a variety of single-family housing typologies with distinctive architectural styles, including bungalows, Cape Cod, ranch, and craftsman's.

One of the most defining characteristics of Eastpointe's neighborhoods is the mature trees that line most residential streets. These trees and the resulting canopy create a character that is appreciated by residents today and desired by many. The City's tree canopy provides numerous benefits to the community, including improved water quality, conserved energy, lowered temperatures, reduced air pollution, enhanced property values, wildlife habitat, facilitated social and educational opportunities, and aesthetic benefits.

Eastpointe has a limited amount (less than 1% of the City's land use) of multiple family developments that can be found mostly along Kelly Road, with a few units off Gratiot Ave, 10 Mile west of Gratiot, 9 Mile, and duplexes along Brittany Avenue, north of 9 Mile. The multifamily developments are mainly characterized as one to two story brick built apartments. Parking is generally located in the rear of these developments, with pedestrian paths connecting to the City's sidewalk network.

“Eyes on the Street”

One of the simplest and most effective ways to prevent crime and promote a connected and involved community is for neighborhood residents to be constantly engaged with what is going on along their block. The presence of witnesses (“Eyes on the Street”) deters crime and also makes neighborhoods and businesses more welcoming. The best way for this to happen is for people to be out and about, walking to their destinations or being able to maintain a view of the public ROW and other public spaces. Drivers on the street can also deter crime, but they are less effective than pedestrians.

Eyes on the street can also be achieved through people spending time on their front porches and in their front yards. Residents can even serve as Eyes on the Street from their homes simply by looking out their front windows. Homes designed with porches and large front windows can help deter crime because their residents are more likely to be able to see what goes on in front of their houses. Conversely, dwellings designed with garages that take up most of their frontages or apartments designed to face away from the street create blind spots where crime can occur due to lack of neighbor surveillance.

NEIGHBORHOOD ELEMENTS

The ideal, walkable neighborhood includes:

- + A center, where public and local institutional uses such as community centers are located;
- + Edges, which are meant to provide definition and connection, not exclusion;
- + A mixture of housing types designed to help ensure social diversity;
- + A mixture of functions, especially a school, parks, and local shopping; and
- + A hierarchy of streets separating local and through traffic, but also providing connections across edges.

Retail businesses also create eyes on the street, with the pedestrian traffic that they encourage and their large storefront windows. Office and industrial buildings can also be designed to keep an eye on the street, but frequently turn blank walls or under-used lobbies toward the street. Parking lots are among the worst uses for eyes on the street. In fact, parked cars can actually encourage crime, because they are a target for thieves. It is also very important to have eyes on the street for parks and recreation areas.

Missing Middle Housing

Much of the conversation surrounding the mismatch between current housing stock and demographic trends focuses on the need for “missing middle housing”. A response to the outdated multi-family housing types developed in past decades, missing middle housing developments are those types between single-unit detached homes and mid-rise apartment buildings on the density and typology scale (see image below).



Image source: Opticos Design

According to the Smart Growth Network (SGN), in its National Conversation on the Future of Our Communities, 2013, these housing types “are classified as missing because very few have been built since the early 1940s due to regulatory constraints, the shift to auto-dependent patterns of development, and the incentivization of single-family home ownership”. The eight defining characteristics of missing middle housing – according to the Smart Growth Network – are as follows:

Walkable Communities. According to SGN, the most important characteristic of missing middle housing is that it must be built in walkable urban areas close to services and amenities such as restaurants, markets, and work.

Medium Density but Lower Perceived Densities. SGN notes that perception and design is key when it comes to the perceived densities of missing middle housing. In short, those missing middle housing is typically medium density (16 dwelling units/acre to 35 dwelling units/acre), context-sensitive design and small building footprints help the densities feel more tenable to existing residents and neighbors.

Small Footprint and Blended Densities. Densities should be blended and small- to medium-sized building footprints maintained for ideal urban infill sites, “even in older neighborhoods that were originally developed for single-family homes but have been planned and often zoned to evolve with slightly higher densities”, according to SGN.

Smaller, Well-Designed Units. Many urban experts believe that a common mistake of architects and builders that has resulted in obsolete denser housing types is the impulse to force typically suburban unit and building types into the urban core. SGN advocates for smaller, better-designed units to help keep costs down and widen the affordability of housing in urban cores.

Off-street Parking Does Not Drive the Plan. Since missing middle housing is best built in walkable environments, there is often a need for less parking than even zoning standards call for. When large parking areas are built, “the buildings become inefficient from a development potential or yield standpoint and can shift neighborhoods below the 16-dwelling unit/acre density threshold”. The 16-dwelling unit/acre density threshold is the point at which a neighborhood generally can support public transit and streets where walkable services and retail become viable.

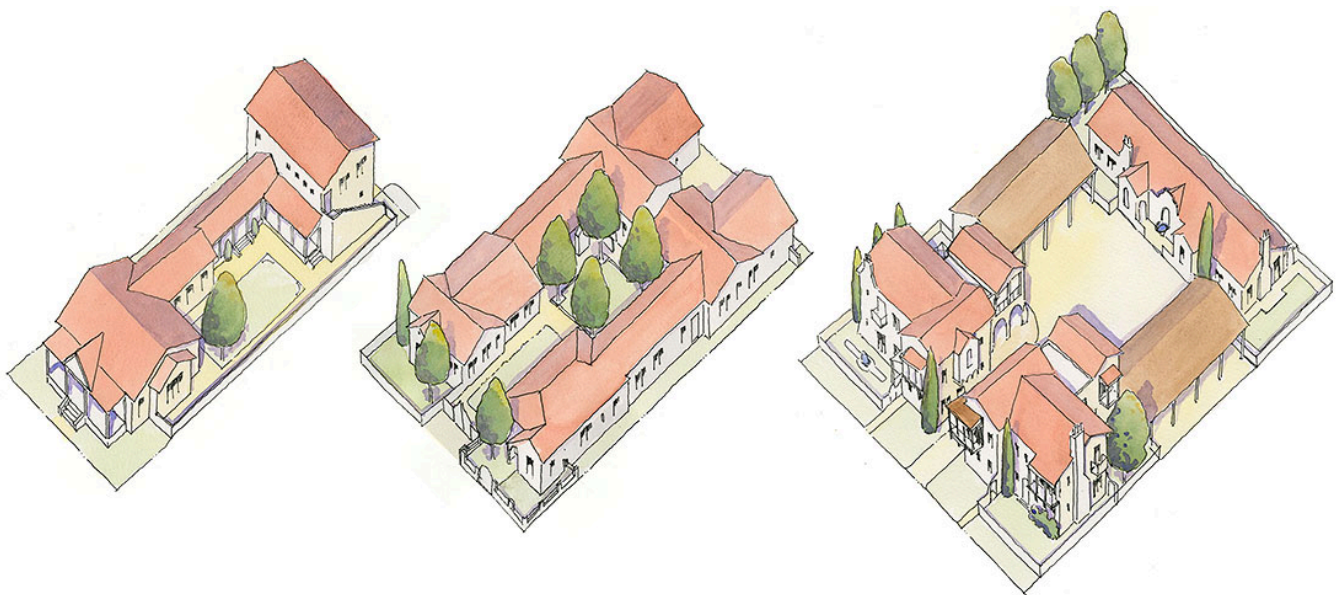
Simple Construction. Simple construction methods support two important pieces in the missing middle housing equation – profitability to the developer and affordability to the purchaser.

Creating Community. With the common spaces typical of many of the forms of missing middle housing, such as courtyards and bungalow courts, there is the opportunity for neighbor interaction and community-building often greater than with traditional single-family and high-rise apartment development.

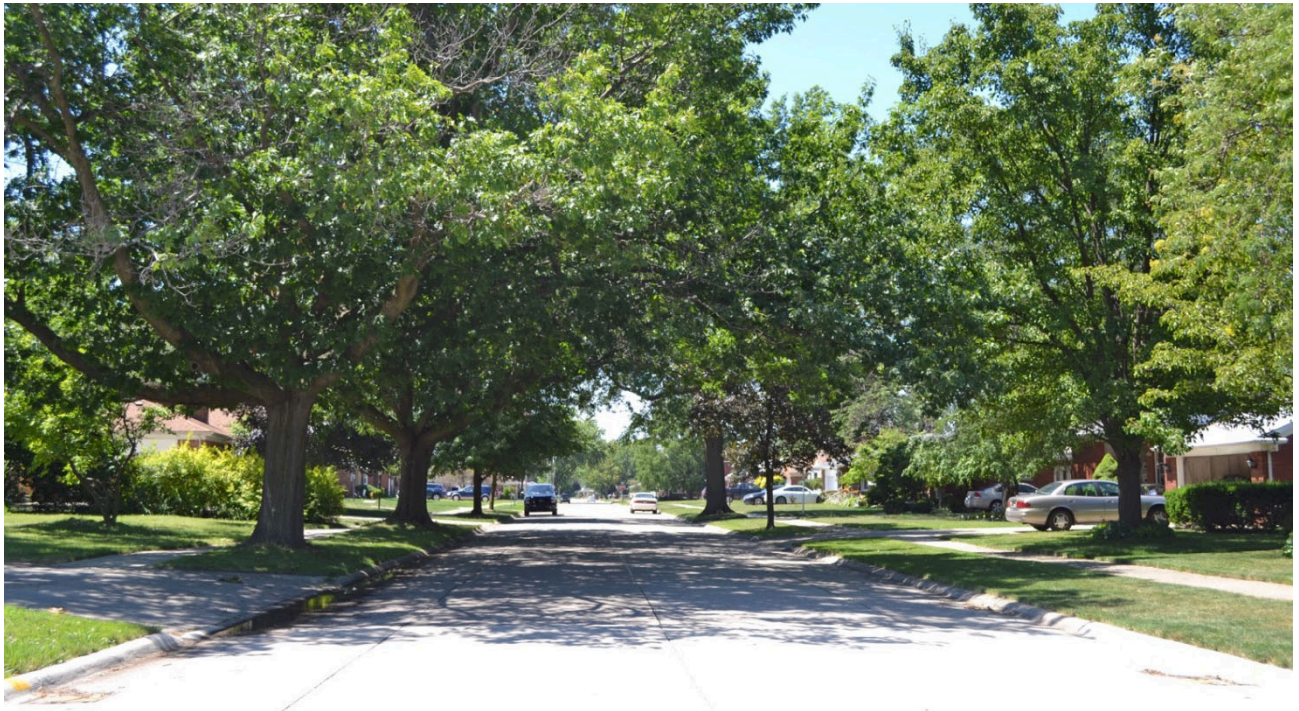
Marketability. The marketability of many of the missing middle housing types is key to their success in a competitive market; adding to the attractiveness of many of the forms is the ability to provide a scale and experience similar to single-family homes. For example, when occupants enter from a front porch with a dedicated entrance, rather than sharing interior common space entrances in typical apartment buildings.

TAKE AWAYS FOR EASTPOINTE

As a response to the lack of housing typology diversity, Eastpointe – given its proximity to the City of Detroit and direct access to I-94, 8 Mile Road, and Gratiot Ave – could benefit greatly by this type of housing development. Developers are strongly encouraged to provide missing middle housing in Eastpointe.



Illustrative examples of potential missing middle housing development.



Residential Recommendations

- Work to control issues of creeping blight and abandonment.
- Pursue various options to ensure a stable housing stock, including:
 - Use of Community Block Grants;
 - Expand the Housing Maintenance Program; and
 - Increase Code Enforcement activities.

DOS AND DON'TS OF REDEVELOPING EASTPOINTE

INFILL SINGLE-FAMILY RESIDENTIAL

DO

DON'T

- Create street grids that ensures houses face each other with tree lined roads.
- Interconnect neighborhoods so that it is possible to pass from one development to the next without having to use main roads.
- Build sidewalks along all roads.
- Build housing that fits with the existing homes.



Quality single family housing



Architectural repetition

- Use monotonous housing designs that repeat only a few designs with limited changes in architectural detailing.
- Allow houses where garages make up a significant portion of the front façade.
- Build neighborhoods that don't connect to existing neighborhoods.

INFILL MULTI-FAMILY RESIDENTIAL

DO

DON'T

- Connect multi-family complexes to their surroundings.
- Require architectural detailing that break up the elevations into smaller masses and utilization of architectural elements that are not overly repetitive
- Provide high-quality amenities for residents, both in and out of the units.



Well-articulated multi-family development



Poorly designed multi-family development

- Allow developments to overpower neighboring single-family developments with density, bulk, or appearance .
- Construct multi-family complexes in places where the infrastructure, natural features, or community character do not support them.
- Permit density to overpower need to create community-building spaces.



