

2025 CLAWSON MASTER PLAN UPDATE



Prepared by
City of Clawson
Planning Commission

Adopted by Planning Commission 5/27/2025
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[Resolution of adoption]

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Introduction





Introduction

What Is a Master Plan?

A master plan is a document that sets forth a vision for the future use of land in a community. It assesses current conditions, solicits opinions from residents, business owners, and other stakeholders, and sets goals and objectives for the future, with a primary focus on future land use and community development, though other related topics may also be covered. If followed carefully, a master plan will have a lasting impact on the built and natural environment. The plan will be implemented over short-term, medium-term, and long-term timelines.

The Master Plan is long-range in its view and is intended to guide development in the City over a period of 10 to 40 years, with review and any necessary updates occurring every five years to maintain consistency with the Michigan Planning Enabling Act of 2008. The information and concepts presented in the Master Plan are used to guide local decisions on public and private uses of land and the provision of public facilities and services. It establishes long range general policies in a coordinated and unified manner, which can be continually referred to in decision making.

In order to develop the master plan update, the City drew on the expertise of its staff and consultants and engaged with its residents in order to understand their preferences and needs. The Planning Commission guided the development of the draft in a series of public discussions.

Zoning Ordinance

Zoning is a regulatory mechanism for controlling the classification and regulation of land use. It is law. The focus of the zoning ordinance is on identifying permitted and special approval uses by district, defining the location and boundary of districts based upon a Master Plan, and regulating the bulk, height, and density of various permitted land uses. The Zoning Ordinance controls land uses based on today's conditions.

Relationship between Master Plans and Zoning.

Unlike the Zoning Ordinance, the Master Plan is a set of policies, not a law. While the Zoning Ordinance and Zoning Map regulate current and proposed land use, the Master Plan and its maps and policy statements are intended to guide land use decision-making over the long term (10 to 20 years). The Master Plan is a community's "vision," while the zoning ordinance contains the rules that govern the path to that vision. This does not mean, however, that the map found in a community's Zoning Ordinance should look exactly like the Land Use Plan in its Master Plan. Changes to the zoning ordinance need to take place at a pace that is consistent with market trends, land capacity, and political will.



What Does This Update Do?

Clawson last adopted a new master plan in 2018. This update focuses specifically on a set of topics that build on and add to the 2018 plan:

Infrastructure. This module focuses on improving the City's infrastructure and ability to maintain that infrastructure over time. This will include:

- Thoroughfare Plan
- Complete Streets/Non-motorized Plan
- Road Maintenance Framework
- Water & Sewer Framework
- Green Infrastructure/Flood Prevention

Parking. This module provides a framework for reviewing and revising the City's parking standards.

Sustainability & Resiliency Plan. This module builds on the recently adopted Sustainability Framework developed by the Sustainability Committee to development concrete strategies for improving the city's environmental, economic, and social sustainability, and resiliency in the face of future challenges.

Mixed Use Development Outside the City Center/Review of the BRD Districts, 14 Mile Corridor, and North Main Corridor. Initially envisioned as two separate modules, these topics were combined during the planning process, as it became clear that there was significant overlap. This module includes the following:

- Review of the BRD-1 and BRD-2 districts: are these districts accomplishing the goals they were established to accomplish? What needs to be adjusted?
- How do we create greater flexibility in the portion of the North Main corridor currently planned for office development?
- Development of the Mixed Use-1 Future Land Use category of the 2018 Master Plan for the West 14 Mile Road corridor to provide more guidance for the creation of a zoning district.

Goals of the 2018 Master Plan

This update builds on the goals and objectives of the 2018 Master Plan, included below.

GOAL 1: ATTRACT NEW BUSINESS AND INDUSTRY TO THE CITY.

- Increase the marketing efforts of the City.
- Encourage entrepreneurial development and assistance programs.
- Encourage the start-up and/or location of emerging technology and high-tech industries.
- Promote the redevelopment of existing structures to reduce vacancy and blight.

GOAL 2: PRIORITIZE DEVELOPMENT AND REVITALIZATION ALONG THE MAIN ROAD CORRIDORS.

- Review each corridor to determine land use patterns and opportunities for change.
- Prioritize streetscape design, including street trees and furnishings, along the corridors to emphasize continuity and a pedestrian friendly environment throughout the City.
- Invest in more extensive streetscape design elements in areas contiguous to downtown.
- Utilize appropriately flexible zoning along main corridors to encourage reuse.
- Consider additional pedestrian crossings/landing areas and other traffic calming measures to enhance corridor vitality.

GOAL 3: PRESERVE, PROTECT AND ENHANCE THE RESIDENTIAL CHARACTER OF CLAWSON'S NEIGHBORHOODS.

- Protect neighborhood character while allowing for property improvement.
- Encourage transitional development between single-family residential neighborhoods and commercial corridors.
- Encourage streetscape maintenance.
- Continue to enforce the property maintenance code and ensure consistent enforcement.

GOAL 4: ENCOURAGE TRANSITION DEVELOPMENT ADJACENT TO COMMERCIAL AND INDUSTRIAL USES.

- Promote mixed use residential development outside of traditional single-family neighborhoods.
- Encourage development of alternative housing options near downtown and along commercial corridors.



GOAL 5: MAINTAIN AND ENHANCE COMMUNITY FACILITIES, RECREATION PROGRAMS, AND CITY PARKS TO MEET PRESENT AND FUTURE NEEDS OF ALL RESIDENTS.

- Maintain and improve park cleanliness by ensuring adequate trash cans, benches, and picnic tables.
- Continue to utilize parks for community festivals and family events.
- Facilitate bike-friendly connections to City Park, downtown, the Clawson Library, the Community Center, and other attractions.
- Prioritize programs and services that assist the City's elderly residents.
- Partner with the school district to provide activities for youth.

GOAL 6: PROMOTE A SAFE AND EFFICIENT TRANSPORTATION NETWORK WITHIN AND THROUGH THE COMMUNITY.

- Complete and implement a wayfinding sign plan.
- Provide marked pedestrian crossings at key locations (with signalization, if needed.)
- Improve traffic movements in and near Clawson schools and other community facilities, particularly during peak traffic hours.
- Enhance community gateway entrances to inform the public that they are entering a special place.
- Create appropriate linkages for bike lanes from other communities.

GOAL 7: MINIMIZE OVERUSE AND RELIANCE UPON PRIVATE ACCESS DRIVES AND PARKING LOTS; PROMOTE GREEN SPACE, AND MINIMIZE ENVIRONMENTAL IMPACTS.

- Encourage property owners to incorporate shared access drives and shared parking lots.
- Review parking standards throughout the community.
- Encourage consolidated and/or elimination of drives onto major roads.
- Encourage Low Impact Development techniques where large areas of parking will be needed.
- Eliminate unnecessary pavement and other impervious surfaces.

GOAL 8: PURSUE ALTERNATIVE FORMS OF TRANSPORTATION, WHERE APPROPRIATE.

- Promote land use patterns and transit-oriented design standards that support walking, bicycling, and public transit use.
- Expand public transportation services within Clawson and specialty services for older adults.
- Increase public awareness of public transit options.
- Encourage development of the Clawson Bike Route throughout the community and appropriate bike wayfinding and pavement markings generally.
- Evaluate and update the sidewalk network throughout the City to promote pedestrian and bicycle activity.

Clawson Today

Population

The City of Clawson experienced a significant population boom from 1950 to 1970. In two decades, the population increased 239 percent. This spike was a common occurrence throughout the nation, as it reflects the Baby Boomer period after the end of World War II, as well as the migration of population out of central cities and into the suburbs. However, since the 1970's, Clawson has experienced a steady decline in population, decreasing an average of 9.3 percent each decade.

According to the 2022 American Community Survey, the estimated total population for Clawson is 11,389. While SEMCOG projects some modest growth by 2050 (to 11,886 people), as shown in Fig. 1.1, the population will still be significantly lower than its peak of 17,617 in 1970. The population resides in 5,806 housing units, a 0.3% decline from 2000. This trend toward a lower population since the 1970s is primarily a result of declining household sizes and the fact that the city is largely built out. As the number of households remains steady and the number of people in those households declines, the population of the City declines as well.

FIGURE 1.1:
Clawson Population Over Time

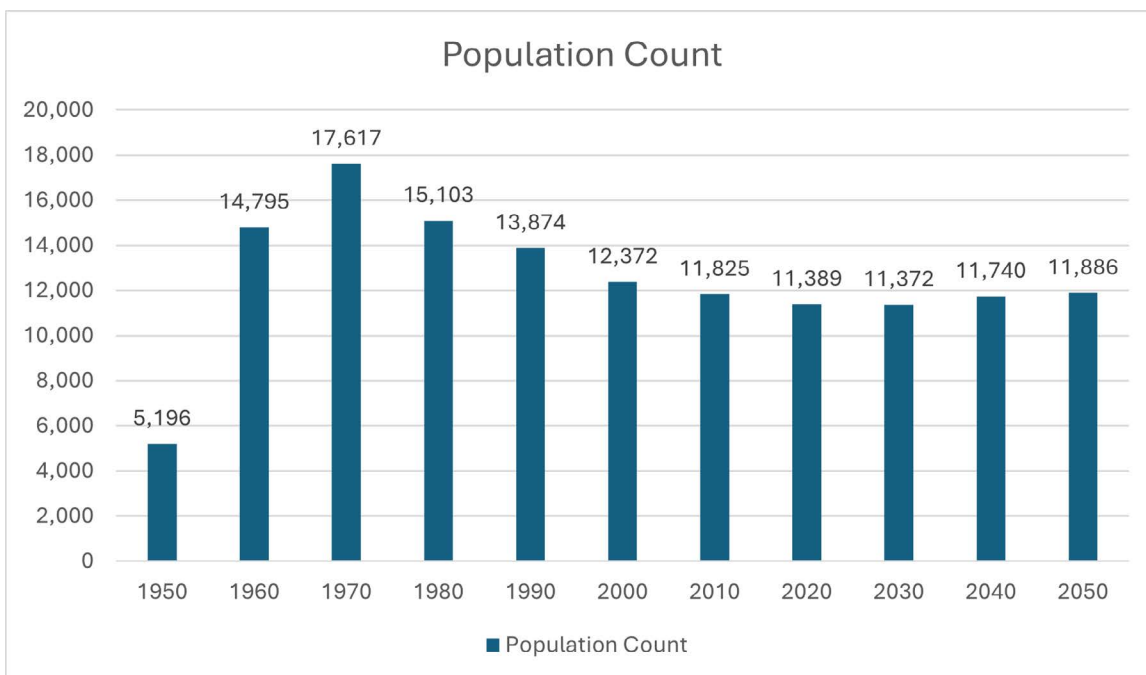
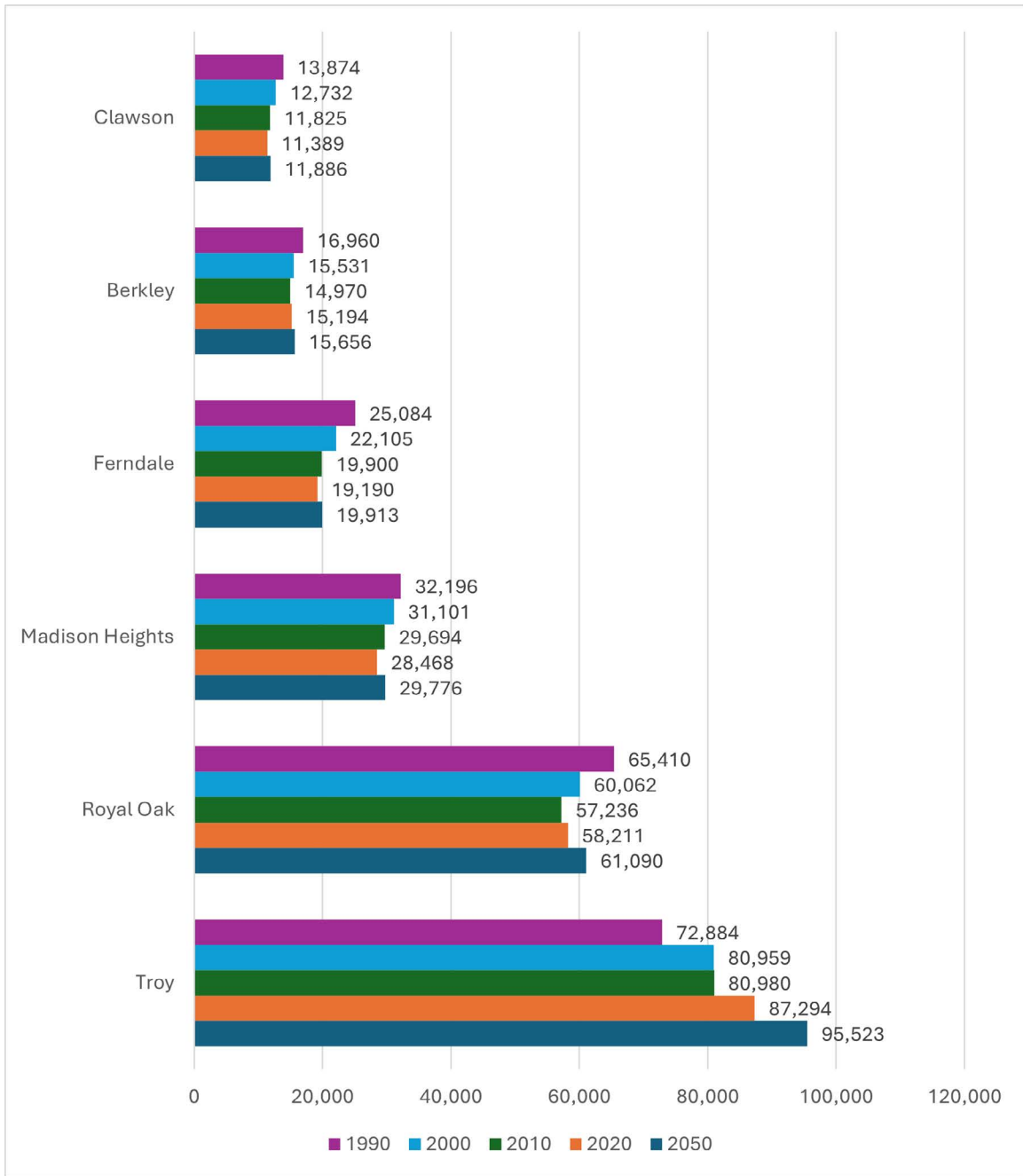


FIGURE 1.2:
Total Population of Clawson and Surrounding Communities (1990 – 2050)



Approximately 50% of the city's households are single-person households. 40% of households have one or more people over age 60. 17% of the city's households have children.

School-aged children

In addition to the City's lower population than in the previous 30 years, a median age moderately higher than the national average (41 years versus 38.9 years) and a significant number of single-person households and households without children, the overall regional trend is that the number of school-aged children will drop over the next 25 years. The number of school-aged children in the Clawson School District is projected to drop by 13%, second to the Madison School District, which is projected to see its number of school-aged children drop by 14.6%. By contrast, enrollment in the Royal Oak school district is only projected to decrease by 1.1%.

Dependence on in-migration for population growth

As a region, Southeast Michigan has slowed its population loss over the last decade, but birthrates have fallen from 2.18 births per woman in 1990 to 1.85 births per woman in 2022, well below the replacement rate of 2.1 births per woman. As such, any population growth that might occur in the region over the next decades will have to come from in-migration, which currently does not exceed out-migration.

Age Composition

As depicted in Figure 3, 39.9% of residents in Clawson are between ages 35 and 64. Approximately 19.4% are over the age of 65, and 16.3% are under 20. By 2050, SEMCOG projects that approximately 25 percent of residents will be 65 or older. In other words, relatively larger percentages of residents will be in an age range that would tend to be in one or two person households, i.e. those approaching or beyond child-rearing.

Workforce

- Employment sectors. The top five sectors of employment for Clawson residents are leisure/hospitality, healthcare, information and financial services, retail, and administrative, support and waste services.
- Unemployment and poverty. The unemployment rate is low (4.2% in 2022) and the percentage of households in poverty is lower in the city of Clawson (6.2%) than in Oakland County or SE Michigan. Almost 7% of Clawson households do not have access to a car, higher than the percentage of Oakland County as a whole (5.4%). Alternative transportation options and amenities such as bike lanes and public transit are discussed in the Sustainability Plan and Non-Motorized Plan chapters of this plan update, and can support these residents in having access to places throughout the city and beyond.
- Commuting. 8.6% of Clawson residents work in Clawson; the rest leave the City for work. Clawson's daytime population was estimated in 2022 was 8,642, indicating that more people leave the City to work than come to it to work. In 2022, 18% of workers in Clawson reported working from home, according to the American Community Survey, while 75% drove alone, 5% carpooled, and 2% walked. Mean travel time to work for people working outside the home fell from 22.5 minutes in 2010 to 19.1 minutes in 2022. About 10% of Clawson workers who leave the home for the jobs work in Clawson; given the size and compactness of the City, improvements to non-motorized facilities could quickly increase the share of walking and biking commutes.

Introduction

Income

The City of Clawson has a median household income of \$82,713 (2022), which has grown since 2000 at a higher rate than the state of Michigan, but at a lower rate than Oakland County.

Though Clawson's median household income is lower than Oakland County overall, it is much higher than those of Michigan and the United States. 66.4% of employment-age residents are employed, which is higher than the statewide rate of 58.7%. In 2022, 6.3 percent of families were living below the poverty rate, which is also much lower than the Michigan poverty rate of 13.4%.

Place	2010	2022	% change 10-22
Clawson	\$73,332	\$82,713	+12.8%
Royal Oak	\$80,774	\$92,799	+14.9%
Troy	\$117,125	\$115,639	-1.3%
Oakland County	\$89,103	\$92,620	+3.9%
Michigan	\$46,276	\$68,990	+49%
USA	\$64,300	\$74,580	+16%

Source: US Census and American Community Survey; dollar amounts reflect 2022 dollar values

Education

From 2010 to 2022, the percentage of Clawson residents with a bachelor's degree rose 6.1% to 28.9% of the population over 25. Meanwhile 14.6% of the population over 25 has a graduate or professional degree, a 4.7% increase since 2010. Clawson's overall share of adults with degrees is higher than the national average (43.5% versus 37.3%; Michigan is 34%). The percentage of adults over 25 who did not graduate high school dropped from 8.1% in 2010 to 3.8% in 2022.



Housing

According to the 2022 ACS data, the City of Clawson has 5,806 households. As Table 1 indicates, average household size in Clawson was 1.94 persons per household in 2022. SEMCOG projects that this will not change significantly by 2050. This is a notably conservative projection, and the average may continue to decrease as well. The table also shows that since the 1970s, household size has decreased in Clawson, adjacent communities, and Oakland County. SEMCOG projects very modest increases in household size by 2050, predicting that losses will reach a nadir around 2035, though it is not entirely clear why SEMCOG projects these increases.

Community	1980	1990	2000	2010	2020	2050
Clawson	2.76	2.48	2.26	2.14	1.94	1.99
Berkley	2.79	2.56	2.32	2.27	2.20	2.25
Ferndale	2.65	2.54	2.23	2.08	1.81	1.91
M a d i s o n Heights	2.77	2.49	2.33	2.32	2.02	2.10
Royal Oak	2.55	2.29	2.06	2.03	1.91	2.00
Troy	2.92	2.78	2.69	2.63	2.63	2.60
Oakland County	2.82	2.61	2.51	2.46	2.33	2.38

Source: US Census, 2022 American Community Survey 5-Year Estimates, and SEMCOG 2050 estimates

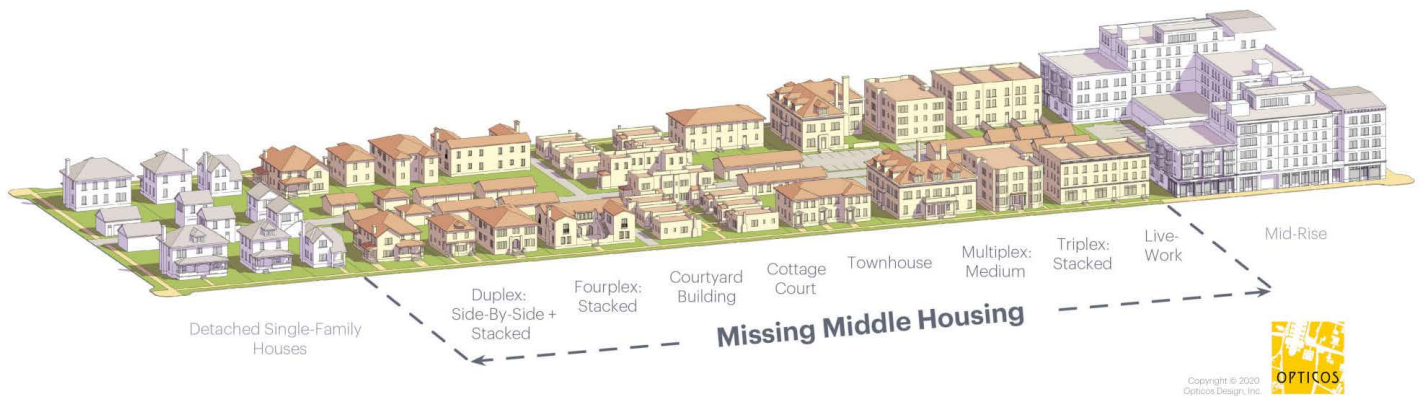
	Clawson	Oakland Co
Total Housing Units	5,806	555,313
Average Household Size	1.93	2.33
Percent Owner Occupied	73.7%	67.9%
Percent Renter Occupied	26.3%	26.5%
Percent Vacant	2.6%	5.5%
Percent with Vehicle Access	93.6%	94.7%
Households with Internet Access	92.4%	94.2%

Housing Types

The City's housing stock is predominately comprised of single-family homes, which occupy 55% of the City's land. Approximately 20% of the housing is in multiple-family dwellings. This compares to 23% of Oakland County and 22% of Michigan as a whole.

Single-Family Homes. Single-family homes are a staple of the community and should be encouraged in various sizes. Situated in neighborhoods that connect to each other and to surrounding commercial areas, single-family homes appeal to a wide segment of community residents, whether they be homeowners or renters. According to US Census data (ACS 5-year estimates from 2019), in Clawson, over three fourths of the housing units are single family detached homes (77%). 29 new single family homes were permitted from 2010 through 2023, with 15 demolished in that same period, for a net total of 14 new single-family homes.

Multi-Family Housing. The next largest segment of the city's housing stock (about 13%) is comprised of structures with ten or more units. Of these, about half are 10-19 and the rest are 20 units or more. These apartment buildings tend to be older, although a few multiple-family developments were approved in 2020-2021, resulting in in 61 new housing units.



Missing Middle Housing

Multi-unit or cluster housing may be characterized as “Missing Middle” housing, a term coined by Daniel Parolek of Opticos Design, Inc. in 2010. Parolek defines this type of housing as follows:

“Well-designed, simple Missing Middle housing types achieve medium-density yields and provide high-quality, marketable options between the scales of single-family homes and mid-rise flats for walkable urban living. They are designed to meet the specific needs of shifting demographics and the new market demand, and are a key component to a diverse neighborhood. They are classified as “missing” because very few of these housing types 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.”

- Characteristics of these housing types include:
- Walkable (homes are set in walkable context)
- Medium density but lower perceived density
- Smaller, well-designed units
- Smaller footprint and blended densities

The term “Missing Middle” suggests a gap in housing stock, and in Clawson, while the city’s housing inventory does include examples of the forms included in the term, there are not many. Duplex and tri- or quad-plex units comprise about two percent of the city’s housing options. Structures with five to nine units make up less than five percent of the city’s housing.

The supply of multifamily for-sale housing is decreasing. Multifamily for-sale housing has historically represented about 20 to 25 percent of total multifamily permits. This type of housing is often more attainable because of its lower cost. In the past 10 years, multifamily for-sale housing has represented 6 to 7 percent of total permits, reflecting a significant post-Great Recession decline. This is partly related to financing; lenders fund rental projects routinely, but projects intended for sale of individual units struggle to receive loans.



Sample images of Clawson homes (above) and multi-family dwellings (below).



Above, image of existing duplex in Clawson



New construction has delivered larger homes with more bedrooms even though household size was dropping. While nearly two-thirds of households are comprised of only one or two people, nearly 50 percent of new homes being built have four bedrooms or more. In Clawson, the overwhelming majority of homes (70%) have two to three bedrooms. About 12.5% of the existing homes have 4+ bedrooms, as compared to almost 22% statewide.