Business Districts

Commercial Districts

Commercial development in Eastpointe has occurred along the major thoroughfares of the City: Gratiot Ave, 8 Mile Road, 9 Mile Road, 10 Mile Road, and Kelly Road. The existing commercial uses have been constructed on shallow lots off these corridors with parking located either on the road or behind the building. In general, the commercial buildings are well maintained, although some are beginning to show their age. Other commercial uses include office, which is mostly concentrated along Kelly Road and to some extent, on Gratiot Ave.

CASE STUDY: FERNDALE, MICHIGAN

In the 1990s, the City of Ferndale was a quiet suburb just north of Detroit, but it was losing population and businesses and was concerned about its future. At the time, Ferndale's main commercial street, 9 Mile Road, featured four lanes of through traffic, no on-street parking, and narrow sidewalks. Pedestrians were rare, and customers for the businesses parked in lots behind the stores and then entered through the back.

In 1997, the City completely re-built 9 Mile Road through the core business district, narrowing it to two lanes of traffic, widening the sidewalks, and adding on-street parking. With the road now safe for pedestrians, residents started walking to their shopping destinations, adding life to the street. New businesses moved into formerly vacant storefronts, restaurants added outdoor seating along the sidewalk, and the community became known for its walkability and urban vitality.

Today, the shopping, dining, and entertainment in Ferndale's core attract customers from around the region, and younger, more affluent residents have chosen to call the city home. In 2013, the City re-built another section of 9 Mile Road, west of the core business area, with similar pedestrian-friendly features, in the hope of attracting new development and expanding the downtown.

>> LESSONS

Further developing downtown Eastpointe into a pedestrian-friendly, vibrant core district gives a community a competitive advantage over its neighbors. People, especially young adults and seniors, enjoy being within easy walking distance of shopping, entertainment, and amenities. Additionally, people who do not choose to live in these types of neighborhoods frequently seek them out for shopping, dining, or entertainment, bringing new customers to a community's businesses.



Eastpointe Downtown Development Authority (DDA)

Gratiot Ave extends over 23 miles, connecting communities from Detroit to Mount Clemens. The Eastpointe DDA is centered around Gratiot Ave from Couzens Ave to the south and Nicolai Ave to the north, and along 9 Mile Road from Eastpointe High School to Pleasant Ave to the east. The DDA district has a mix of historic developments and more recent projects and structures. Historic developments were constructed for the pedestrian and the automobile, with an emphasis on walkability: buildings close to the roadway, wide sidewalks, and with alleyways / parking located in the rear. In contrast, newer developments feature buildings setback farther from the road, with parking often overwhelming the site, being located on multiple sides of the building. The more recent developments in the DDA district and neighborhood commercial corridors typically do not encourage or contribute to pedestrian traffic.

The DDA district has the opportunity to expand upon its historic building fabric and improve upon the pedestrian experience through placemaking. Currently, it can be difficult for visitors to strongly identify Eastpointe's downtown corridor when passing through on Gratiot Ave. In addition, the roadway's design encourages motorists to drive through the City's core without stopping, as opposed to slowing down and controlling traffic at a more reasonable speed to encourage pedestrian activity in a safe manner. Implementing placemaking and traffic calming techniques along Eastpointe's DDA district corridor, and other neighborhood serving commercial / mixed-use corridors in the City, will require improvements not only in building form, streetscape, urban design and public spaces, but also road configuration.





Industrial Districts

Eastpointe has a limited industrial base as the City was largely developed as a residential community. The largest concentration of industrial uses is located along 10 Mile Road, east of Gratiot Ave. Other industrial properties are scattered along Gratiot Ave, Stephens Drive and Kelly Road, west of Gratiot Ave. As the City is nearly built-out, future industrial opportunities will come in the form of the redevelopment of existing facilities.

DOS AND DON'TS OF REDEVELOPING EASTPOINTE

COMMERCIAL

DO

DON'T

- Employ walkable development principles when planning future commercial development, including building-lined roadways, pedestrian orientation and articulated facades with visual interest.
- Buffer parking lots from streets and neighboring uses.
- Ensure neighboring properties maintain interconnected parking lots.
- Attract retail that serves as a neighborhood asset, most notably grocery and convenience stores.



Attractive neighborhood commercial



Unappealing "strip mall" development

- Build suburban "strip mall" style development, with a site-by-site approach lacking cohesion, attention to detail and with an emphasis on parking over access.
- Be scared to locate small convenience retail near residential (i.e. corner stores).

INDUSTRIAL

DO

DON'T

- Ensure all industrial development is properly screened and set-back from neighboring uses.
- Require industrial development to have direct access to main roads and freeway network.
- Require architectural detailing that will break-up long blank facades.
- Attract industrial uses that provide jobs for nearby residents.



Well-buffered industrial development



Poorly screened industrial development

- Allow loading docks to face the street.
- Permit industrial development to abut residential properties without significant amounts of buffering.
- Allow unkempt storage yards or excessively noisy operations.

Community Sphere

Parks and Recreational Facilities

Eastpointe currently partners with the City of Roseville to offer recreational opportunities to the residents of both communities. Located within Eastpointe are eight parks for both passive and active recreation, eight community gardens and three neighborhood pocket parks. The City of Eastpointe also debuted a Dog Park on 10 Mile, west of Gratiot in 2016. There are also recreational facilities at the public schools and private institutions within the community. Such facilities are located at Belleview Elementary School, Eastpointe High School, Forest Park Elementary School, Eastpointe Middle School, Woodland Elementary School, and Pleasantview Elementary School.

In total, the City of Eastpointe has approximately 67 acres of parkland. These parks provide a variety of amenities including sports fields, picnic and grill areas, open space, and trails.



Public Schools

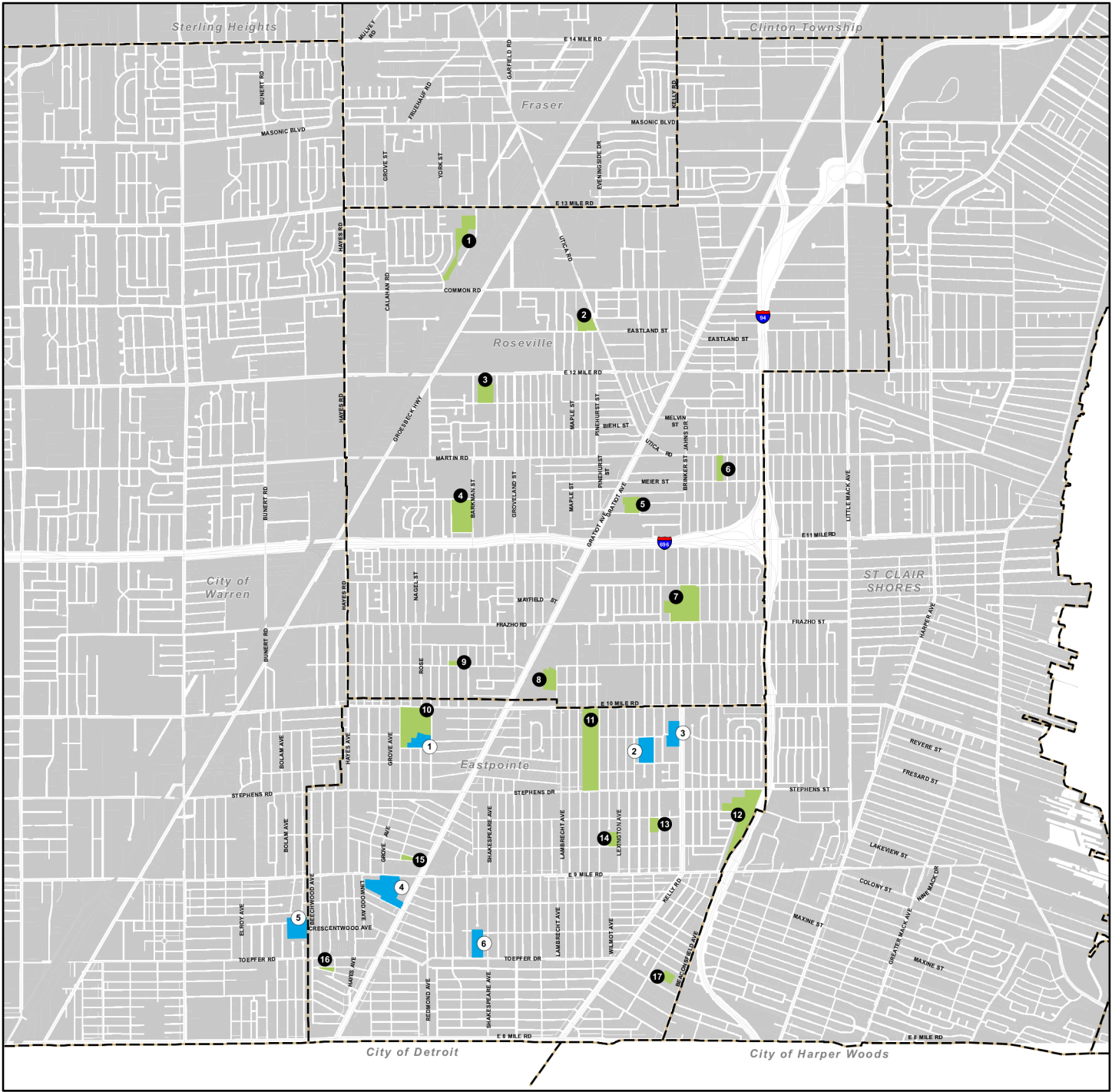
The residents of Eastpointe are serviced by the Eastpointe Community Schools District (renaming effective July 1, 2017, formerly known as the “East Detroit Public Schools”). The district includes six schools servicing students from Kindergarten to High School:

- Crescentwood Elementary (Grades K-2)
- Forest Park Elementary (Grades K-2)
- Bellview Elementary (Grade 3-5)
- Pleasantview Elementary (Grades 3-5)
- Eastpointe Middle School (former Kelly Middle School)
- Eastpointe High School (former East Detroit High School)



DOS AND DON'TS OF REDEVELOPING EASTPOINTE

PARKS	DO	DON'T
<ul style="list-style-type: none"> • Ensure parks are connected to their adjoining neighborhoods by pathways. • Use native plantings to ensure plant survival and reduce potential for invasive non-native plant introduction. • Provide landscaping and structures for protection from the elements. • Provide gathering areas for people of all age groups and physical abilities, including accessible facilities. 	 <p data-bbox="678 1738 836 1785"><i>Visible and actively used park</i></p>	 <p data-bbox="901 1738 1096 1785"><i>Poorly landscaped park without hierarchy</i></p> <ul style="list-style-type: none"> • Use plantings that will require significant maintenance. • Over plant where visual access into the park is restrained from adjoining parcels. • Create large areas that are hard to use. • Install facilities that don't reflect that the needs of the community. • Close off pedestrian access to facilities by over usage of fencing.



MAP 2
Parks and Schools

City of Eastpointe
 Macomb County, Michigan


January 2, 2019

- 1 Parks**
- 1 Dooley Park
 - 2 Potary Park
 - 3 Lion's Park
 - 4 Veteran's Memorial Park
 - 5 Recreation Center
 - 6 Kiwanis Park
 - 7 Huron Park
 - 8 Macomb Garden's Park
 - 9 Packard Park
 - 10 Memorial Park
 - 11 Kennedy Park
 - 12 Eastpointe Spindler Park
 - 13 Roxana Park
 - 14 Shamrock Park
 - 15 Rein Park
 - 16 Goetz Park
 - 17 Fairlane Park

- 1 School**
- 1 Bellview Elementary School
 - 2 Forest Park Elementary School
 - 3 Eastpointe Middle School
 - 4 Eastpointe High School
 - 5 Crecentwood Elementary School
 - 6 Pleasantview Elementary School

LEGEND

- Parks and Recreation
- School
- Municipal Boundaries



0 0.5 1
 Miles

Data Source: McKenna, 2017





05 TRANSPORTATION

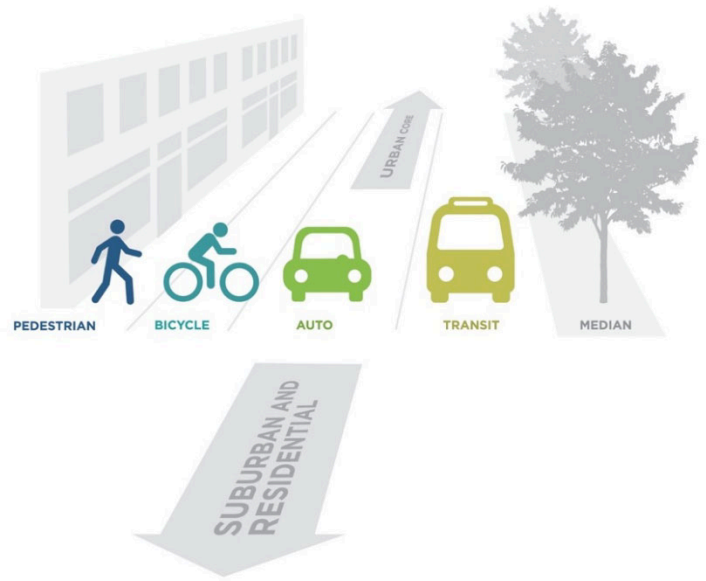
The intent of this plan is to look at historic and recent trends in development and forecast the needs for all forms of transportation. Traditionally, transportation plans have focused on the personal use of automobiles and their infrastructure needs. Highway location, lane width, and parking lot dimensions are a few examples of the impact the automobile has had on the design of infrastructure. Recent technological advancements have the potential to dramatically alter the function and design of transportation.

Electric cars, ride sharing services, and autonomous vehicles have the potential to improve the health, safety, and welfare for the citizens of the City. Within the next five years, and well within the short-term scope of this Master Plan, fully autonomous cars will be available for consumers to purchase for personal and everyday use. The full impact of this technological shift is unknown, but it will affect both existing infrastructure and future developments. In the future, as the City evaluates transportation projects and ordinance amendments, it will be important to carefully review accurate and timely data to ensure that the short-term needs of the City are being met without restraining future shifts in transportation planning.

Complete Streets

This chapter considers the complete networks of roadways, pedestrian corridors, bicycle ways, and transit, which encompass all the modes of transportation in Eastpointe. Examination of the street grid, traffic volumes, access points, pedestrian circulation, and conditions of the transportation network is an integral part of the Master Plan.

The importance of making Eastpointe safer to walk, bike, drive and access transit, having a complete transportation system, connecting transportation with public spaces, and enhancing aesthetics and identify are all transportation priorities of this Plan.



Complete Streets Policy

Eastpointe streets will be safe and accessible for all users: pedestrians, cyclists, transit users and motor vehicle drivers. As Complete Streets are designed to accommodate people of all ages and physical abilities, there is no single formula or prescription for a Complete Street in Eastpointe. Rather, streets are “complete” when they fit in the context of the surrounding area and work to include the elements below. While not all Eastpointe streets will include all of the elements below, this un-prioritized list represents what the City will strive to achieve when evaluating future transportation projects:

Pedestrians. Eastpointe’s streets will include sidewalks with unobstructed walking space, adequate lighting, seating (benches, secondary seating options), trees, shading, roadway separation, on-street parking, easy access and connections to walkable destinations, and safe and frequent crossings. In pedestrian prioritized corridors and nodes, these amenities shall be decorative and human scale.

Bicyclists. Eastpointe’s streets will include spaces to bike safely and comfortably, either shared with traffic, or clearly marked bike lanes with appropriate separation based on speed and volume of vehicle traffic, bicycle parking, intersection treatments, and destinations accessible by bike.

Vehicles. Eastpointe’s streets will be safe and convenient for driving and improved to follow best access management practices. Signals will be timed to reduce congestion, on-street and off-street parking will be easily accessible and appropriately priced, and streets will be designed to promote safe driving speeds.

Streets are Places. Eastpointe’s streets will be places. They will not simply link destinations; they will be destinations in themselves, and utilized for social gathering, exercising, and relaxing.

Transit. Eastpointe’s streets will support access to existing and future transit systems in the region and provide aesthetically pleasing and comfortable transit facilities, such as covered transit stops with seating and signage.

VALUABLE CUSTOMERS

A 2012 New York City study found that, per capita per week, cyclists and pedestrians spend more money at local businesses than motor vehicular drivers:

\$168: Cyclists

\$158: Pedestrians

\$143: Private Drivers

Streets Add Value. Eastpointe’s streets will enhance property value and be coordinated with land use development standards to support commerce through connectivity, design aesthetics, street life, and access. It’s important to note that studies show pedestrian and cyclists are more likely to spend greater amounts of money locally than private vehicle drivers.

Supporting Complete Streets in Eastpointe will complement existing and planned development patterns, enhance the attractiveness and use of the Central Business District, extend traditional neighborhood development patterns as sites are redeveloped and improve on the walkability of the City.

Protecting Vulnerable Users

It is generally recognized that traffic volumes on the major streets through Eastpointe are high. This is due, in part, to the centralized location of Eastpointe in Macomb County. While higher traffic volumes are often considered more desirable for business, excessive volumes and higher speeds cause downtown corridors to be less attractive for pedestrians, cyclists and transit users. To promote safety and usability, Eastpointe will protect its vulnerable roadway users by prioritizing pedestrians and bicycles in transportation network design, especially in the Central Business District and along the City’s other main corridors.



Vehicle Circulation

The ability of people and goods to efficiently flow without unexpected stops or unprecedented congestion is an important part of the quality of life in a community as well as a vital part to its economic well-being and redevelopment potential.

Circulation Analysis

One way to evaluate the street system is to determine how well each street serves its purpose. Streets are classified in two ways: [1] a national ranking system called “Functional Classification” and [2] Act 51 of 1951 by the Michigan Department of Transportation (MDOT).

Functional Classification

The Federal Highway Administration (FHWA) developed the National Functional Classification (NFC) to classify all highways, streets, and roads per their function. This system has been in place since the 1960s and is recognized as the official road classification system by the FHWA. The National Functional Classification system is illustrated on the Transportation Map and each category of the NFC is described below:

Principal Arterials: The prominent road type and generally known as highways and freeways. They provide high speed uninterrupted travel with limited access or restricted access to regionally important urban areas and amenities, such as airports.

>> **Eastpointe examples:** Gratiot Ave and 8 Mile Road. Please note, Interstate I-94 closely hugs the eastern boundary of the City and is also a principle arterial.

Minor Arterials: Similar in function to principal arterials, but they generally carry less traffic and connect to smaller urban centers.

>> **Eastpointe examples:** Kelly Road and Nine Mile Road.

Major Collectors: Important travel corridors that provide service to arterial roads and often connect major population and employment centers.

>> **Eastpointe examples:** Stephens Drive and Toepfer Drive.

Minor Collectors: Collect traffic from local roads and private property and provide connections to more developed areas. Currently, no minor collectors exist within the City.

Local Roads: Primarily provide access to property and include residential streets. All the remaining roads within Eastpointe are local roads.

Act 51

Act 51 is the mechanism under which the State of Michigan shares road maintenance funds with communities. Municipalities are awarded funds based on the mileage of roadway within their boundaries. Under Act 51, roads are divided into two categories – Major Streets and Minor/Local Streets. Major Streets receive more funding per mile. As shown on the map, Eastpointe’s street system generally follows a traditional grid, which provides the most direct route, and better vehicular circulation.








When compared to the Functional Classification, Act 51 Major Streets generally correspond to Arterials and Collectors, Minor/Local Streets generally correspond to Local Roads. SEMCOG estimates Eastpointe’s 2015 Act 51 revenue at \$1,878,511.00, for 98.696 roadway miles, which equals \$19,034 per mile. Cities are required to spend a minimum of 1% of these funds on non-motorized projects, which would have allocated \$18,785.11 for non-motorized funding in that year.

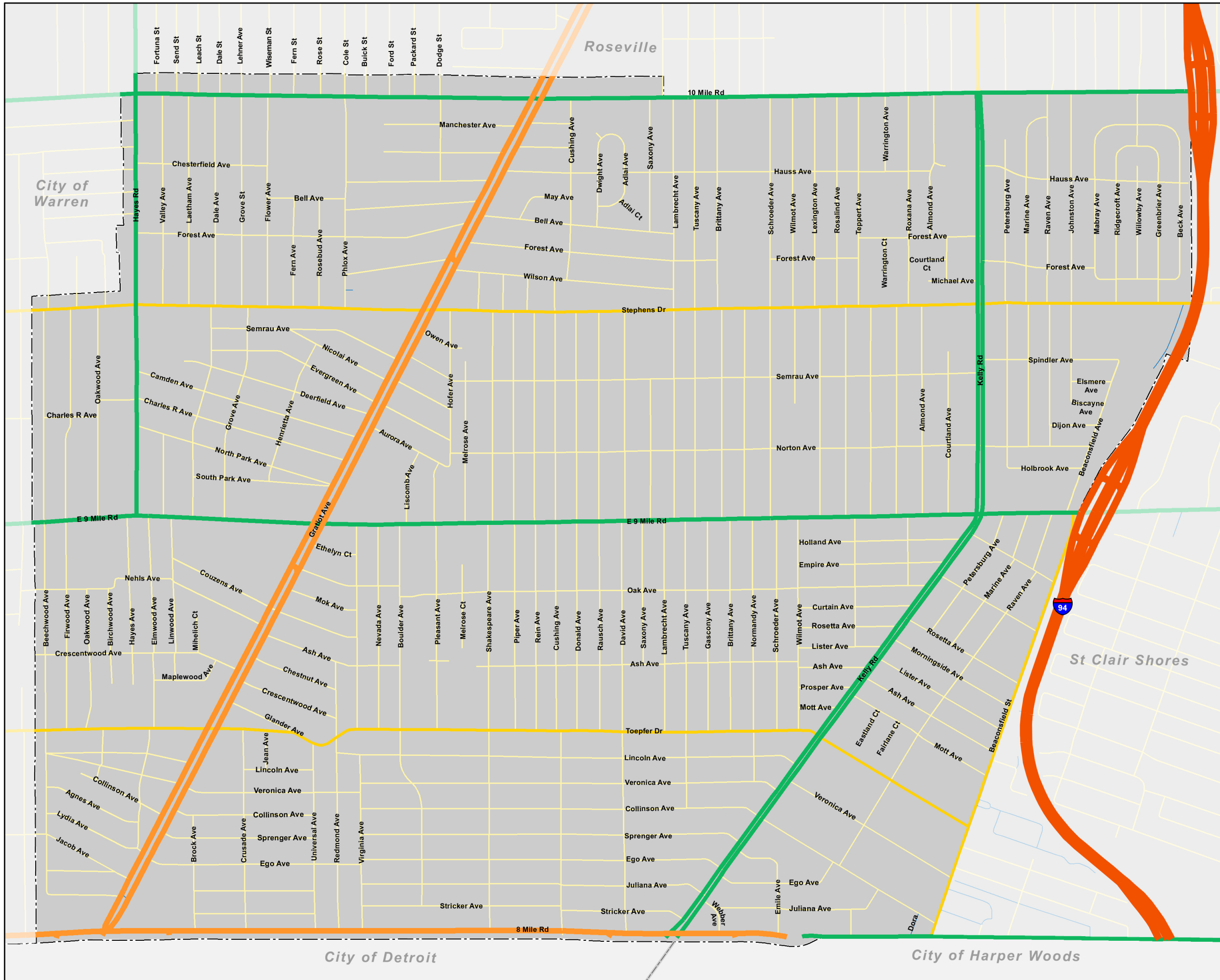
MAP 3 Transportation Map

City of Eastpointe
Macomb County, Michigan

January 2, 2019

NATIONAL FUNCTIONAL CLASSIFICATION MAP AND ACT51 MAJOR STREETS

-  Interstate Freeway
-  Other Principal
-  Minor Arterial
-  Major Collector
-  Local Road
-  Uncertified/ Private Road
-  Municipal Boundaries



Data Source: Macomb County, 2014

Future Transportation Plan

Sidewalk Network

Eastpointe embraces walkability as a primary goal for the transportation system. This plan recommends a full build out of the sidewalk network in all areas of the City. Residential sidewalks should be a minimum of 5 feet wide and have a minimum of 5 feet of landscape separation from the roadway. Where right-of-way permits, a 10-foot landscape separation in residential areas is desired.

Further, it is important to provide improved pedestrian access between neighborhoods, transit hubs, City offices, and community destinations and commercial corridors. This will facilitate safe access between these points, permitting pedestrians, especially seniors and others without access to private vehicles, to get to the downtown for appointments or shopping without reliance on a vehicle. This will aid in supporting efforts to improve the economic climate of the downtown and other communities.