Attainable Housing

Thriving communities provide a wide spectrum of housing options to support all residents. The availability of “attainable” housing helps accommodate everyone from young adults who are just beginning to live on their own, to older residents looking to downsize while staying in the community. While there is no universal definition of “attainable housing,” the term was recently defined by the Urban Land Institute as “nonsubsidized, for-sale housing that is affordable to households with incomes between 80 and 120 percent of the area median income (AMI).”

Housing and Transportation Costs. A rule of thumb is that housing expenses should make up no more than 30% of household income. Transportation costs are the second largest household expense and together, they should not exceed 45% of household income. For Clawson residents, 46% of household income is spent on housing and transportation together. This makes the city somewhat more affordable than the nearby cities of Berkley (49%), Royal Oak (49%) and Troy (58%). Transportation costs in Metro Detroit are primarily related to driving; AAA estimated in 2023 that the average cost of owning a vehicle is \$12,182 per year.

Median Home Value and Sales Prices. In 2022, the city’s median home value was estimated by the US Census at \$237,000. The MLS, a service used by real estate agents, reports median sales prices for homes over the past year. The median sales price for homes in Clawson was \$285,000, higher than Madison Heights (\$195,000), but lower than Berkley (\$318,000), Birmingham (\$725,000), Royal Oak (\$319,000), and Troy (\$400,000)

According to Rocket Homes, Clawson is a seller’s market and has been for several years. From March through June, 2024, over 50% of the 53 homes sold in Clawson went for above their asking price. During April, 2024, 79% of the 14 homes sold were on the market for less than 30 days.

Land Use Implications

Decreasing population directly relates to the reduced number of persons per household. This has been the trend in Clawson; though SEMCOG projections indicate that there may be a slight increase in the number of persons per household in the future. To maintain a stable population, it is likely that the City will need to add housing units. The only opportunities to add housing units are via infill or redevelopment. Changing population distribution and household size are likely to lead to demand for a greater variety of housing types for Clawson’s residents, and especially for those that accommodate small households, including one-person households, or senior residents moving out of their larger homes.

It appears that Clawson’s under-18 population will generally continue to decline over time, with little opportunity to draw in families with children from surrounding communities, as this population also decreases in the region at large. Clawson’s relative affordability for its location may help attract some households in their family-forming years, but turnover in the housing market is unlikely to fully keep pace with natural decline.

There are several unknowns that will affect Clawson’s future population. Migration occurs at several levels. In-region migration could bring some local households into the City, but could also see residents leave the City. Migration from out of the state may occur, though Michigan has not seen significant net domestic in-migration in several decades. There is a chance that this could change as climate change intensifies in the American Sun Belt, reversing domestic migration trends of the last 40 years, though this is far from guaranteed. Finally, immigration from abroad has been a primary factor in stabilizing Michigan’s population since 1990 (and was once a major factor in the state’s rapid growth). The political direction of the United States at the federal level will have the greatest affect on immigration, but Clawson may be able to find strategies to make itself appealing to immigrants, who tend to have more children than native families.

Land Use

Existing Land Use

The 2017 Master Plan included a summary of existing land uses in the city. The City's existing land uses were mapped and field verified in October 2016 and this information was used for decisions on future land uses and development potential as provided in that plan.

In 2021, the existing land uses were updated based on data from Oakland County and are illustrated on Map 2. The land use categories break down as follows:

- **Single Family Residential:** This classification includes parcels having one-family detached dwelling units. Almost 55% of Clawson's total land area is covered by single-family dwelling structures and uses.
- **Multiple Family Residential:** At just over 4%, the multiple family residential category includes land areas that are occupied by predominantly residential structures containing dwelling units for two or more households.
- **Commercial/Office:** This category includes commercial and office land uses that primarily serve Clawson residents and those in nearby communities. These uses comprise almost 7% of the city's developed areas.
- **Industrial:** Almost 4% of the city's land uses are industrial in nature. Industrial land uses are scattered in pockets along Rochester Road, 14 Mile Road and Crooks Road.
- **Public/Institutional:** Public land uses have remained relatively the same since 2010 and make up about 5% of the city's land uses. These uses include municipal purposes and schools. The closing of Schalm and Baker schools has removed over ten acres from this classification. A map of these community facilities is provided on the following pages.
- **Recreation:** About 3% of Clawson's land use is designated for Recreation purposes.
- **Road rights-of-way:** This is a significant total of the city's land uses, comprising about 21% of the developed area.
- **Vacant:** There is considerably less acreage designated as vacant parcels within the City; currently around 1%. This suggests that there are limited opportunities for new development and that growth and change to accommodate current and future residents will occur on developed parcels as redevelopment projects.

Community Facilities

City Hall and Municipal Buildings. City Hall, built in 1963, occupies a 1.4-acre site located on the west side of Main Street, two blocks north of 14 Mile Road. The building contains the general City offices, council chambers, and police department.

Located across Main Street from City Hall is Blair Memorial Library and Clawson Historical Museum. The City owns and maintains the Hunter Community Center that contains the Parks and Recreation Department offices and is used for adult education courses and other community activities.

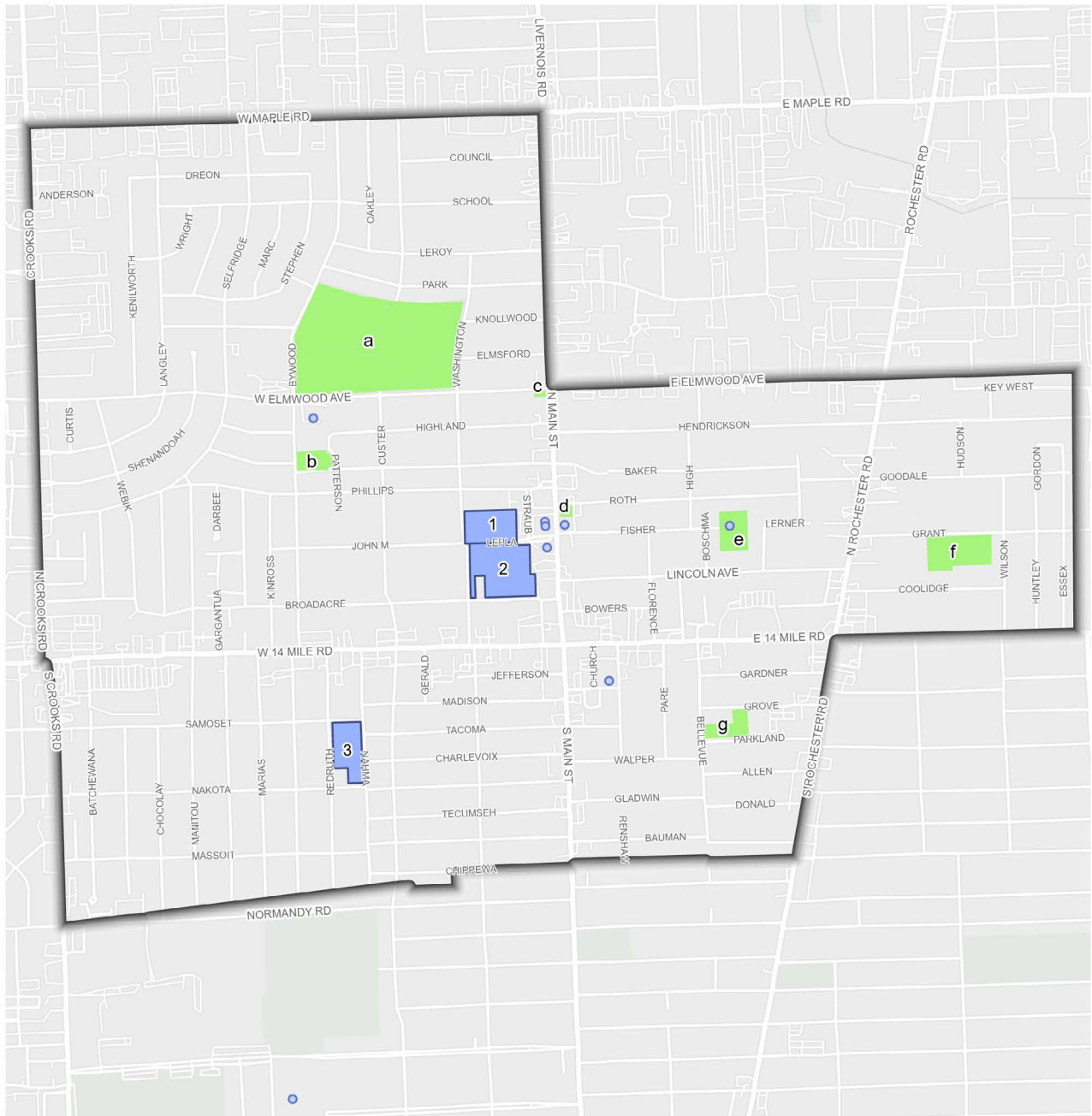
Parks and Recreation. Within Clawson's boundaries is 45.8 acres of park land that is owned and maintained by the City. The largest park is City Park (36.9 acres). This park includes lighted recreation facilities for active sports, such as football, basketball and tennis. There is also open green spaces for picnicking and other leisure activities.

The City of Clawson City Hall, City Park, Hunter Park, Parkland Park, Grant Park, Baker Park and Memorial Park comprise the City of Clawson parks facilities. There are also indoor and outdoor recreational facilities located at Kenwood Elementary, Clawson Middle School, and Clawson High School.

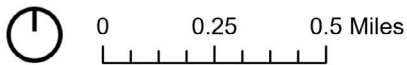
Schalm Elementary and the Baker admin/preschool facility have closed since the last master plan was completed.



Map 3. Community Facilities



Sources: Government Facilities, Roads: Oakland County. Schools, Parks: Clawson. Map Exported: August 07, 2024. ©2024 Giffels Webster.



- Government Facilities
- 1 Clawson Middle School
- 2 Clawson High School
- 3 Kenwood Elementary
- a CLAWSON CITY PARK
- b BAKER PARK
- c CLAWSON ROTARY PARK
- d MEMORIAL PARK
- e HUNTER PARK
- f GRANT PARK
- g PARKLAND PARK



Impervious Surface Coverage

Hard surfaces that are impermeable to infiltration, like rooftops, parking lots, streets, sidewalks, and driveways, impact a watershed by limiting the ability of rainfall to recharge underlying soils/groundwater. In addition, the more impervious surface there is in a watershed, the more runoff and erosion occurs in stream beds from the greater flow of water. Streams degraded by high percentages of impervious surface in their watersheds are often prone to larger and more frequent floods (which cause property damage as well as ecological harm) and lower base flows (which degrade or eliminate fish and other stream life, as well as reduce the aesthetics of the stream). The city's impervious surface coverage is illustrated in Map 4.