Transit Connections

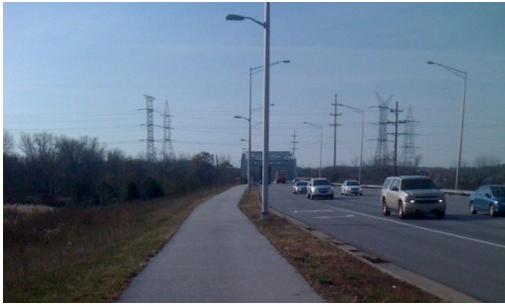
Eastpointe is served by three SMART bus lines, the 560/565 Gratiot, 710 Nine Mile Crosstown, and the 730 Ten Mile Crosstown lines. The 560/565 follows along Gratiot Ave connecting to the Detroit to Chesterfield Township. The 710 connects Eastpointe to the west with Royal Oak Township. The 730 connects Southfield to Eastpointe.

Bicycle Network

Improvements to the bicycle network in Eastpointe are intended to support residents' health and access to important local destinations. With bicycle network improvements, a greater number of Eastpointe residents will have the opportunity to make safe, short trips, to parks, schools, and downtown entertainment and shopping, all without getting in the car. Bicycle network improvements are recommended based on the need for separation from vehicle traffic, existing signal locations to cross major roadways, and alignment with desirable community destinations, i.e. schools, parks, public facilities, and commercial areas.

Many of Eastpointe's neighborhood local streets are currently comfortable to bike on, and could be improved with simple signs. Some corridors can serve as more prominent system links with on-street pavement markings like conventional bike lanes and marked shared lanes. Many recreational cyclists don't feel comfortable biking with heavy traffic; on these corridors, complete separation is desirable. This plan recommends designing a bike network that connects residents to the Central Business District, the Nine Mile Main Street Corridor and the Kelly Road Corridor. A system of shared use paths, on street bike lanes, marked shared lanes and routes will link residents to public spaces, provide access to existing and future transit, and help make Eastpointe a safer and more habitable public space.

The following design treatments will ensure the safety and integration of bicyclists within Eastpointe's transportation network. These tools should be utilized in the design of each transportation project, as needed, to accommodate bicyclists of all ages and abilities.



Shared Use Paths

Shared use paths are paved concrete or asphalt paths wide enough to accommodate both pedestrians and bicyclists. They are typically a minimum of 10 feet wide with 2 feet of clearance on either side of the path. Shared use paths offer cyclists a safe place to bike off-street when there is no space for a bike lane, or it is unsafe to bike on the street.



Conventional Bike Lanes

Bike lanes create a dedicated space for cyclists on a roadway. They are appropriate on streets with moderate to heavy traffic. Bike lanes are indicated by on-street markings, which can be supplemented with signage. Bike lanes reinforce proper roadway etiquette, raise the visibility of bicyclists, and help both bicyclists and drivers behave predictably when sharing road space. For safe cycling, bike lanes should be 4 - 6 feet wide.



Marked Shared Lanes or Sharrow

Marked shared lanes use a double chevron and bicycle marking, or “sharrow,” in a lane intended for the joint use of motorized and bicycle traffic. Chevron symbols direct bicyclists to ride in the safest location within the lane, outside of the door zone of parked cars and areas where debris is likely to collect. Generally, marked shared lanes are a low-cost treatment suitable for lightly travelled collector and arterial roads.



Signed Bike Routes

Bike route signs raise all users’ awareness and acceptance of cycling. They make all residents aware of the most bike-friendly routes in their communities. Bike route signs are appropriate for any roadway that provides an essential link in a bicycle system, and can offer important, affordable motorist education and traffic calming. “Bike Route” signs should be implemented with a system of wayfinding signs that provide directions to specific destinations. These types of bikeway signs provide useful information and directions for cyclists, drivers and pedestrians alike.

Intersection Treatments and Traffic Calming

In addition to modifications to the roadway configuration and multimodal network alignment, intersection modifications can improve the overall safety, walkability, and identity of Eastpointe. Intersection treatments like curb extensions, textures, pavement markings, crosswalks, eliminating free-flow right turn lanes, tightening corner curb radii, and installing pedestrian refuge islands can improve traffic management and safety at intersections.

The following treatments are recommended:

Pedestrian Crossing Recommendations

Crosswalks are recommended minimally at all signalized crossings and on the crossing leg parallel to the arterial network. Crosswalks are encouraged for pedestrian safety and there are likely places where further study is needed to determine if mid-block crossings are warranted. Painted crosswalks alert drivers of where to expect people crossing.

Crosswalks are typically two white lines across the street, but other designs draw more attention to the crossing and tend not to wear away as quickly. Special paving or colored markings may also be used. Additionally, countdown pedestrian signals are recommended at all signalized crossings. Countdown signals show how much time remains before the traffic signal changes and are designed to reduce the number of pedestrians who start crossing when there is not enough time to complete their crossing safely. Pedestrian crossing signs may also be considered.

Gratiot Corridor / Central Business District Intersections

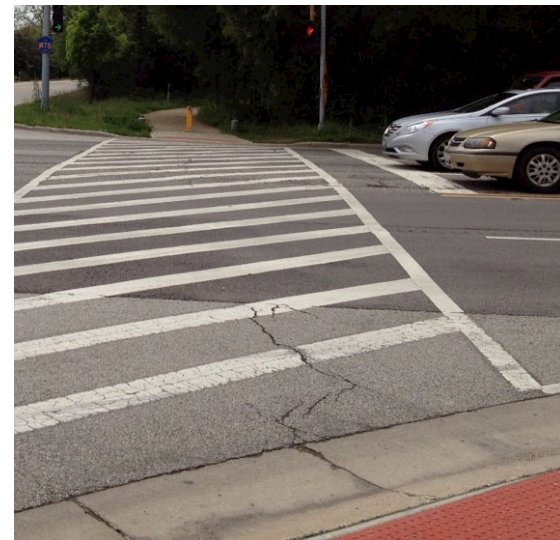
Gateway features are encouraged at City entrances; however, gateway features should be incorporated at the entrances into the downtown as well. Gateways can be bold statements or can be more simply marked by signs, artwork, and landscaping. Gateway areas are good places to site wayfinding signs and other identity features, such as banners and public art installations. Public art installations along the public right-of-way, such as sculptures and murals, can greatly accentuate the transportation network and improve the value of a place.

Primary Bike Crossings

Intersections where the marked bicycle network meets the on-street bicycle network, or crosses Gratiot Ave and Nine Mile Road, should include bicycle-pedestrian crossing signs and wayfinding signs. Additionally, crosswalks for shared use paths should be as wide as the shared use path and marked with trail crossing signs. Bicycle pavement markings should be installed at the intersection and approaches.

Secondary Bike Crossings

Intersections where the bike network is on both streets, with potential vehicular conflict points, should include bicycle crossing signs and wayfinding signs. Additionally, pedestrian crosswalks and bicycle pavement markings should be installed at the intersection and approaches.





06 CITY BUILDING PLAN

Future Land Use and Eastpointe's Opportunities

The Future Land Use Map, which is presented in this chapter, is the culmination of the comprehensive planning process. This map is based on consideration of the analyses, goals, policies, strategies and public input set forth in the plan and discussed at several meetings. It provides a framework to direct zoning and land use decisions.

Future changes to the zoning ordinance text and map are expected over time as the economic, social and physical climates change. This document should serve as guide in evaluating proposed changes to the Eastpointe Zoning Ordinance and/or Map. A deviation from the Master Plan should be considered with care and the reason for the deviation noted when the Master Plan is updated.

Future Land Use Concept

In developing the Future Land Use Map, several factors were taken into consideration, including:

Existing Land Uses and Patterns. In many circumstances, it is advisable to place land in a future land use designation which corresponds to the actual use of the land. For example, the majority of the City’s existing single family residential areas are designated as single family on the Future Land Use Map.

There are occasions where the future land use designations do not correspond with the existing land use pattern. This is done where the existing lots, buildings and uses are no longer considered appropriate for their location.

Goals and Objectives. The goals and objectives of the Master Plan are incorporated into the Future Land Use Map.

Data and Information Collected During the Master Plan Process. The data collected during the master plan process provides a basis for making projections for what a community may need in the future.

Sidewalks and Walkability. The sidewalk network and supporting walkability in the City is a primary goal of the Future Land Use plan and the Future Transportation plan for Eastpointe. All residential and commercial development are required to provide sidewalks. Efforts to address sidewalk gaps in existing residential neighborhoods are also a priority. Sidewalks and Pathways should serve as linkages between public spaces such as parks and schools.

Strengthen Commercial Development. In order to create a sense of place and improve the taxable valuation base of the City, it is necessary to reorganize commercial development along major traffic corridors by creating defined and compact commercial nodes. Decision to create a Gateway and district “nodes” along Gratiot Avenue along with strengthening the downtown by following established principals instead of accepting suburban strip commercial development.

Overview of the Future Land Use Plan

The Future Land Use Map builds upon past growth and prevailing development patterns. The City’s regional, auto-centric commercial development is primarily planned to occur along Gratiot Avenue, the Central Business District, and 8 Mile Boulevard.

Nine Mile Road and Kelly Road have been identified as corridors for Local Commercial. The properties in this area are appropriate for mixed use districts with neighborhood serving businesses, services and offices.

The main industrial areas are planned for Ten Mile Road, near the City of Roseville border.

Areas planned as Recreation correspond with existing parkland. Similarly, all large scale institutional uses, including schools, public and quasi-public uses, are noted on the Future Land Use Map.

Three residential classifications of varying density are shown on the Future Land Use Map. The vast majority of the City is dedicated to residential development, with single family residential being the predominant future land use category.

PURPOSE OF THE FUTURE LAND USE MAP

The Future Land Use Map sets forth recommendations for continued use, new development, and reuse of land in the City over the next two decades. The Future Land Use Map is a link between what exists and what City leaders and citizens would like to have developed.

Together, the Master Plan and Future Land Use Map provide a flexible guide to promote informed public and private decision-making for the betterment of the community. The land use designations on the map are generalized; they are not intended to be site specific or to follow specific property lines. Although the Master Plan and Future Land Use Map form the basis for the Zoning Ordinance and other legal controls, the Plan and Map are intended to be policy documents and decision-making guides.

Future Land Use Designations

Upon full implementation of the Future Land Use Map, 79% of the land in the City will be used primarily for residential uses. The Industrial land use category will occupy 0.71%. Parks will occupy 2.88%. Non-residential uses, including commercial land uses, will occupy about 11.54% of the total land area.

Table 5: Future Land Use Allocations

FUTURE LAND USE	ACRES	PERCENT
Single Family	1,897.81	77.05%
Two Family	12.25	0.50%
Multiple Family	44.19	1.79%
Public/ Quasi-Public	136.06	5.52%
Park	70.94	2.88%
Regional Commercial	139.66	5.67%
Local Commercial and Neighborhood Mixed Use / Flexible Residential, Neighborhood Mixed Use	86.16	3.5%
Central Business District	58.42	2.37%
Industrial	17.47	0.71%
Total	3,119.14	100.00%

Source: McKenna Associates, 2017

Thus, the Future Land Use map establishes the framework to support Eastpointe’s historical identity as a single family residential community, but also recognizes that commercial development is important to the future growth of the City. With that understanding, the Future Land Use Plan has condensed the number of categories versus the previous plan with the intent to promote a more sustainable mixture of uses. For instance, the office category on the previous Future Land Use plan has been combined with the above Future Land Use categories of Central Business District, Local Commercial and Regional Commercial where appropriate, as walkable and sustainable land use planning for corridors is not rooted in a single use, but is flexible and accommodating to a mix of uses.

Single Family

This category represents approximately 77% of the city land area and consists of single-family homes on individual lots. The sizes of the lots vary in the City with smaller lots located in the center of the City. This Master Plan does not recommend any change to the existing residential land use pattern but suggests that a property maintenance program be used to manage blight and ensure that buildings are property repaired.

Overall, neighborhoods are strengthened through a comprehensive approach of infrastructure, park maintenance and improvements, sidewalk and pathway system, and elimination of blighting influences.

Two Family

The Master Plan has only one area designated for two-family, Brittany Avenue north of Nine Mile Road. These homes extend for a little less than ½ mile until the last six homes on Brittany Avenue. The Master Plan recommends no increase or decrease in this land use category.

Multiple Family

The Master Plan has limited areas designated for multiple family uses, such as Ten Mile Road, west of Gratiot. The Master Plan recommends no increase or decrease in this land use category. The Multiple Family category can support addition necessary uses such as housing for the elderly. Thriving communities provide housing for all phases of life. With an aging population, it is important to provide adequate housing for seniors in the form of apartments, 55+ communities, independent living, and assisted living.