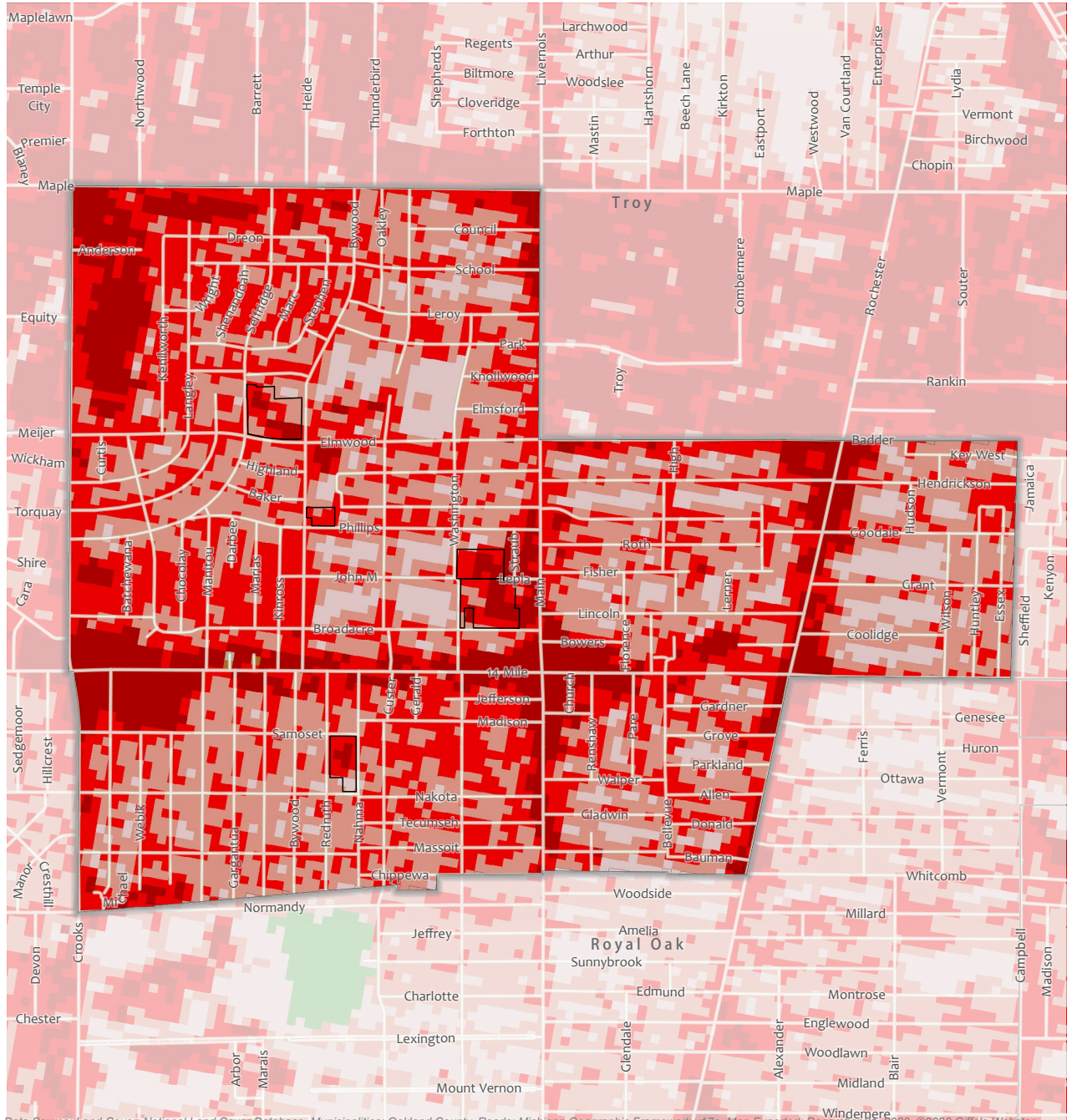
New development can affect the way water impacts an area. Even when new development involves the creation of a large amount of impervious surface, proper management of stormwater with appropriate new infrastructure can ensure that negative impacts off-site are managed or eliminated. In some cases, redevelopment can even broadly improve stormwater management for an area by capturing stormwater on a site that does not currently effectively capture all of its runoff. Redevelopment on the school sites should account for effective management of stormwater, and the city should prioritize adequate stormwater infrastructure on these sites, as this was indicated as a top concern by residents surveyed for the Sustainability Plan.

Zoning

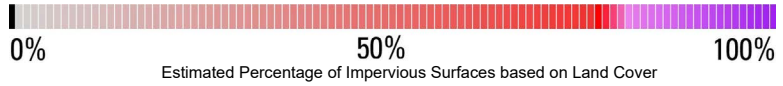
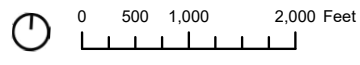
As mentioned in the introduction, zoning is the regulatory mechanism for controlling the classification and regulation of land use. The zoning map illustrates how specific zoning districts are assigned to geographic areas in the city. These districts each have certain standards for permitted and special approval uses as well as standards that regulate the bulk, height, and density of various permitted land uses. The city's current zoning map is provided on the following pages (Map 5).

A Master Plan does not rezone property or change the regulations of a zoning ordinance.

Map 4. Impervious Surface Coverage



Data Source: Land Cover: National Land Cover Database. Municipalities: Oakland County. Roads: Michigan Geographic Framework v17a. Map Exported: December 21, 2020. ©2020 Giffels Webster



- School
- Developed, Open Space
- Developed, Low Intensity
- Developed, High Intensity
- Cultivated Crops
- Developed, Medium Intensity



Impervious Surfaces
CITY OF CLAWSON

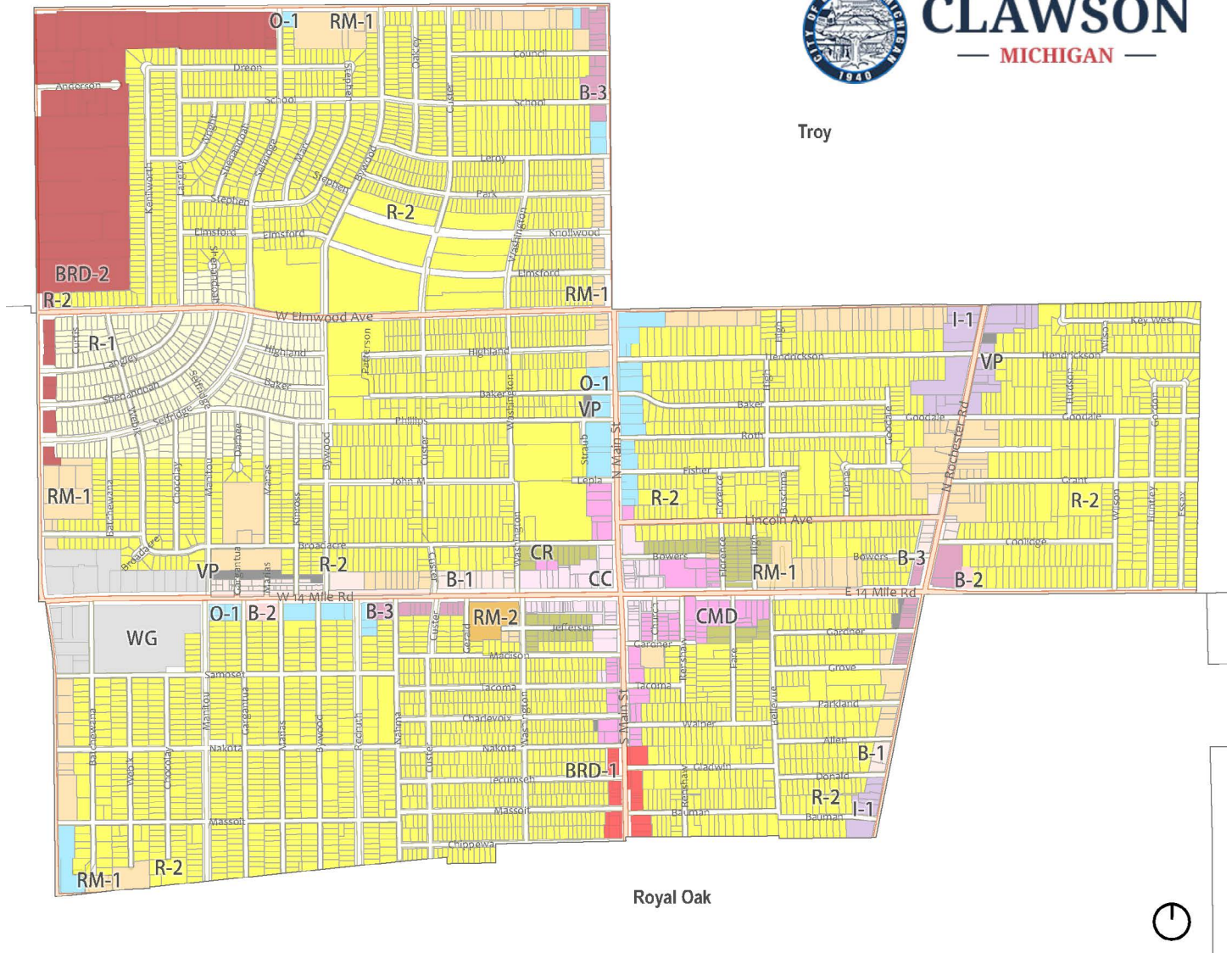


Map 5. Current Zoning



CLAWSON
— MICHIGAN —

Troy



Royal Oak



April 2021

Zoning

- CR Core Residential
- R-1 Single Family Residential
- R-2 Single Family Residential
- RM-1 Multiple Family Residential (Low Rise)
- RM-2 Multiple Family Residential (High Rise)
- O-1 Office Service
- CC City Center
- CMD Central Mixed Use
- B-1 Local Business
- B-2 Central Business
- B-3 General Business
- BRD-1 Business Renewal District
- BRD-2 Business Renewal District
- I-1 Limited Industrial
- WG West Gate
- VP Vehicular Parking District



Public Input

Public input is essential in the master plan process as it ensures that the community’s vision and needs are being directly addressed. Near the beginning of the planning commission’s discussions of the master plan update, a survey was administered through the City of Clawson website, asking about various topics that would influence the update. A survey for the update to the Downtown Plan was conducted shortly thereafter (see the Downtown Plan update for results). This survey also built on previous surveys conducted for the City’s Sustainability Framework.

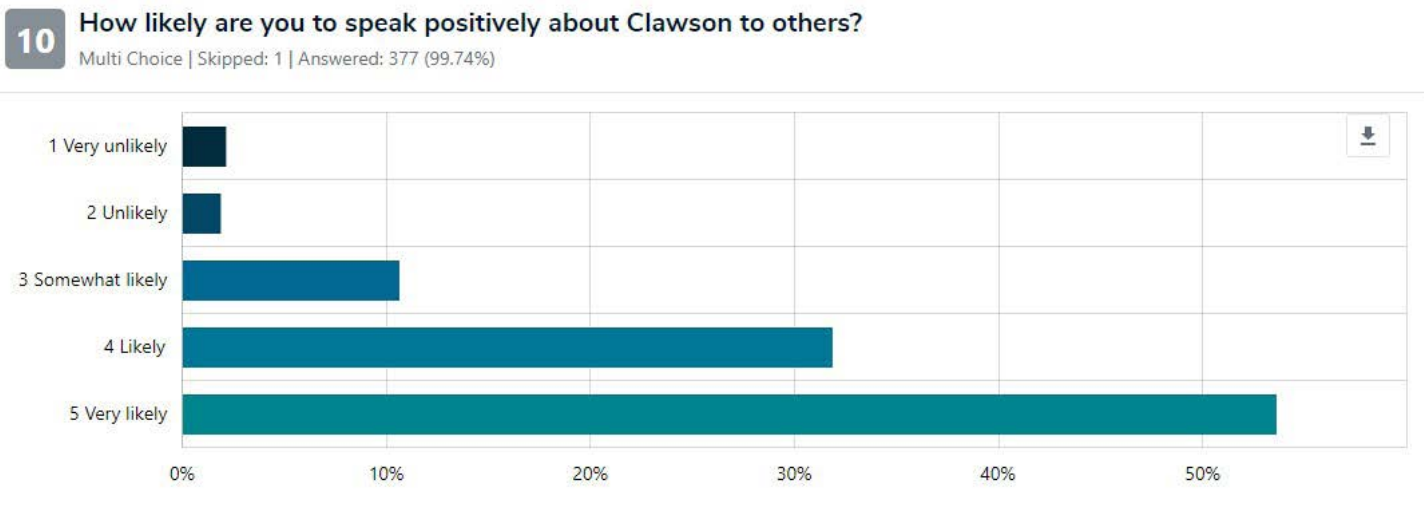
In total, 378 people responded to the survey. Of these, the largest portions were in the 35-54 and 55+ age ranges. 93.87% of respondents lived in Clawson; the rest were mostly business owners and people who worked in the City.

93.28% of respondents owned a single-family home, which is a higher proportion than homeowners in the City population at large (71.47%). Nearly half of respondents were from two-person households, and about 70% had no children living with them (15.5% of Clawson households include children). Residents taking the survey had lived in Clawson for a wide variety of time spans, and most heard about the survey via social media.

Responses by the numbers

- 378 people responded, with all completing the general questions
- 235 answered the housing questions
- 116 answered the sustainability & resiliency questions
- 94 answered the city budget question
- 58 answered the walking & biking questions
- 46 answered the parking question
- 73 people marked the flooding/road conditions/sidewalks map
- 37 people marked the biking & walking feedback map

FIGURE 1.3:
Sentiment Toward Clawson



By and large, Clawson residents like their city and would prefer not to dramatically change its character, though there are varying degrees of openness to small or incremental changes. One thing respondents would not like to see change is the City’s policy of not permitting street parking overnight.



FIGURE 1.10:

Which of the following do you think would do the most to improve walking and bicycling in the city? Select up to three.