Public / Quasi-Public

The Public / Quasi-Public category includes city owned property, not-for profit agencies, public facilities, fire stations, large religious establishments and private schools, fraternal organizations, and hospitals. This land use category also represents public school sites from the seven school properties located within the City.

Park

This designation represents large open spaces, public parks and passive areas. The City should continue to work with Roseville to maintain and upgrade its current inventory of sites and equipment. The Parks and Recreation Master Plan is currently underway and should re-evaluated and adopted every five years and describes future actions, capital improvements, and policies in greater details.

Central Business District

The intent of the Central Business District classification is to provide a "city identity", indicating to residents and visitors that they are in Eastpointe. This can be accomplished through visual cues such as prominent public buildings, lively street venues, and changes in scale. Signage should not be the sole indicator. Development of this area should be consistent with historic developments; buildings close to the road, sidewalks, and alleyways in the rear.

Regional Commercial

Regional Commercial is intended to allow for a wide variety of retail and commercial uses that services Eastpointe and the surrounding communities. Many of the business uses permitted in the district are thoroughfare oriented and as such, generate greater volumes of traffic and activities which must be specifically considered to minimize adverse effects on adjacent properties.

Local Commercial and Neighborhood Mixed Use

The Local Commercial and Neighborhood Mixed Use category permits daily services and goods to be readily available for the surrounding neighborhoods in addition to context-sensitive live/work developments, residential units, office, and smaller-scale commercial uses that lend themselves to encouraging a walkable, pedestrian oriented neighborhood. These areas are also intended to accommodate uses which can serve as transitional areas between residential districts and Eastpointe's more intensive, auto-focused business districts and major thoroughfares. Permitted uses include retail, personal services, work/live units, upper floor residential and office uses.

Flexible Residential, Neighborhood Mixed Use

This future land use designation applies to Kelly Road and is intended to revitalize the corridor through the creation of social and economic connections with the community, to promote local businesses, and to create medium-density, quality, missing middle housing. Since Kelly Road is largely surrounded by single-family neighborhoods, all new development must be adequately screened and the intensity of the development must be appropriate for the size and configuration of the site on which it is located (appropriate uses will largely be determined by parcel frontage and depth, adjacent uses, and adjacency to roadways, etc.).

Further, the redevelopment of the corridor will require access management best practices, an emphasis on connectivity to the neighborhoods and improvements to the pedestrian experience. A corridor-wide treatment for Kelly Road should be developed and implemented as redevelopment of parcels fronting on the corridor occurs.

New or redevelopment along the corridor should be aligned with one, if not more, of the following use categories:

Flexible Residential: Areas planned for more compact multi-family development that are mainly designed to meet the demand for young professionals and aging in place populations, who may want a housing type not currently offered in Eastpointe's residential neighborhoods. The increase in density around existing commercial areas will help increase the economic viability of Eastpointe's businesses. Examples of housing typologies for Kelly Road are shown in the image on page 59.

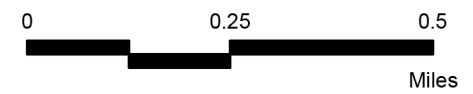
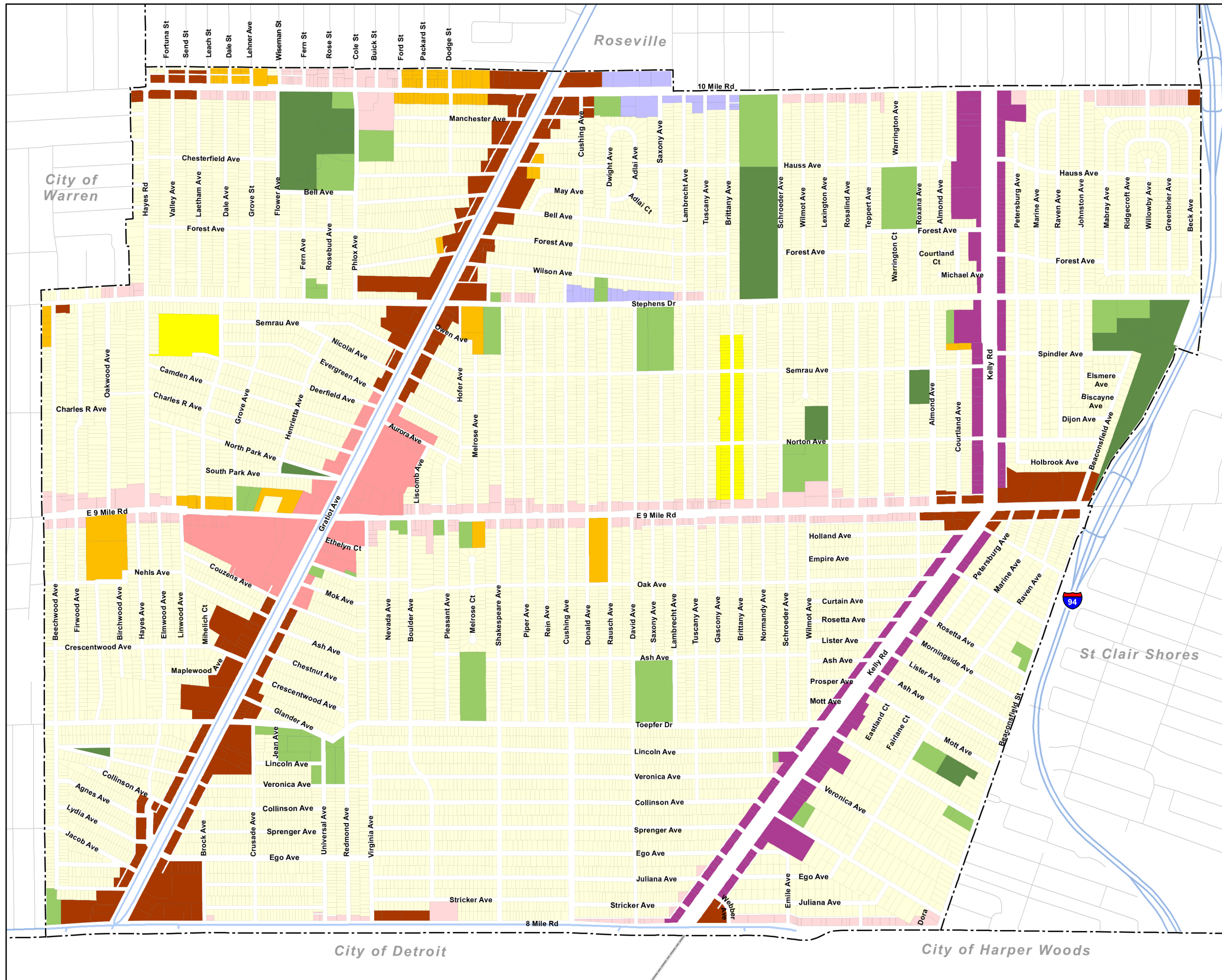
MAP 4 Future Land Use

City of Eastpointe
Macomb County, Michigan

January 2, 2019

LEGEND

- Single Family Residential
- Two Family Residential
- Multiple Family Residential
- Flexible Residential, Neighborhood Mixed Use
- Local Commercial and Neighborhood Mixed Use
- Traditional Downtown District
- Regional Commercial
- Industrial
- Public/Quasi-Public
- Park



Data Source: Macomb County, 2014

Missing Middle Housing Typologies



Duplex, Attached



Duplex, Stacked



TriPlex



FourPlex



Townhouse



Apartment Building, Small



Live / Work

Guidelines for new residential development are as follows:

- Density of 12-17 units per acre;
- Parking should be permitted in the rear yard only and screened from road rights-of-way;
- Garages and carports, if any, should be permitted in the rear of the unit, screened from road rights-of-way;
- Vehicular access should be provided at the rear of the lot only to minimize curb cuts on busy thoroughfares;
- Building materials should be high quality, such as masonry, on all facades, to reduce maintenance;
- Shared hallways are discouraged (each unit should have its own entry accessible from outside the building);
- Roofs should contain a variety of peaks, gables or dormers to break long, monotonous roof lines;
- Facades should increase a variety of window openings and architectural features;
- Open space should be provided for the enjoyment, use and recreation of the development's residents; and
- Pedestrian paths should be provided that connect to the City's sidewalk system and ties into the prescribed streetscape treatment for Kelly Road.

Neighborhood Mixed-Use: A wide variety of neighborhood serving uses and businesses may be appropriate along Kelly Road for the convenience of Eastpointe residents. Such potential uses include, but are not limited to, specialty retail establishments, offices, coffee shops, service establishments, etc. Buildings may be permitted to have a single use but are encouraged to support residential uses or offices uses in combination with compatible uses permitted along the corridor. Attached residential developments and residential units above the first floor (including live/work units) should be encouraged within the Kelly Road corridor.

In addition, public and semi-public facilities along the corridor are planned to remain at their current location and size. Since these areas provide uses that are an integral part of the community's wellbeing, their expansion is generally encouraged, as long as such expansion does not adversely impact surrounding residential areas.

Industrial

The Industrial classification is intended to primarily accommodate wholesale activities, warehouses and industrial operations whose external, physical effects are restricted to the area of the district and in no manner affect in a detrimental way any of the surrounding districts. Industrial uses are limited to Ten Mile Road and Stephens Road. Screening and transitions between industry and residences is not effective today. Efforts should be taken to minimize land use and traffic conflicts where industry abuts homes and other incompatible uses. Along Stephens Road the redevelopment / retrofitting of existing industrial structures should accommodate innovative commercial and cottage industry uses, multiple family, live/work units and cultural / civic uses, or similar uses which will provide a more harmonious neighborhood environment for the adjacent residential.

Potential Intensity Change Areas

As an extension of the future land use categories, specific redevelopment districts have been identified for the City. Eastpointe's position as an inner-ring suburb presents several constraints regarding redevelopment. It is clear that many of the City's options are defined and fixed by regional forces over which the City has limited control. However, the purpose of this Plan is to identify those areas where the City can realistically affect change. In considering the various redevelopment options presented, the City needs to take into account the relative difficulty of an option and the ability of an option to be supported by the market alone, or whether financial and administrative assistance will be required. It must also be acknowledged that in order for the City to effectively address the underlying fundamental issues that are associated with redevelopment, options must extend beyond traditional, status quo approaches.

Today, the City of Eastpointe is at an important "life" stage. It is vital that redevelopment occurs in a planned fashion that addresses these factors to meet the needs of both existing residents and also to attract additional populations. The redevelopment or reuse of underutilized areas, which often have a detrimental effect on surrounding areas, has the potential to increase local economic benefits with reuse. The main areas targeted for such redevelopment are considered "Potential Intensity Change Areas" and are defined below.

Defining a Potential Intensity Change Area

A Potential Intensity Change Area is any spatial area that is a candidate for a "change in intensity" within the planning period of five, 10, or 20 years. PICAs can be large in size, spanning an entire corridor or neighborhood or smaller, such as a collection of a few parcels or even a single parcel.

The change in intensity of an area can be based on one or several of the following:

- Future competitiveness;
- Physical or economic patterns;
- Conditions or the arrangement of land, buildings, lots, or blocks;
- Land use of adjacent parcels; and/or
- Existing inappropriate intensity of use.

PICAs are critical to identify during the master planning process because they suggest places for more or less intensity of use, which impacts factors such as density, the environment, traffic, infrastructure, and so on.

Basic redevelopment policies surrounding PICAs are:

1. Continue to foster redevelopment of the existing commercial/industrial areas, recognizing that while this approach eliminates functional obsolescence, it only marginally increases the City's non-residential tax base.

2. Substantially increase the City's non-residential tax base by (a) enabling and facilitating the expansion of non-residential uses, even if it means the redevelopment of select residential areas; (b) enabling higher intensity development and redevelopment in select non-residential areas when supported by the market; and (c) taking steps to enable and provide incentives for the development of a wider range of housing choices.
3. Identify suitable locations for housing and enable regulations and financial incentives to promote redevelopment of existing single-family areas to meet market preferences.
4. Create a consistent palette of streetscape amenities. A consistent streetscape will define the districts beginning and ending points and let a person know when they have entered somewhere special. Streetscape enhancements can be installed over time as sites are redeveloped or done all at once. Consistent implementation and continued maintenance of the streetscape design must be done to achieve the desired outcome.

Eastpointe's PICAs

The following is a list of potential PICAs in Eastpointe where changes in intensity are recommended or expected to occur within the next 20 years. Each PICA is characterized by its existing conditions, challenges, opportunities and future land conditions:

1. Gratiot Gateway
2. Gratiot Corridor
3. Central Business District (CBD)
4. Main Street
5. The Parkway
6. The Connector
7. Colonial Node
8. Large Scale Institutional Sites

1. GRATIOT GATEWAY

<p>GENERAL LOCATION</p>	<p>North side of 8 Mile Road from Brock Avenue to the City’s western border and Gratiot Avenue from 8 Mile Road until Lydia Avenue.</p>
<p>EXISTING CONDITIONS</p>	<p>The area consists of several large and deep irregular business lots where street visibility is a challenge and where many sites are underutilized. Includes some single family residential that may be transitional.</p> <p>Commercial strip mall, gas station, fast food restaurants, and vacant commercial buildings.</p>
<p>FUTURE LAND USE AND DESIGN</p>	<p>Intent</p> <p>Promote redevelopment in a manner that protects present single-family homes and develops the area as the gateway to Eastpointe and Macomb County.</p> <p>Improve perception and creates a welcoming and culturally-rich environment.</p> <p>Transit hub for buses so that pedestrians / users can connect in one quadrant of this busy intersection and reduces pedestrian trips across roadways.</p> <p>Provide public spaces where people of all ages can gather and participate in activities by incorporating the existing and potential expansion of the transit system.</p> <hr/> <p>Uses</p> <ul style="list-style-type: none"> • Range of single-family to multiple-family and mixed-use development, excluding office. • Bus transfer station, lined and augmented with quick convenience shops, quick and casual restaurants (excluding drive-thus), catered especially toward transit users. <hr/> <p>Development and Design Standards</p> <ul style="list-style-type: none"> • Utilize the Planned Unit Development (PUD) Option, which encourages LEED Certification, and allows mixed-use development with: • An increased height limit for buildings that are oriented to 8 Mile Road. • Transition / buffer to Gratiot Avenue greater than normally required. • Partnerships - with the City of Detroit / the 8 Mile Boulevard Association/SMART. • Create a visual focal point and gateway to clearly define Eastpointe.

2. GRATIOT CORRIDOR

<p>GENERAL LOCATION</p>	<p>Both sides of Gratiot Avenue, north of Ego Avenue, south of Toepfer Drive; and both sides of Gratiot from the City limits on the north to Evergreen Avenue on the south, excluding “The Pointe”.</p>
<p>EXISTING CONDITIONS</p>	<p>The area consists of several narrow and shallow business lots where street visibility is a challenge and where some sites are underutilized. There are also larger lots, some with narrow frontage on Gratiot Avenue.</p>
<p>FUTURE LAND USE AND DESIGN</p>	<p>Intent Improve visibility – as these areas are secondary gateways to the City – by consolidating sites and develop land in a manner that protects present single family homes. Furthermore, there should be a consistency in streetscape amenities, i.e. mimic DDA lights but use different banners, etc.</p> <p>Move traffic in a safer manner, improving conditions to pedestrians, transit users and personal vehicles.</p> <hr/> <p>Uses</p> <ul style="list-style-type: none"> • Commercial and mixed-use. • Auto-oriented, larger scale and regional commercial uses. <hr/> <p>Development and Design Standards The City should consider an access management plan that reduces the number of access points along Gratiot Avenue, encourage LEED Certification and similar low impact development designs, and allow mixed-uses to provide an orderly transition between commercial and residential districts. Street designs should promote the same movement of traffic throughout the City. Wayfinding and signage should complement the efforts of the DDA in the Central Business District.</p>

3. CENTRAL BUSINESS DISTRICT (CDB)

<p>GENERAL LOCATION</p>	<p>Gratiot Avenue from Ego Avenue of the south to Evergreen Avenue to the north. 9 Mile Road from Liscomb and Boulder Avenues on the east to the High School Stadium on the south side and the first three parcels on the north side of west 9 Mile road. This area includes the current DDA limits.</p>
<p>EXISTING CONDITIONS</p>	<p>The area consists of a large strip center development, small irregular business lots, and larger parcels. Major thoroughfare, carrying large amounts of traffic (move and safely direct traffic).</p>
<p>FUTURE LAND USE AND DESIGN</p>	<p>Intent Create a walkable commercial area with diverse uses and increase night-time population through mixed-use.</p> <p>To create boulevards in a pedestrian friendly manner by creating a central meeting space for community engagement and interaction.</p> <hr/> <p>Uses</p> <ul style="list-style-type: none"> • Commercial, residential, mixed-use. • Public open space, temporary commercial uses such as food trucks. <hr/> <p>Development and Design Standards Provide pedestrian scale amenities such as street trees, drinking fountains, resting places. Buildings should be built with zero setbacks and LEED Certification should be encouraged.</p> <p>Restructure segments along Gratiot and 9 Mile for traffic calming and slow traffic by narrowing streets and building pedestrian friendly public spaces in new boulevards.</p>

4. MAIN STREET

<p>GENERAL LOCATION</p>	<p>The 9 Mile Road corridor, from the western limits of the City (excluding the Central Business District) to the western edge of the Regional Commercial District (Kelly Road and 9 Mile Road intersection).</p>
<p>EXISTING CONDITIONS</p>	<p>A mix of narrow and shallow lots with neighborhood serving commercial uses and some residential uses with buildings close to the road and parking in the rear. Additionally, there are a number of auto-oriented commercial uses on larger lots that are not in harmony with the surrounding development.</p>
<p>FUTURE LAND USE AND DESIGN</p>	<p>Intent The development patterns lend this area to a walkable, pedestrian orientated neighborhood commercial services.</p> <hr/> <p>Uses Context sensitive neighborhood serving commercial and services, with an emphasis on a mix of uses and residential on upper floors.</p> <hr/> <p>Development and Design Standards The Main Street Corridor should follow a more traditional downtown design: structures built close to the road, consistent and pedestrian oriented streetscape, and parking in the rear.</p>

5. THE PARKWAY

<p>GENERAL LOCATION</p>	<p>Kelly Road, from 8 Mile Road to the northern boundary of Eastpointe.</p>
<p>EXISTING CONDITIONS</p>	<p>Kelly Road has a large landscaped central median and accommodates two lanes of traffic in each direction. The parks consist of open, grassed areas and outdoor athletic amenities. Some residential on the east side, single family residences that are out of place, south of Toepfer.</p> <p>Lots of service and community uses east of Kelly, including hair salons and local party stores.</p>
<p>FUTURE LAND USE AND DESIGN</p>	<p>Intent Revitalize Kelly Road through the creation of social and economic connections with the community including a usable recreation boulevard to serve the surrounding neighborhoods.</p> <p>Uses Pedestrian scale and neighborhood serving commercial (i.e. food trucks), adaptable live/work spaces, public spaces for gathering and art, recreation paths to connect to major destinations and parks.</p> <p>Development and Design Standards Utilize the boulevard to create flexible spaces for gathering and small scale commercial uses, one that can adapt to potential increases in traffic volumes.</p>

6. THE CONNECTOR

GENERAL LOCATION	Stephens Road, east of Gratiot Avenue.
EXISTING CONDITIONS	Traditional single family neighborhoods and parks consisting of open, grassed areas and outdoor athletic amenities.
FUTURE LAND USE AND DESIGN	<p>Intent</p> <p>The intent is to link the recreational opportunities of the City with the traditional neighborhoods.</p>
	<p>Uses</p> <p>Public spaces for gathering and art, recreation paths to connect to major destinations and parks, neighborhood serving commercial and multiple family options.</p>
	<p>Development and Design Standards</p> <p>Provide pedestrian scale amenities such as street trees, drinking fountains, resting places. Buildings should be built with zero setbacks and LEED Certification should be encouraged.</p>

7. THE COLONIAL NODE

GENERAL LOCATION	The former Colonial Dodge Site.
EXISTING CONDITIONS	Former automobile dealership (with some new commercial development that occurred in 2018).
FUTURE LAND USE AND DESIGN	<p>Intent Establish an attractive new development and point of interest within Eastpointe that fosters creative and entrepreneurial talent.</p>
	<p>Uses Mixed-use residential, commercial, and professional office.</p>
	<p>Development and Design Standards Provide an environment for a variety of housing styles including live-work units, townhomes, and a central public space for residents.</p>

8. LARGE-SCALE INSTITUTIONAL USES

GENERAL LOCATION	Distributed throughout the City.
EXISTING CONDITIONS	Varies – sites can include a mix of vacant or existing institutional and civic uses, (including schools, places of worship, open space, etc.).
FUTURE LAND USE AND DESIGN	<p>Intent It is recommended that such properties retain their intended use of serving the public. However, it is understood that market conditions, such as a decrease of enrollment in the school district, may create opportunities for redevelopment. In these situations, care should be taken to promote development that fits in with the surrounding area.</p> <hr/> <p>Uses Prescribed uses are dependent on the location – three typologies:</p> <ol style="list-style-type: none"> 1. Neighborhood Infill (completely surrounded by neighborhoods). 2. Mixed-use infill (with access on minor arterials and major connectors). 3. Greenspace expansion (adjacent to parks spaces and neighborhoods). <hr/> <p>Development and Design Standards Treatment of the site is dependent on whichever of the above three typologies the property is located within. Any redevelopment of these spaces must be context sensitive in terms of the proposed building design, mass and density, recognizing that intensity in these standards may be appropriate provided larger neighborhood benefits (i.e. density bonus for increase public open space and amenities) area achieved. If the subject site is former public green space, the new development proposal will need to carry over an element that is to the benefit of the larger neighborhood to continue to enjoy.</p>

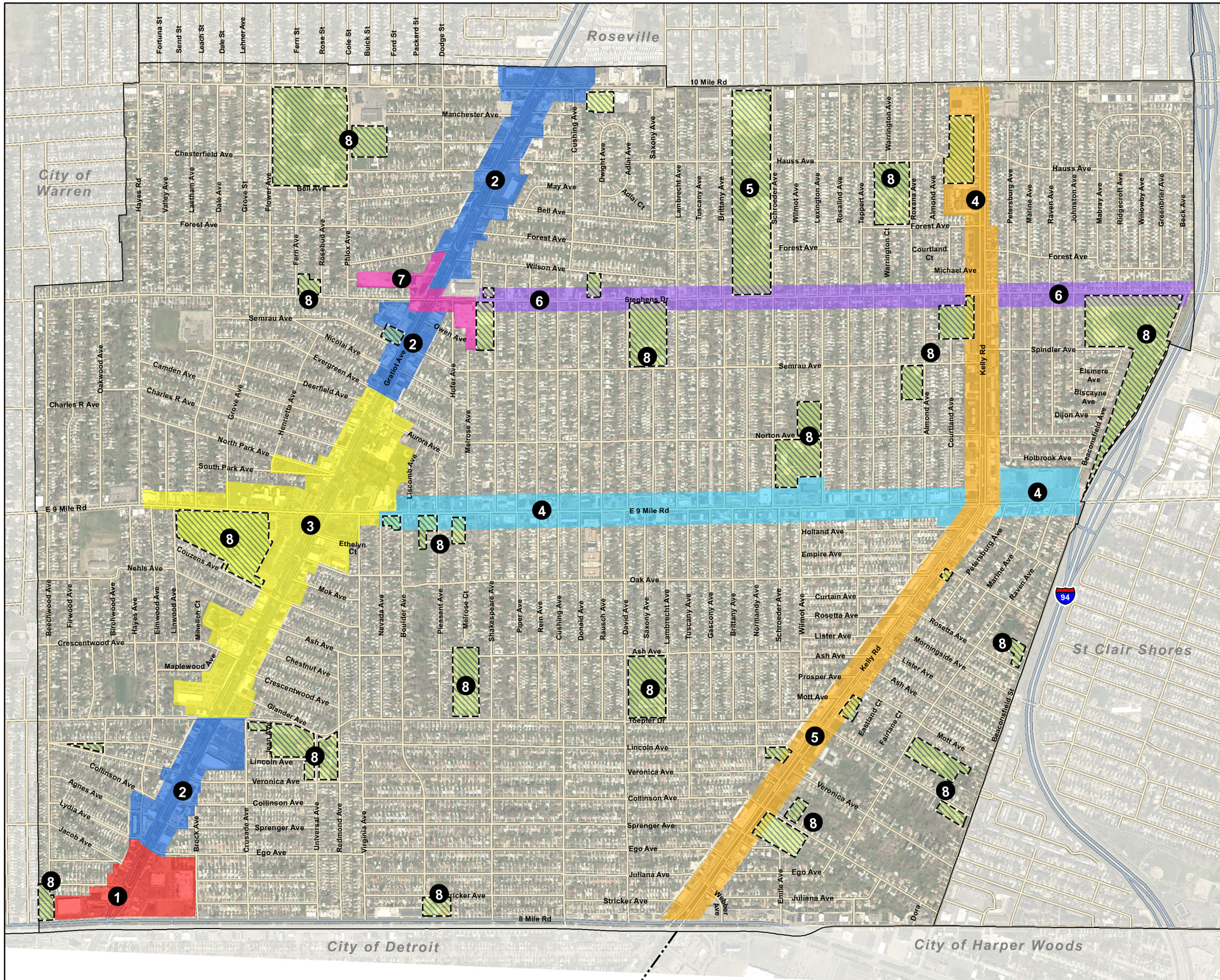
MAP 5 Potential Intensity Change Areas

City of Eastpointe
Macomb County, Michigan

January 2, 2019

LEGEND

- 1. Gratiot Gateway
- 2. Gratiot Corridor
- 3. Central Business District
- 4. Main Street
- 5. The Parkway
- 6. The Connector
- 7. Colonial Node
- 8. Large Scale Institutional Sites
- Municipal Boundaries



Base Map Source: Macomb County, 2014
Data Source: McKenna, 2017





07

IMPLEMENTATION

Getting Started

This chapter of the Master Plan presents tools and techniques that citizens, community leaders, and City staff can use to implement the land use plan. These implementation measures are workable if there are people in the community with vision and tenacity who are willing to invest the time and effort required to make them work. Community improvement requires a compelling vision; persistence; the flexibility needed to respond to changing needs, opportunities, and circumstances; and an ability to achieve consensus.