Answer choices	Percent	Count
More crosswalks	19.35%	71
More bicycle lanes	18.80%	69
More bicycle parking	17.98%	66
Add/Improve bus shelters	3.54%	14
Amenities such as benches, trash cans, etc	42.78%	158
More street trees and landscaping	35.97%	133
Better lighting	28.34%	104
Adjust signal timing	12.81%	47
Improve/maintain sidewalks	56.68%	208

FIGURE 1.11:

From the following list, select the statements that apply to you.

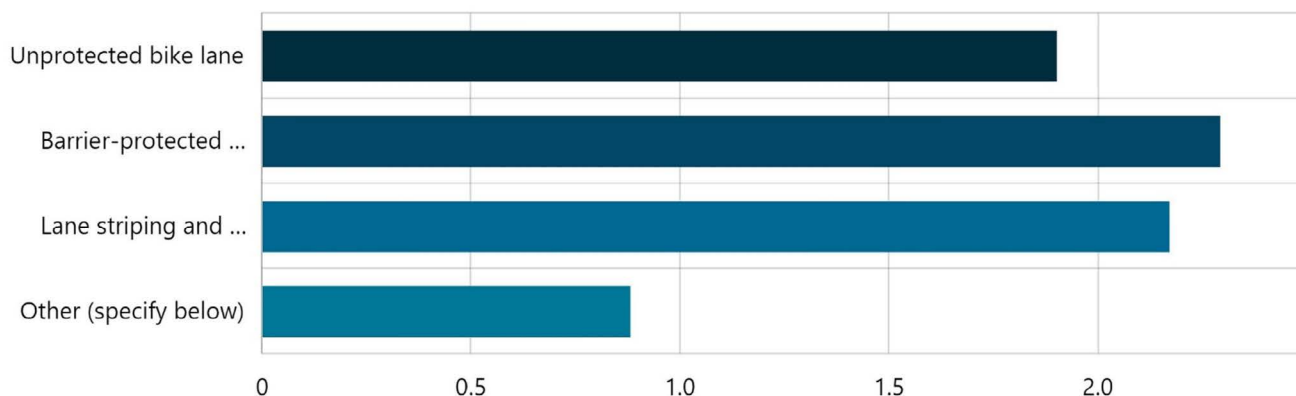
Answer choices	Percent	Count
I walk, run or ride a bicycle for recreation/exercise.	70.13%	263
I sometimes walk or ride a bicycle to run errands.	37.33%	140
I feel safe biking on the street.	25.60%	96
I always drive to run errands.	36.27%	136
I would like to be able to walk or bike to run errands but do not feel safe.	11.20%	43
I would like to be able to walk or bike to run errands but the distance is too far.	13.60%	51



FIGURE 1.12:
Bicycle Facilities

The following question was posed to survey takers:

Studies have shown that having a barrier or significant distance between moving vehicles and bicyclists within a biking facility supports even casual bikers to feel more comfortable biking in an area. Which types of facilities are best to accomplish this separation in Clawson? Please rank the following types in order of preference by dragging each option you would like to rank to the right column and moving options in order of preference with the highest at the top, and the lowest at the bottom. You may leave options in the leftcolumn if you have no preference or additional suggestions (e.g., "Other").



	1	2	3	4	Count	Score	Avg Rank
Unprotected bike lane	33.33% 12	8.33% 3	58.33% 21	0% 0	36	1.90	2.25
Barrier-protected bike lane	50.00% 18	30.56% 11	19.44% 7	0% 0	36	2.29	1.69
Lane striping and vertical delineator posts	34.29% 12	54.29% 19	11.43% 4	0% 0	35	2.17	1.77
Other (specify below)	62.50% 10	0% 0	0% 0	37.50% 6	16	0.88	2.13

Score - Sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions.

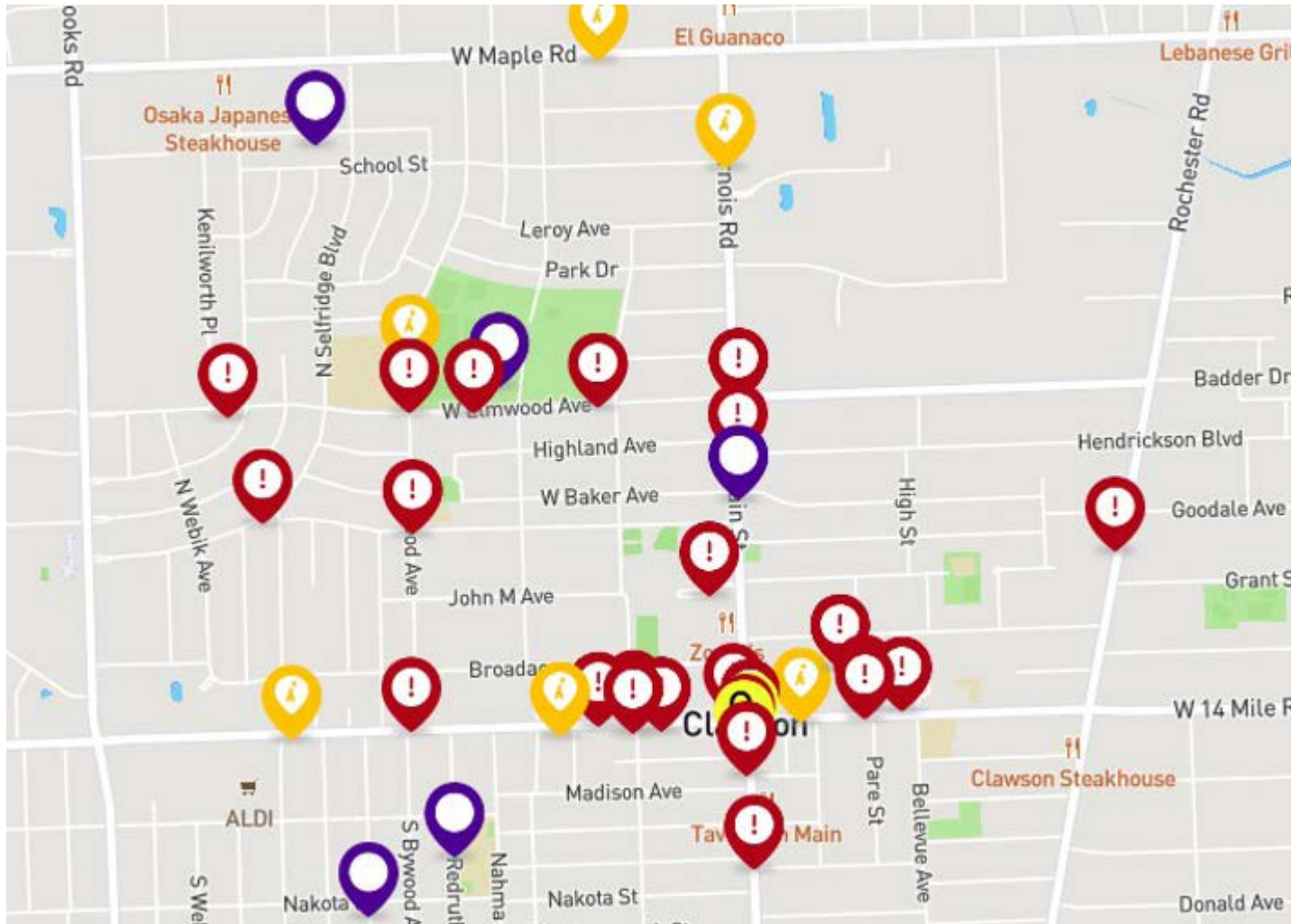
Avg Rank - Sum of the ranked position of the choice, multiplied by the response count for the position choice, divided by the total 'Count' of the choice.

Public Input

Respondents were also given the opportunity to call attention to particular areas of concern regarding pedestrian and bicycle infrastructure in the City. They were given four different icons to drop onto a map of the City. 24 red icons indicating safety concerns, 2 yellow icons marking bike parking issues, 6 orange icons marking crossing problems, and 6 purple icons identifying other concerns were added to the map, shown below. Full comments on these icons are included in the appendix.

FIGURE 1.13:

Non-motorized Concerns Map



Public Input

Municipalities must consider costs and priorities in all decisions, balancing their many needs with the resources available to address them. The survey offered respondents a chance to consider their priorities for the City in the context of finite resources. The question provided six hypothetical public initiatives and gave survey takers 1,000 points to distribute among them. The average survey taker funded 4.43 projects, and none gave all the points to a single initiative.

FIGURE 1.15:
Budgeting Summary

Contribution Summary

Summary of the activity including details of the included projects, voting results and more.

Project Details				
Information on the projects included for potential funding including the name, cost, voting and other details.				
Project Name	Funded (Total)	Funded (Min)	Funded (Above Min.)	Funded (Max)
Stormwater management improvements	89 (97.8%)	0 (0%)	89 (97.8%)	0 (0%)
Road maintenance/repair /rebuilding	83 (91.21%)	0 (0%)	83 (91.21%)	0 (0%)
Improved park/recreation facilities	71 (78.02%)	0 (0%)	71 (78.02%)	0 (0%)
Upgrades to public safety facilities/equipment	63 (69.23%)	3 (3.3%)	60 (65.93%)	0 (0%)
Improvements to infrastructure for walking/biking	57 (62.64%)	2 (2.2%)	55 (60.44%)	0 (0%)
Community art projects	40 (43.96%)	3 (3.3%)	37 (40.66%)	0 (0%)








FIGURE 1.16:
Summary of Budgeting Priorities

Suggested Priorities

A prioritised list of projects based on the voting results that maximises the value of the defined budget.

 <p>1,000 points Total budget for allocated projects</p>	 <p>100% Contributions that include at least one suggested project</p>	 <p>100% Contributions that include at least half (50%) of all suggested projects</p>
 <p>56.04% Contributions that include all (100%) of suggested projects</p>	 <p>0% Contributions that supported one of these suggested projects at the maximum</p>	 <p>100% Contributions that supported one of these suggested projects beyond the minimum</p>

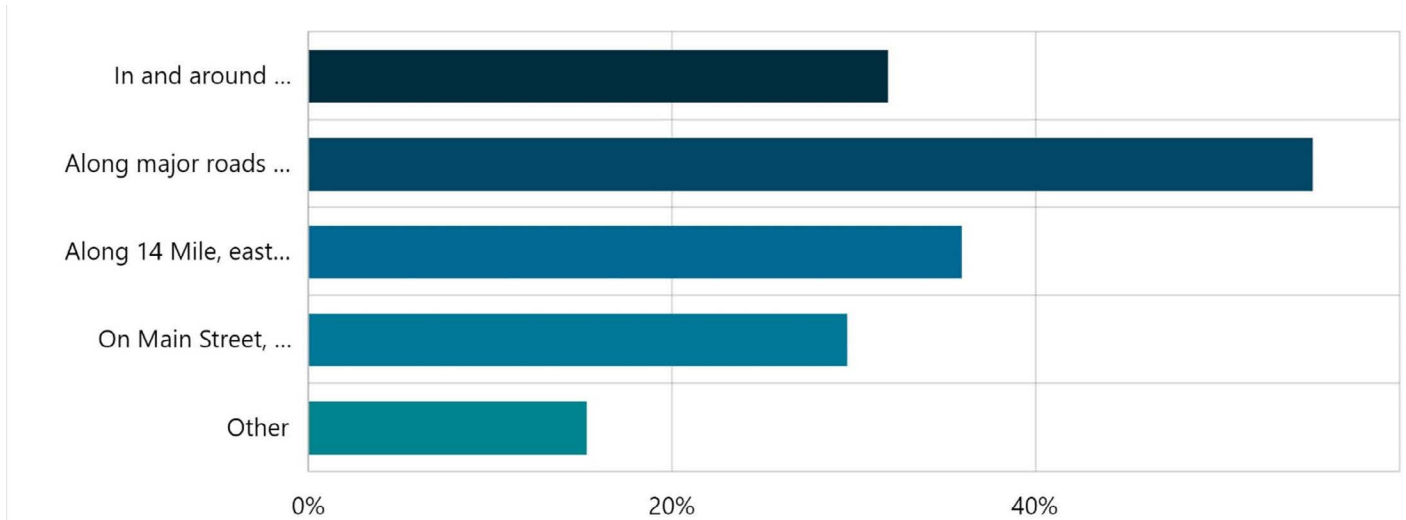
	<p>Stormwater management improvements</p> <p>Cost: 312.2 pts</p> <p>89 votes (22.08%)</p>
	<p>Road maintenance/repair/rebuilding</p> <p>Cost: 344 pts</p> <p>83 votes (20.6%)</p>
	<p>Improved park/recreation facilities</p> <p>Cost: 171.18 pts</p> <p>71 votes (17.62%)</p>
	<p>Upgrades to public safety facilities/equipment</p> <p>Cost: 170.06 pts</p> <p>63 votes (15.63%)</p>
	<p>Improvements to infrastructure for walking/biking</p> <p>Cost: 2.55 pts</p> <p>57 votes (14.14%)</p>

Public Input

Several recent proposals for multi-family housing have attracted controversy from nearby residents, and the survey asked respondents for their opinions on new multi-family construction, given the very high regional demand for such units. Major road frontage was generally thought to be the most appropriate location for such housing. In general, respondents liked the idea of upper floor residential in mixed use buildings, and were open to smaller attached housing types such as duplexes. Clawson does not have any cottage court-style development, but when provided with reference images of such development, survey takers generally responded positively.