The tools and techniques identified in this chapter are capable of being implemented under current enabling legislation. Legislation has been proposed in recent years that give communities additional tools to implement land use recommendations, such as, regional impact coordination, impact fees, and tax incentives.

Policy and Programming

Public Information and Education

The success of the Master Plan depends to a great extent on efforts to inform and educate citizens about the plan and the need for regulatory measures to implement the plan. Successful implementation requires the support and active participation of residents, property owners, and business owners. A thoughtfully prepared public education program is needed that creates a sense of ownership by City residents.

For example, a series of public hearings entirely dedicated to the draft Master Plan, before the Planning Commission's recommendation to City Council for adoption, will enable the public to review and comment on the plan. A joint workshop should also be conducted by the City Council and Planning Commission to discuss the implementation of this plan. Public input at this level should be focused on implementation, not revising the content. The hearing at which the adoption is scheduled should be well publicized to promote as much attendance as possible. Upon adoption of this plan, a second joint workshop should be conducted to update the residents as to the direction the City will take towards its future. Substantial advertisement is essential to draw residents to the meetings and the City must continuously keep its residents updated on the plan's progress. Citizens, business groups, and public agencies must all be involved in the implementation of this plan to make it successful.

Condensed Brochure

To aid in communicating the most important aspects of the plan, the City should produce a concise and short, reader-friendly form Master Plan brochure. The time to read a one-hundred-plus page document can deter individuals from becoming involved, however, a small brochure with reduced versions of the Future Land Use Map, combined with condensed versions of the Goals and Objectives, PICA's, and Implementation Plan sections, would make an attractive alternative. Such brochures could be distributed to individuals at City Hall, on the website, or even mailed to residents and businesses in Eastpointe.

Design Standards Manual

One component in the City's information/education program should be to include design standards found in the Downtown Design Plan, Central Business District Ordinance, and other mixed-use corridors. These standards should be given to all developers who propose a commercial or office building in or near to the City's commercial and mixed-use corridors. These standards describe the type of development desired in the City. The benefit of a design standards manual is that it can effectively communicate concepts and ideas that are not appropriate for the zoning ordinance. Design guidelines addressed in such a manual include architecture, building orientation, parking and circulation, landscaping, utilities, lighting, signs, and access management.

Maintaining the Plan

Another way for the general public to stay informed about the Master Plan is to keep the Planning Commission and City Council actively involved in maintaining it. The Plan should be an active document - continually reviewed and updated. An annual, joint meeting between the Commission and Council should be held to review the Plan and any amendments that may become necessary to help ensure that the plan's strategies and recommendations are implemented. Then, every five years, or earlier if the Commission feels appropriate, another full-scale Master Planning effort should be undertaken. These steps will not only help keep the public aware of the Plan, but they will also make certain the plan does more than "sit on a shelf."

Administrative Actions

Cooperation between Units of Government

Implementation requires cooperation between governmental units. Maximum impact will be achieved only if the City is able to achieve cooperation from other units of government and agencies. For example, road improvements will affect quality of life, but decisions regarding some City roads are made by the Macomb County Road Commission and Michigan Department of Transportation. Clearly, these other agencies must be aware of the City's land use planning objectives.

Lean Zoning

Lean Zoning is a concept of removing barriers from development and reducing red tape. The City can promote Lean Zoning practices by reviewing the development process and identify roadblocks that can delay or increase the cost of doing business in the City. For instance, the City could develop a set of criteria for development in the Central Business District that when met, could reduce the number of meetings required for approval. Another option is that the required information and site improvements for the reuse of an existing building may be reduced.

Pre-application Conferences

A pre-application conference consists of a meeting between a prospective developer or redeveloper of property and City representatives. Typically, the City's representatives consist of members of the Departments of Planning, Building, and Public Services. Elected and appointed officials are generally not included in such meetings, as their presence can influence the free exchange of information which is the desired outcome. During the meeting, the developer asks City staff their opinion on the approach being pursued, the style of architecture, building materials, general site layout, etc. City staff provides preliminary comments, and may even be in a position to inform a prospective developer how such a proposal would be received by City officials and the general community. Pre-application conferences can often help move projects through the development process much more smoothly, and permit a prospective developer to know when a particular proposal should be pursued, modified, or removed from consideration. In the long run, pre-application conferences can save everyone time and money.

Public Engagement

Public engagement is a way to gather meaningful, informed, actionable data from the community. It provides an opportunity for the government to build trust with the public. As technology changes, new methods of communication provide decision makers with low-cost, wide reaching ways of soliciting input. Social Media outlets such as Facebook and Twitter can be utilized to seek meaningful input during the development phase of projects to identify potential issues and adjust plans accordingly.

Public Art

Public art can have a great impact on a community. It can create attachment and pride in one's community. Public art can act as an economic driver by providing employment for local artist and acting as a center for culture and tourism. The City may wish to include the promotion of public art as part of the Beautification Committee and the newly created Arts and Cultural Diversity Commission.

Establishing Priorities

The Master Plan contains a multitude of recommendations and there may be insufficient staff or volunteer support to implement all of the recommendations in a carefully planned, deliberate manner. Consequently, a process for establishing priorities must be established as soon as the Master Plan is adopted. Participants involved in setting priorities should include City department heads and appropriate staff, the Planning Commission, and other City officials who should be involved in implementation of the Plan.

Vacant Nonresidential Buildings Policy

Over the past several years, communities across Michigan have dealt with large retail and industrial buildings that sit vacant without much activity. These vacant buildings can impact the economic viability of the community as they appeal to the Michigan Tax Tribunal to have their tax assessments cut by 50%. The City should develop a strategy to address these properties before they become a problem. During the development phase, reuse opportunities should be taken into consideration as part of the design of the building. Code enforcement strategies should be developed to prevent existing buildings from becoming an eyesore.

Redevelopment Ready Communities Program

This plan has been developed according to the Michigan Economic Development Corporation's Redevelopment Ready Communities (RRC) program. The RRC measures and certifies communities that integrate transparency, predictability and efficiency into their development practices with the goal of realizing a community-supported redevelopment vision that is inviting to investors. The RRC has developed a set of Best Practices for communities to follow to build a clear and transparent development process, which are:

1. Community Plans and Public Outreach
2. Zoning Regulations
3. Development Review Process
4. Recruitment and Education
5. Redevelopment Ready Sites
6. Community Prosperity

The RRC program will continue to make the City more attractive for investors and help stimulate development. Future development within the City should be consistent with the RRC's Best Practices.

Land Use Controls

Zoning Regulations, “Pink Zoning”

Zoning is the primary regulatory tool used by the City to implement the Master Plan. Zoning regulations and procedures should be amended to reflect the recommendations identified in this plan. The City has recently (2017/2018) taken steps to amend priority sections of the Zoning Ordinance, including parking standards and landscape requirements. Other Zoning Ordinance text amendments have been identified to be addressed in the near future.

Conventional Zoning Procedures

Rezoning to Implement the Master Plan

The land use classifications on the Future Land Use Map provide the basis for evaluating future rezoning requests. Zoning actions that are consistent with the Future Land Use Map usually receive deferential and favorable judicial review if challenged. The Master Plan should be the principal source of information in the investigation of all rezoning requests. The City may initiate rezonings necessary to place land in conformance with the Future Land Use Map, or they may wait for property owners to come forward.

Planned Development

Planned development involves the use of special zoning requirements and review procedures that provide design and regulatory flexibility, so as to encourage innovation in land use planning and design. Planned developments should achieve a higher quality of development than might otherwise be possible. Continued use of planned development is recommended to achieve development in accordance with the goals and objectives of this Plan.

Planned development can be used as the regulatory tool to permit open space zoning or cluster development and to facilitate mixed use redevelopment in the downtown area.

Performance Standards

Rather than simply regulate development on the basis of dimensional standards, many communities are establishing performance standards to regulate development based on the permissible effects or impacts of a proposed use. Performance standards should be used to supplement conventional zoning standards. Performance standards can be developed to regulate noise, dust, vibration, odor, glare and heat, safety hazards, and environmental impacts such as air and water pollution. The complexity of the performance standards should be based in part on the capacity of City staff to administer the standards.

Incentive Zoning

Incentive zoning allows a developer to exceed the dimensional limitations in the Zoning Ordinance if they agree to fulfill conditions specified in the Ordinance. Incentive zoning should be considered to promote innovative land planning techniques identified in the plan. For example, a possible increase in density can be used as an incentive for developments that implement open space zoning standards.

Nonconforming Uses

The Michigan Zoning Enabling Act of 2006, allows the creation of different classes of nonconforming uses. This allows a community to create a preferred class of nonconforming uses that meet a defined set of criteria. The City should consider amending the Zoning Ordinance to allow a preferred class of nonconforming uses. These uses would then be treated as an allowed use, granting them the ability to update, expand and maintain their property in a manner beneficial to the City.

Innovative Zoning Techniques

Overlay Zoning

Overlay zoning allows the City to impose a new set of regulations on a special area within an existing zoning district. In an area where an overlay zone is established, the property is placed simultaneously in the two zones, and the property may be developed only under the applicable conditions and requirements of both zones. Thus, the overlay district regulations supplement the regulations of the underlying zoning district. Overlay zoning has been used in other communities to address special conditions and features, such as historic areas, wetlands, and other environmentally sensitive areas, without disrupting the underlying zoning plan.

Development Agreement

Although there is no explicit legislative authority for such agreements, many Michigan communities have used development agreements to achieve a mutual understanding between the developer and City concerning the conditions under which development can occur. Development agreements are often negotiated as part of a planned development approval, allowing the community and developer to address complex issues that cannot be adequately addressed on a typical site plan. Development agreements might prove useful to achieve desired developments, especially if or when a mixed use development is proposed.

Complete Streets

Complete streets look at how all modes of transportation, including car, bus, bike, pedestrian, and emergency vehicles utilize the roadways and provide a plan to create safe access for all users. The City should develop a complete streets plan to be considered whenever transportation improvements are considered in the City.

Inclusionary Zoning

Inclusionary zoning is the practice of providing a percentage of affordable housing to be included during the development of new residential projects. Developments that propose a certain percentage of affordable housing are typically allowed incentives such as higher density or reduction of dimensional requirements. Inclusionary zoning programs can help transition residents from living in rental units to homeownership.

Low Impact Development

Low Impact Development (LID) incorporates green infrastructure into projects to manage storm water in an environmentally sensitive way. Utilizing LID strategies during the development design phase can improve water quality and aesthetics, and reduce costs. LID strategies include using permeable pavement, rain gardens, and bio-swales. The City should consider amending the Zoning Ordinance to encourage Low Impact Development strategies.

Placemaking with Gateways – Eastpointe’s Identity

Gateways into the City of Eastpointe currently do not effectively announce arrival or communicate the sense of pride and the character that embodies the area. Gateways are physical symbols of city or district limits that express a sense of territory to those entering. They can vary in almost any aspect of their existence. Signs usually display the actual name of the area being entered while sign materials and landscaping express the tone.

Depending on their location, they can simply be set alongside the adjacent thoroughfare or can be incorporated into the thoroughfare via boulevards or traffic circles. The different nodes along Gratiot should be demarcated so the visitor to the area knows which district they are in. The City should look at the intersection of Gratiot and 8 Mile Road, which is a major access route for outside travelers, for a more elaborate Gateway. The layout of the existing intersection may be well suited for an additional medium and enhanced softening of the existing medium.

Funding Mechanisms

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 Eastpointe:

Dedicated Millage

Special millages can be used to generate revenues for a specific purpose. For example, one Michigan community has a special land acquisition fund that is supported by a one-quarter mill property tax. A land acquisition fund would be a useful tool to promote open space preservation in the City or assemble property for redevelopment. Millages can also be used to generate funds for capital improvements. Finally, a sidewalk millage could be used to address sidewalks gaps and streetscape improvements.

Special Assessments

Special assessments are compulsory contributions collected from the owners of property benefitted by specific public improvements (paving, drainage improvements, etc.) to defray the costs of such improvements. Special assessments are apportioned according to the assumed benefits to the property affected. Special assessment funding might prove useful to implement some of the recommendations for the CBD and adjacent commercial corridors. Special assessments are also useful in upgrading street lighting in residential areas, and street trees and streetscaping in highly visible areas. The most important point regarding special assessments to keep in mind is that they must be supported by those in the area of the assessment, or they are doomed to failure. Therefore, before a special assessment is presented to the public, it must be well thought out, and the benefits versus costs well demonstrated.

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 project and are paid off by the general public through property tax revenues. Revenue bonds are issued for construction of projects that generate revenues. The bonds are then retired using income generated by the project (for example, water and sewer service charges). While bonding is a very common method of funding projects, it is important to remember that this is long-term debt, and that it is dependent on the growth in the tax base. Therefore, it is essential that property values are protected, and that the reputation of the community is well maintained to keep its bonds an attractive investment. It is also important to know how much debt a community can realistically afford. If a community is too heavily committed to paying off debt, its credit rating can be damaged. Bonds are useful; however, their use should be balanced with the other methods of funding available to a community.

Tax Increment Financing

Tax increment financing is authorized by the Downtown Development Authority Act, Neighborhood Authority Act, Corridor Improvement Act, and the Local Development Finance Authority Act. When a tax increment finance district is established, the state equalized value of all properties in the district is recorded. Every year thereafter, the property tax revenue generated by any increase in the total state equalized value is "captured" by the authority to finance the improvements set forth in a development plan. Often, revenue bonds are issued to finance the improvements, and the tax increment revenues are used to repay the bonds.

MDNR Recreation Grant Programs

Michigan Natural Resources Trust Fund (MNRTF) and other MDNR grants are available for park development and land acquisition.

In the future, the City may wish to seek MNRTF funding for acquisition of land principally for open space and natural resource preservation purposes, and to implement its Parks and Recreation Master Plan.

Community Development Block Grants (CDBG)

CDBG's can be used for numerous community improvement projects in addition to housing rehabilitation. Criteria, however, require that they be used primarily to improve housing opportunities, and recreational and social opportunities for distressed portions of the community. CDBG funds can also be used for community economic development. Therefore, those areas of Eastpointe where the lower income households live should be identified and targeted for projects needed to improve conditions in those areas. Small area neighborhood plans would aid in identifying what types of projects would benefit areas in decline to stabilize those areas, and permit them to reverse the conditions which are negatively impacting them. By using CDBG funds in distressed portions of the community, funds that would have been spent in completing those improvements are freed up to be used elsewhere. Therefore, while the residents of a distressed portion of the community benefit directly from the CDBG program, the City in general benefits by having funds that would have been spent available for other improvements.

Action Plan

Introduction

This section presents tools and techniques that residents, community leaders, and City staff can use to implement this Master Plan. These implementation measures are workable if there are people in the community with vision and commitment who are willing to invest time and effort required to make them work. The tools and techniques identified herein are available for use by Michigan communities under current enabling legislation. This section also provides specific recommendations for implementing certain strategies set forth previously.

Action Plan

The Eastpointe Master Plan and its goals and objectives recommend a future vision for the community. This vision is to build upon Eastpointe's existing assets and make the most of opportunities that can attract new development and residents to the community while protecting the City's natural beauty and resources. To put it simply, the plan for Eastpointe is to create an economically, socially, and environmentally sustainable community where people want to live, work, visit and play.

The goals and objectives of this plan should be reviewed often and be considered in decision making by the City. Successful implementation of this plan will be the result of actions taken by elected and appointed officials, City staff, the Downtown Development Authority, the Planning Commission, public agencies, and private residents and organizations.

This section identifies and describes actions and tools available to implement the vision created in this Plan. Broadly stated, the Plan will be implemented incrementally by working on strategies identified for the City's four primary goals, which are:

1. Neighborhood Goals;
2. Community – Building Goals;
3. Business and Industrial Districts Goals; and
4. Transportation, Access and Mobility Goals.

The tables on the following pages present a detailed summary of all of the recommended implementation activities, including partners for completing the activity, and available funding resources for each activity.

Implementation Matrices

The charts on the following page summarize the recommended actions and strategies for Eastpointe. The charts present a detailed summary of all the recommended implementation activities, the responsible parties for completing the action and available funding resources for each activity.

KEY

Priority		Timeframe	
Most Important	A	1 – 5 Years	1
Very Important	B	6 – 10 Years	2
Important	C	Continual, On-Going	On-Going
		As Available	As Avail.

Collaboration

Collaboration with others is a key priority for the City, especially in regards to the redevelopment of its corridors and transportation projects as such developments impact the larger region. Regional planning efforts at the State and County level are particularly important to consider in conjunction with City efforts. For this reason, an additional column is added to each implementation matrix which, when marked with an “X”, indicates that the project should be a joint planning effort and accomplished with other entities.

Neighborhoods

Strengthen the quality residential character of the community by improving current neighborhoods, assuming that growth meets needs of the community, and providing convenient access to supporting activities.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Encourage the development of housing, including apartments, townhomes, senior housing and mixed-use housing in areas where infrastructure is available or would be provided by the development.	B	2	X		X
Maintain and upgrade current housing stock throughout the City.	A	1	X		X
Encourage the development of cohesive neighborhoods by facilitating rehabilitation of existing homes, encouraging the construction of new homes and promoting the development of public improvements and open space.	A	On-Going	X	X	
Ensure new residential projects preserve the contextual character of the neighborhood.	A	As Avail.	X		
Apply the full range of incentives available to assist in the development of additional housing including public improvements, land assembly, and financial assistance.	C	As Avail.	X		
Encourage the development of senior housing options for those 55 years and older to meet the needs of the growing senior population to allow residents to “age in place”.	B	1	X		
Enforce property maintenance through code enforcement and the Beautification Committee.	A	On-Going	X	X	X

Community-Building

Continue to improve City policies and planning processes with input from appropriate stakeholders.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Develop safe and secure recreation facilities and programs that meet the needs of citizens in the community.	A	2	X		X
Provide space for active and passive recreation and encourage site development that is sensitive to the area's built and natural environment.	A	On-Going	X		X
Provide incentives (density bonuses, creative design, etc.) to ensure quality open space is incorporated into new development.	A	1	X		
Seek opportunities to share facilities with other public / quasi-public agencies.	A	1	X		X
Assemble properties that create linkages connecting to interior and exterior parks for pedestrians, bicyclists, or similar uses.	B	2	X		X
Expand the quality and quantity of local, seasonal festivals, shows, parades, and events.	A	1	X	X	X
Encourage bike parking in all new and improved developments.	A	1		X	
Develop a local Complete Streets policy and support regional efforts to invest in non-motorized transportation and transit.	A	1	X		
Implement a transparent planning process.	A	1	X		
Protect historic properties that have cultural significance and/or adaptive reuse potential.	A	On-Going	X	X	X
Develop a plan for sale of city-owned property in concert with strategies found in the master plan and zoning ordinance and conditioned upon following future design guidelines.	A	1	X		

Business and Industrial

Create an environment that is conducive to development, redevelopment and the growth of businesses. Support existing business districts with appropriately sited and attractively designed retail, service, and entertainment establishments.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Maintain and promote the redevelopment, rehabilitation and adaptive reuse of existing commercial sites and buildings within existing business districts.	A	1	X		X
Revise signage design standards to ensure future uniformity and architectural character based on each district.	A	1	X		
Capitalize on existing assets and activity centers by creating or expanding mixed-use districts.	A	1	X		
Increase communication between Eastpointe and its business community, Chamber and DDA.	A	1	X		X
Undertake streetscape improvements within the business districts to create cohesive districts that residents and visitors recognize as district areas with elements of green design (low impact development).	A	1	X	X	
Develop a zoning district or overlay district for 9 Mile Road corridor to pro-actively encourage redevelopment that is consistent with the Local Commercial and Neighborhood Mixed-Use designation on the Future Land Use Map.	A	1	X		
Work with County, State, and Federal agencies to identify programs and offer incentives to business looking to establish within Eastpointe.	A	On-Going	X		X
Develop and maintain an inventory of all vacant properties, and evaluate and prioritize redevelopment depending upon location, size, future land use and potential revenue generation.	B	1	X		
Encourage innovative design consistent with smart growth principals, including a mixture of uses in large, multi-parcel development projects.	A	On-Going	X		
Market the unique attributes of the City as a means of attracting new and retaining existing businesses, including location.	A	On-Going	X		
Promote retail, office, and mixed-use core redevelopment at and near the intersection of 9 Mile and Gratiot Avenue.	B	On-Going	X		
Allow for denser development of office uses to create a critical mass of knowledge workers.	A	On-Going	X		X

Permit retail and office expansion on redevelopment into adjacent residential parcels that are no longer viably used for residences.	C	2	X		
Develop the downtown by providing businesses with incentives such as streetscape improvements, low interest rate loans for façade improvements, creative (public) parking, and annual events.	B	2	X		X
Recognize Kelly Road as a draw for the community and evaluate strategies for the surrounding neighborhood to capitalize on increased activity in the area.	B	2	X		
Encourage a diversified industrial base by acknowledging the changing economy and permitting the growth of high technology, low impact, “green” business, and life science and knowledge based industries.	A	On-Going	X		
Identify incentives and flexible mechanisms to permit the conversion of existing industrial sites to office/ research use.	B	1	X		
Remediate potential brownfield contamination to make land available for development.	C	2	X	X	X
Encourage owners of industrial property to improve property appearance and provide buffering screening to protect neighboring residential properties.	A	2	X		X

Transportation

Maintain a safe, quality street network which operates at an acceptable level of service, is aesthetically pleasing, is considerate of pedestrians and bicyclists and ensures traffic on residential streets harmonize with the neighborhood. Develop a comprehensive non-motorized system of sidewalks, bike lanes and pathways throughout the community which is safe, well maintained, allows access to the various landmarks within the community, and provides a recreational and social amenity for residents.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Create and adopt a Mobility Plan for Eastpointe.	A	1	X		
Provide for Complete Streets on all Eastpointe roadways.	B	2	X		X
Based on the road network hierarchy, develop standards for each functional classification. Work with neighboring local, County and State jurisdictions to establish safe, attractive and equitable standards for public rights-of-way.	B	2	X		X
Establish sidewalks and pathways that support multi-modal access throughout the City.	A	1	X	X	
Provide gathering areas for people of all age groups and physical abilities, including a diversity of settings to accommodate groups of various sizes. Provide accessible pathways to gathering spaces and public amenities. Where seating is provided, incorporate a variety of seating to accommodate a range of physical abilities. Ensure permanent ADA-compliant and –accessible seating every ¼ mile.	C	2	X		
When road construction occurs, include sidewalks, bicycle lanes/path, wider shoulders, street trees, and other low-impact landscaping elements to complement the roadway.	A	On-Going	X		X
Provide well-designed crosswalks to increase motorist awareness and pedestrian safety.	A	1	X		
Maintain residential streets to promote safety and aesthetics.	A	On-Going	X		
Accommodate increases in traffic volumes through road maintenance, intersection improvements, signalization improvements and upgrading the road network.	A	2	X		
Support and enhance public transportation service.	B	2	X		X
Improve quality and quantity of bus shelters.	A	1	X		X

Planning Consultant



McKenna
Community Planning and Design
235 East Main Street, Suite 105
Northville, Michigan 48167
(248) 596.0920
www.mcka.com

John R. Jackson, AICP
Sarah Traxler, AICP
Laura Haw, AICP
Mike Deem, AICP
Carrie Leitner

President
Vice President
Principal Planner
Senior Planner
Art Director