FIGURE 1.17:

Where in Clawson do you think it would be most appropriate to build multi-family housing?



Answer choices	Percent	Count
In and around downtown	31.84%	71
Along major roads (Crooks, Maple, Rochester)	55.16%	123
Along 14 Mile, east and west of downtown	35.87%	80
On Main Street, north and south of downtown	29.60%	66
Other	15.25%	34



FIGURE 1.18:

Please rank the following attached or multi-family housing types in order of how appropriate you think they'd be in the right locations in Clawson.

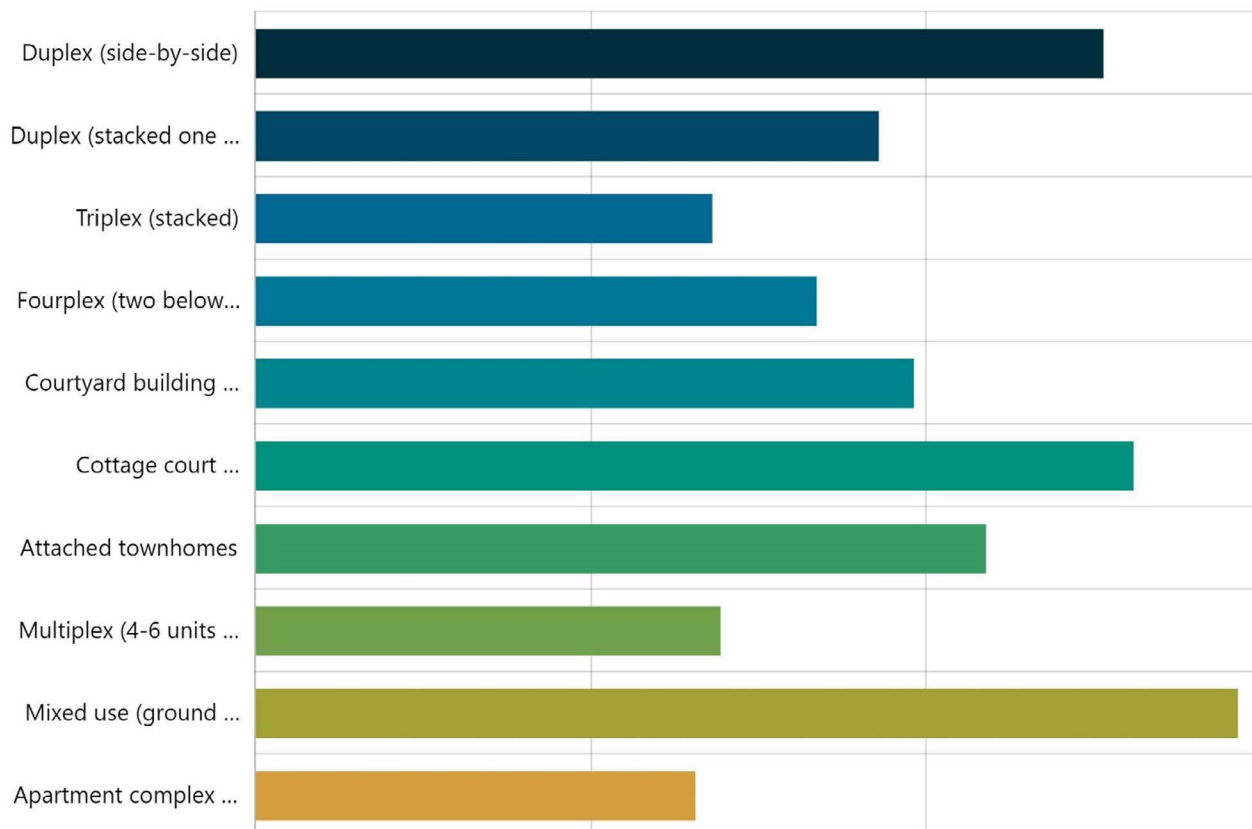


FIGURE 1.19:

If you were to rent a multi-family unit, what kinds of amenities would you like to see provided?

Answer choices	Percent	Count
Balcony/private patio space	78.34%	170
Open/recreational outdoor space	53.46%	116
Exercise/workout indoor space	35.94%	78
Community gathering space	38.25%	83
Covered bike parking	15.21%	33
Storage unit space	42.86%	93
Internal pathways and connections to City non-motorized infrastructure	35.94%	78
Other	9.68%	21

Infrastructure





NOBLE FISH SUSHI & MANGA



Introduction

This module of the Master Plan update is intended to focus on Clawson's public infrastructure. Clawson manages its local roads and some of its thoroughfares, and works with Oakland County to maintain its other thoroughfares. The City is fully served by the public water and sewer system, which the City maintains. Infrastructure planning informs the City's capital improvement planning, which is done annually to inform the budgeting process. This module includes five subsections:

- Thoroughfare Plan
- Complete Streets/Non-motorized Plan
- Road Maintenance Framework
- Water & Sewer Framework
- Green Infrastructure/Flood Prevention

In surveys conducted for the Master Plan and Sustainability Plan, infrastructure issues ranked high in residents' concerns. Problems with flooding during large storm events were a prominent theme of input received for the Sustainability Plan, while roads were the single most-cited concern in the Master Plan survey when residents were given the opportunity to identify concerns with no prompting. When asked about their budgeting priorities, respondents ranked "stormwater management improvements" and "road maintenance/repair/rebuilding" as the top two priorities by a wide margin. However, when asked about their willingness to pay more for more rapid improvement, only 32% were willing to entertain increased taxes, and nearly as many responded that they were already paying too much. Clearly, as the City looks for ways to improve its infrastructure, it will need to strike a delicate balance between rapid action and costs to residents.

Thoroughfare Plan

Road Classification

The City of Clawson is served by both several arterial roads as well as local streets. This road inventory describes the system using traditional transportation planning categories known as the National Functional Classification (NFC) system. These classifications were created by the US Department of Transportation Federal Highway Administration and are based on mobility and access provided by certain roads. As roads are modified over time, they may not fall neatly into one classification or another, but their functions for motorized travel can generally be understood. The 2018 Master Plan identified four types of road in Clawson: major arterials (called county primary roads on the Existing Transportation Map), minor arterials (listed as arterial streets on the Existing Transportation Map), collectors (major/minor collectors were not noted), and local roads. The full set of NFC classifications are listed below, with notes on how they pertain to Clawson.

Principal Arterial

These roadways are the largest roadways in the classification hierarchy. The primary function of such roadways is to carry relatively long distance, through-travel movements. Examples include interstates and other freeways as well as state routes between larger cities.

Clawson does not have any principal arterial roadways within its boundaries. Nearby examples include I-75 and Woodward Avenue.



Major Arterial

This classification includes roadways that carry major movement throughout the area and provide access to abutting communities. Multi-lane arterials present safety concerns for motorists and non-motorists alike. Clawson's major arterial roads run along the City's boundaries, specifically its northernmost city limit along Maple Road, and its western boundary along Crooks Road. Oakland County maintains Maple Road, and Crooks Road north of 14 Mile Road.

Minor Arterial

The main function of minor arterial roads is to serve as routes for through traffic while providing access to abutting properties and minor intersecting streets. Minor arterials carry through-travel movements but carry trips of shorter distance and to lesser traffic generators. Arterials are eligible for federal funding.

14 Mile Road, Rochester Road, and Main Street are the City's minor arterials. The City has local control over Main Street (shared with Troy north of Elmwood), and most of 14 Mile Road; where 14 Mile Road runs between Clawson and Royal Oak east of Rochester Road, it is under Road Commission for Oakland County (RCOC) jurisdiction. Rochester Road is an RCOC road north of 14 Mile Road, but shared between Clawson and Royal Oak south of 14 Mile Road.

Major Collector

Collector streets primarily permit direct access to abutting properties and provide connections from local streets and neighborhoods to minor arterials.

Minor Collector

Minor collectors also provide access amongst varying land uses, but generally have less traffic than major collectors. The 2018 Master Plan identified North Bywood, Elmwood, West Selfridge/Phillips, Massoit, Bauman, Lincoln, Gardner, Renshaw north of Gardner, Jefferson, Broadacre east of Washington, and Washington between Broadacre and Jefferson as collectors, though it did not distinguish between major and minor collectors. This plan identifies Elmwood as the only major collector road in the City, with all others classified as minor collectors. The streets are often ideal for bike routes, as they provide efficient routes but generally have much less traffic than arterials.

Local Roads

Local roads provide access to individual properties and typically have moderate to low speeds. Most of the City's streets are local roads, and speeds on all local roads and collectors in the City should be low to reflect their residential neighborhood context, or in the case of the streets ringing Downtown Clawson, the high level of activity in the area.

Transit in Clawson

The Suburban Mobility Authority for Regional Transportation (SMART) is the only regional transit provider in Southeast Michigan. Clawson is part of the SMART bus system, which serves the City with three lines:

- The 780 is a cross-town route that runs along Maple Road, with several stops in or across Maple Road from Clawson. It extends into West Bloomfield Township and Macomb County.
- The 430 runs up Livernois/Main Street, connecting to Downtown Royal Oak and the Big Beaver corridor in Troy.
- The 760 runs through Clawson along 14 Mile Road and extends into Southfield and Macomb County.

SMART FLEX service is also available on demand in the City, though within the more limited geography of Clawson, parts of southern Troy, northern Royal Oak, and northern Madison Heights. SMART ridership has increased in recent years, but the system's limitations have prevented wider adoption. More shelters and benches at stops could improve waiting periods, but more broadly, the City should encourage SMART to increase service frequency (which is generally hourly now) in order to make using the system easier and more convenient.

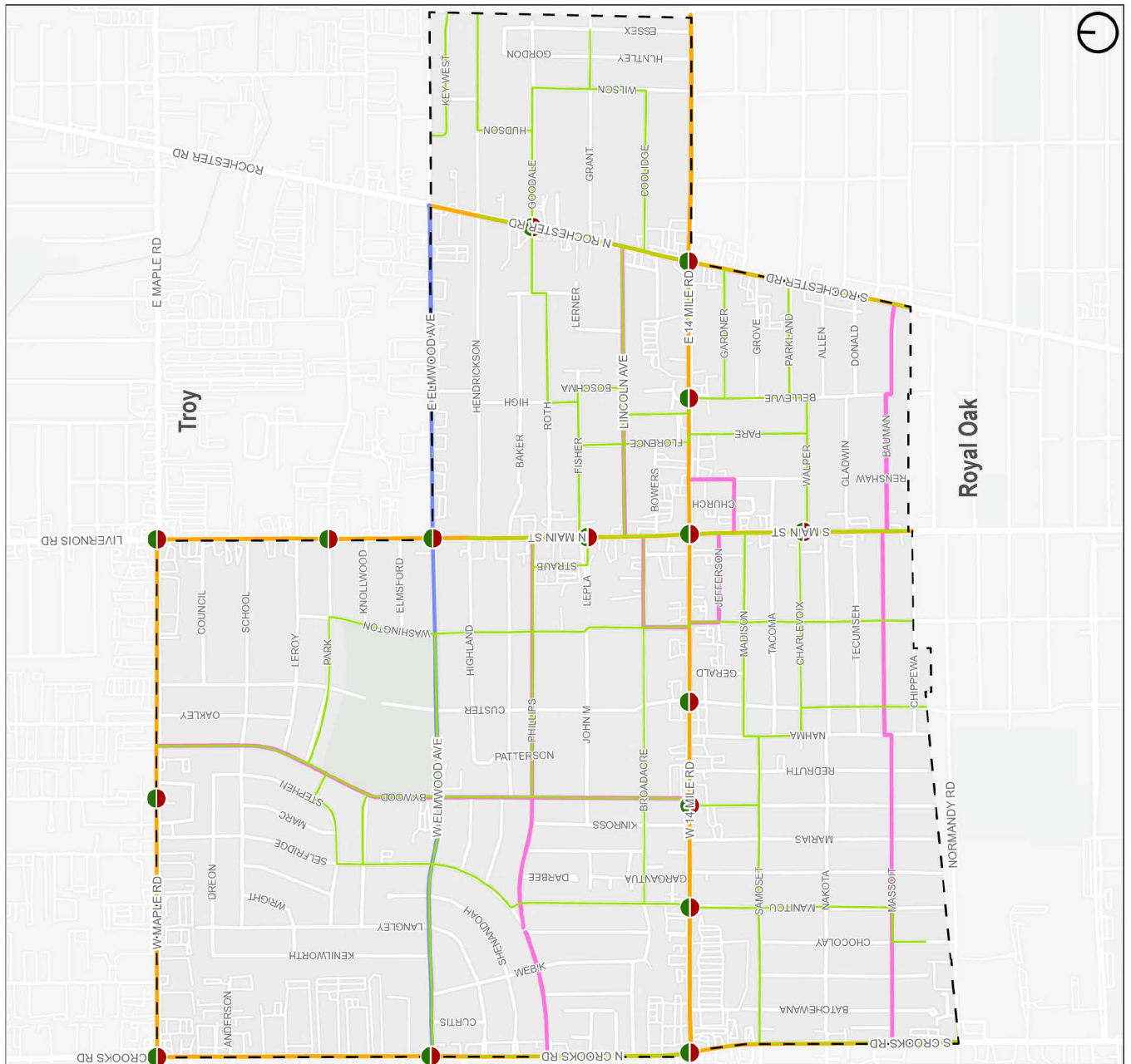
Map 6. Updated Road Classifications Map

Thoroughfare Plan

Clawson, Michigan

November 8, 2024

- Arterial Street
- Major Collector
- Minor Collector
- Bike Route
- Clawson
- Traffic Signal



Complete Streets

The term ‘Complete Streets’ describes a transportation network that includes facilities for vehicles, pedestrians, cyclists, and other legal users of all ages and abilities. In 2010, Michigan passed Complete Streets legislation to encourage and justify the development of Complete Streets in communities. At that time, Michigan’s Planning Enabling Act was also amended to require comprehensive plans to address Complete Streets. Communities that adopt Complete Streets policies recognize that:

- Complete Streets provide transportation choices, allowing people to move about their communities safely and easily.
- Complete Streets policies acknowledge the problems with current transportation facilities.
- Implementing Complete Streets strategies will make communities better places to live and work.
- An important element of the Master Plan process is the planning for the overall system of streets and roads in a community that provide for the movement of people and goods from places both inside and outside the community.

The Master Plan survey found that 37% of respondents walk or bike to run errands at least sometimes, and additional 11% would like to but do not feel safe. When asked what type of bike accommodations would make them feel most safe, many were willing to use unprotected bike lanes, but most preferred at least some sort of separation, either with a permanent barrier or vertical posts. Respondents also had the opportunity to mark a map with areas of concern to pedestrians and bicyclists, and handful of spots emerged as major road crossings of concern, while a handful of small gaps in the sidewalk network were also identified.

The Sustainability Dimension of Complete Streets

Enabling greater transportation flexibility for residents by providing more non-driving options serves the sustainability goals of this master plan update, and touches on the environmental, social, and fiscal elements of sustainability. Active transportation improves overall community health and social connections. Reducing vehicle trips reduces long-term wear-and-tear on streets, saving money on maintenance, and consumers traveling on foot or bike to walkable commercial areas such as downtowns have been shown to stay longer and spend more at local businesses. Active transportation also reduces the environmental impact of each trip, reducing overall greenhouse gas emissions and particulate pollution.



FIGURE X.1:
ELEMENTS OF COMPLETE STREETS

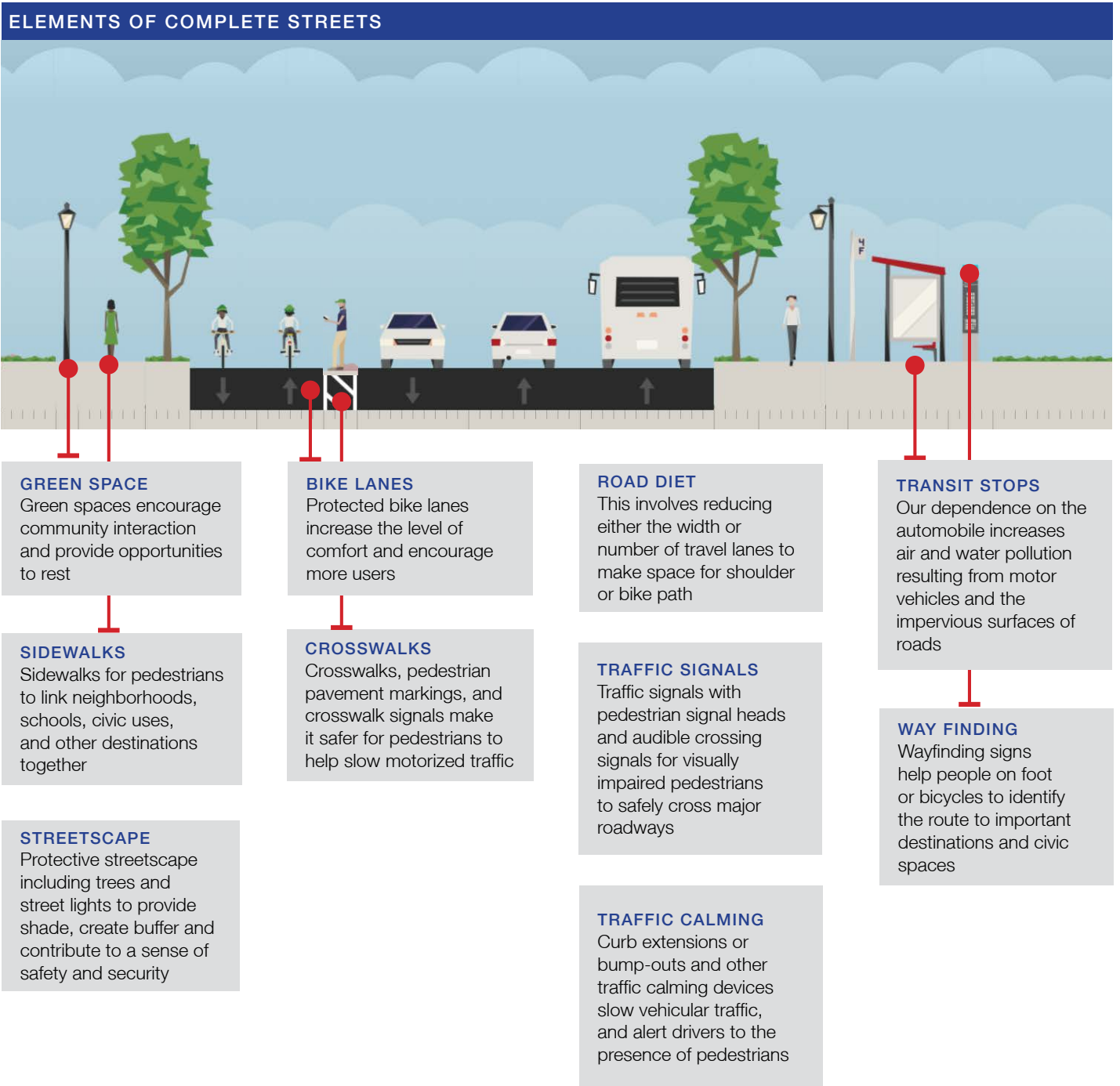


Image Source: Street Mix; Exhibit prepared by: Giffels Webster



FIGURE X.2:

BENEFITS OF COMPLETE STREETS

BENEFITS OF COMPLETE STREETS

Safety



- Reduce vehicle/pedestrian crash rates.
- Perceptions of the safety of non-motorized travel strongly influence decisions about alternative modes of travel for many.
- Reducing either the width or number of travel lanes to make space for shoulders or bike paths improves safety.



On average, a pedestrian was killed in the US every **72 minutes** in traffic crashes in 2022

Health



- Walking or biking to school reduces child obesity rates.
- Sedentary lifestyles have been shown to be associated with a host of long-term health problems.
- Sidewalks, bike paths and access to transit increases level of physical activity.



In the last 30 years, **child obesity rates** have tripled in the U.S., to 16% of all children, with an additional 16% overweight

Access



- A greater variety of ways to get around benefits economically disadvantaged populations, children, the elderly, and people with physical handicaps by removing the requirement to drive to get around.
- Well-designed non-motorized facilities serve all users.



54% of older American living in inhospitable neighborhoods say they would walk and ride more often if things improved

Environment



- Our dependence on the automobile increases air and water pollution.
- Per the National Household Travel Survey, 28% of vehicle trips are less than one mile, and 40% are less than two miles. Many short trips made by vehicle can be instead carried out on foot or by bicycle if safe facilities are available.



Carbon-dioxide emissions can be reduced by **20 pounds per day** or more than 4,800 pounds in a year per commuter by using transit instead of driving

Economy



- Designing residential and local business districts with traffic calming measures and providing safe pedestrian access increases consumer activity.
- Implementing Complete Streets aids placemaking, economic development, and community revitalization.



Retailers consistently report higher sales in areas with improved walkability.

@Giffels Webster

Non-Motorized Plan

An Area Plan is a long-term plan focused on a distinct area within a community with individualized recommendations that consider the unique and unifying characteristics therein.

Area plans should enable a community to plan for key priority areas by including specific recommendations for how an area should grow and develop, seek to maintain and leverage distinguishing characters and garner a sense of place, and help to accomplish broader goals of the Master Plan.

Safety for Non-Motorized Road Users

Our roads are primarily designed to facilitate the movement of motor vehicles, and this is especially true of major thoroughfares, which prioritize the rapid passage of vehicles through an area. At the same time, people attempting to use the right-of-way without the aid of a vehicle, and especially those attempting to cross busy roads, are vulnerable to harm if struck by a vehicle. In 2022, pedestrian deaths in the U.S. hit a 40-year high, with over 7,500 people killed by vehicles. As the size of vehicles has increased, the chance of a crash causing serious injury or death to a pedestrian has risen dramatically.

Who Are Non-Motorized Road Users?

Anyone traversing our streets without the aid of an automobile is a non-motorized road user. This includes a person walking their dog, walking to run an errand, riding a bike, skateboarding, or any number of other activities. Importantly, non-motorized travel is the only independent travel option for some residents, including anyone under 16 years old, people without driver's licenses or who do not own vehicles, people unable to use their legs or arms to drive, the blind, cognitively disabled people, and some seniors.

Bike Infrastructure

Level of Traffic Stress

The Level of Traffic Stress rating system is used to rate the stress levels users of various modes of transportation experience. The ratings range from 1 (lowest stress) to 4 (highest stress and discomfort) and are based on factors such as the speed and volume of vehicle traffic, the number of travel lanes, the size and complexity of intersections, and the type of bicycle facilities provided. Four user/bicyclist types have been identified that correlate with the four levels of stress described above.

Bicycle infrastructure comes in many forms, from fully separated pathways, to mixed use pathways shared with people running and walking, on-street bike lanes, sharrows, and signed bicycle routes. It should also be understood to include bicycle parking facilities. The City's bicycle facility map is provided on the following pages. The network consists mostly of signed, on-street bicycle routes on neighborhood streets.

A low-speed neighborhood street will generally serve bicycle riders at Level of Traffic Stress (LTS) 1, though the most cautious riders, as well as very young riders, will use sidewalks even when navigating these streets. On bigger roads with higher speeds, the type of facility available will determine who is comfortable riding on the street. Survey results indicated that residents found barrier-protected bike lanes desirable.



FIGURE X.3:
BICYCLIST LEVELS OF TRAFFIC STRESS



LTS-1: Interested, But Cautious Riders

- Shared use paths are used by pedestrians as well as bicycle users
- 8 feet min. width with 5-10 feet planted buffer
- Ideal traffic speeds less than 25 miles per hour
- Wider right-of-way widths
- Pavement surfaces should be based on anticipated usage volumes
- Comfortable for all ages and abilities



SHARED USE PATHS



LTS-2: Interested, But Concerned Riders

- Bike lanes separated by buffers defined by pavement markings and parallel parking
- 8 feet min. two-ways or 5 feet min. one-way with 5 feet painted buffer
- Ideal traffic speeds from 20-25 miles per hour
- Limited right-of-way widths
- Add vertical delineation such as candlestick bollards for increased level of perceived protection
- Comfortable for most adults



BUFFERED BIKE LANES



LTS-3: Enthused and Confident Riders

- Dedicated bike lanes that are adjacent to traffic lanes 8 feet min. two-ways or 5 feet min. one-way with painted buffer
- Ideal traffic speeds more than 25 miles per hour
- Limited right-of-way widths
- Reduce curbside and intersection conflicts through access management
- Comfortable for confident bicyclists, who prefer not to share with the vehicles



BIKE LANES



LTS-4: Strong and Fearless Riders

- Identifying a specific route as a 'Bike Route' is the simple alternative when immediate infrastructure improvements to roadway network are not feasible
- Wayfinding signage such as 'share the road' or directional signage can be installed to guide the users to destinations or other connections
- Traffic calming measures are required to manage speeds
- Uncomfortable for most users



BIKE ROUTES



Separated 8-Foot Pathway: This facility will serve riders at all levels of traffic stress tolerance.



Protected Bike Lane: This facility will serve all but the most cautious riders.



Pedestrian Island with Signal: Clawson has three such signals in its Downtown.



Pedestrian and Bike Signals

How Can Safety Be Improved for Non-Motorized Road Users?

The facilities discussed above and on previous pages can dramatically improve safety for bicyclists. However, in the absence of separated bike facilities, measures can be taken on city streets to lower speeds and improve safety. According to AAA, the average risk of death for a pedestrian hit by a vehicle going 23 miles per hour is 10%, and this rises to 50% at 42 miles per hour. Non-fatal crashes at the latter speed tend to leave pedestrians very badly injured. Lower speeds should therefore be a priority in any location where pedestrians are expected to travel along the street network.

In general, drivers will drive a speed that feels comfortable to them. Speed limit signs communicate expectations to drivers, but most typically exceed the limit. Drivers respond to the design of a road when choosing a speed, and the wider, flatter, and straighter a road is, the higher a driver's comfort level with higher speeds is likely to be. The City should consider traffic calming measures to bring down vehicle speeds in strategic locations. These measures could address both neighborhoods and the downtown area.

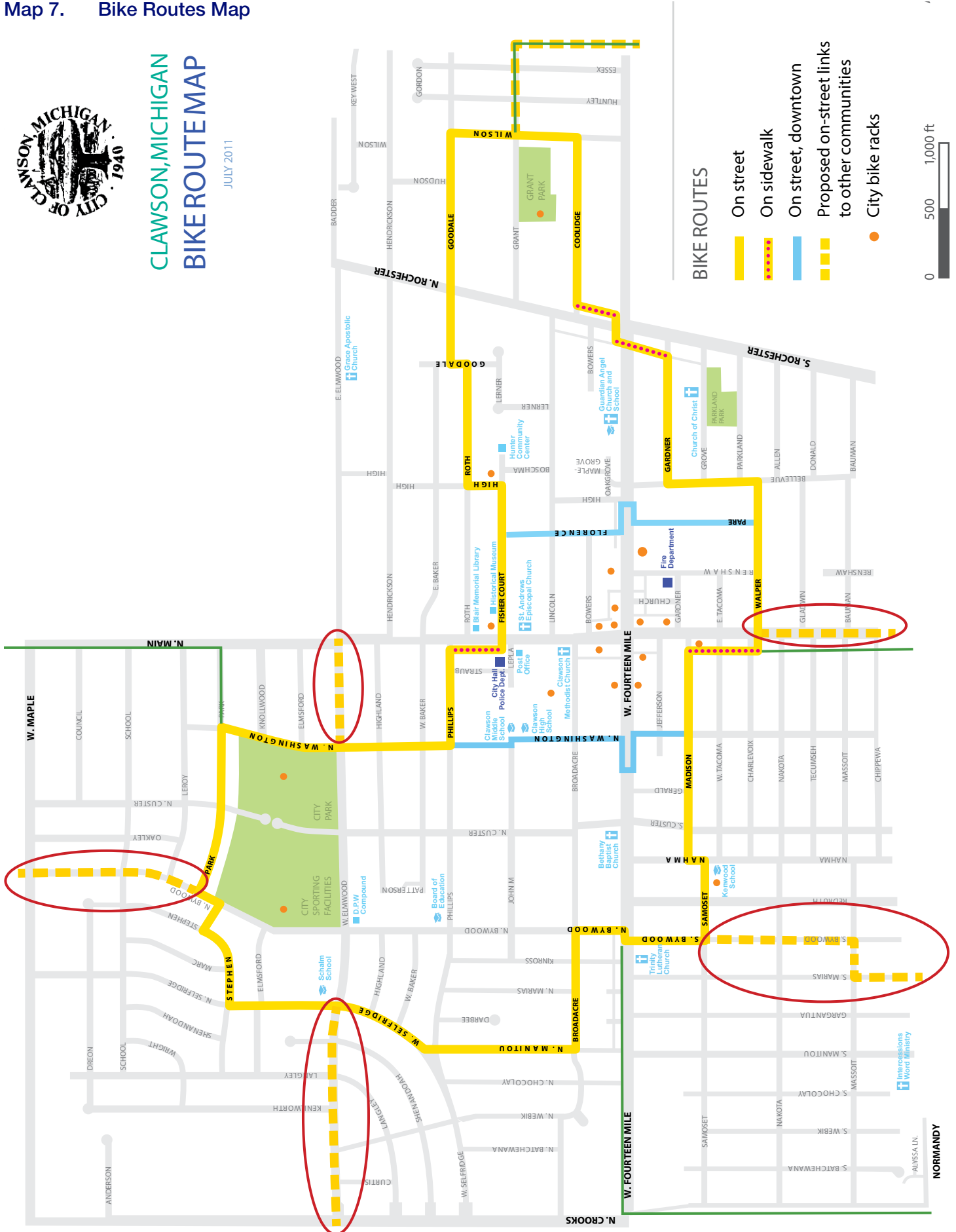


Map 7. Bike Routes Map



CLAWSON, MICHIGAN
BIKE ROUTE MAP

JULY 2011



BIKE ROUTES

- On street
- On sidewalk
- On street, downtown
- Proposed on-street links to other communities
- City bike racks



Traffic Calming

Traffic calming uses physical design and other measures to reduce vehicle speeds and improve safety. It goes well beyond speed limits and signage. This chapter identifies many traffic calming methods that have been used elsewhere and may have applications in Clawson.

Method 1: Pavement Markings

Pavement markings can offer useful reminders to motorists that pedestrian activity is high in a particular area, and that they should slow down. The same effect can be accomplished by changing from standard paving materials to textured materials such as pavers or stamped concrete. A crosswalk is a typical example of a pavement marking meant to calm traffic.



Method 2: Speed Obstacles

Speed tables, speed bumps, and raised crosswalks can all be used to physically impede vehicles from speeding to avoid damage. Speed table and raised crosswalks also raise the profile of people on foot, which is especially useful near schools. These types of obstacles can interfere with snow removal if not designed correctly.



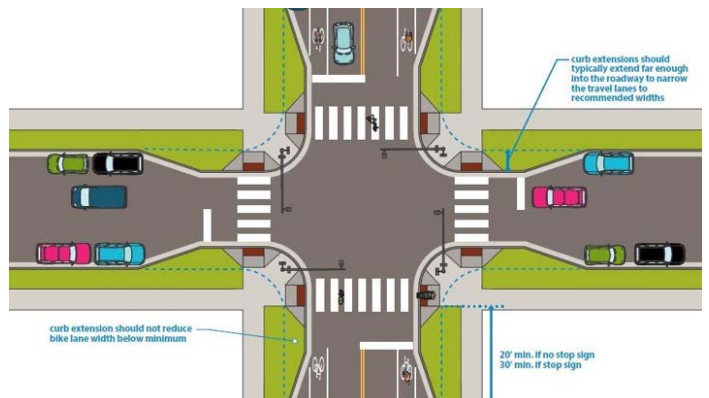
Method 3: Narrowing

In general, the more pavement is provided the drivers, the more they will perceive the ability to travel at high speeds. Removing lane width and overall road width will cause drivers to perceive that driving at high speeds is less safe. This can be accomplished with low-cost methods such as paint, but is most effective when the road is physically altered to provide less width.



Method 4: Crub Extensions/Bulb-Outs

One common approach to narrowing that has already been employed in Downtown Clawson is to extend curbs into the street. In the case of Clawson, curb extensions protect on-street parking. They can also be used at intersections to reduce the crossing distance for pedestrians and slow vehicles by reducing lane width. This can be especially useful in areas where children or seniors frequently cross the road.



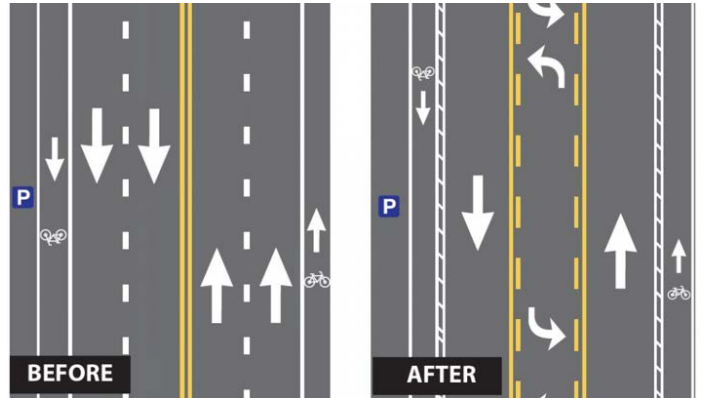
Method 5: Medians and Barriers

Adding islands in the middle of the street narrows travel space, slowing vehicle space and can be used to prohibit dangerous left turns. When used at intersections, they can provide a point of refuge for crossing pedestrians. If designed for it, they may also offer opportunities for beautification or stormwater management with landscaping.



Method 6: Road Reconfigurations

Paint can be used to reconfigure a road's purpose without altering the pavement section. Often called a road diet, this technique can be used on larger roads to provide space for non-motorized users (with bicycle lanes sometimes separated from vehicle lanes by barriers or additional space).



Method 7: On-Street Parking

On-street parking slows traffic by narrowing the available pavement area for travel and communicating to drivers that the street is active and they should watch for people who may be entering or exiting vehicles. Clawson has marked on-street parking downtown and permits on-street parking on neighborhood streets during the day. Fire route streets only permit parking on one side. Parked vehicles buffer sidewalk users from traffic; the disadvantage of on-street parking is that it can limit visibility for all road users.



Method 8: Chicanes/Forced Curves

A chicane is a roadway design feature that forces vehicles to slow down by briefly altering their path with an artificial curve. In their most intense application, they may require vehicles to take turns passing through a space. Though they are most effective when curbed, they can be piloted with paint or temporary barriers.



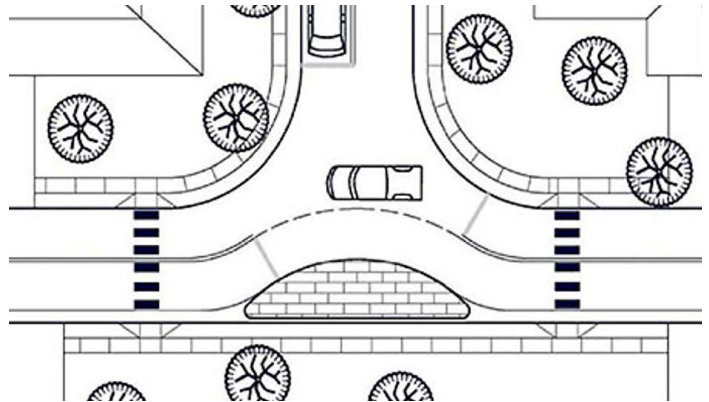
Method 9: Lateral Shift

Similar to the chicane, the lateral shift forces slower speeds by shifting the path of an otherwise straight roadway.



Method 10: Intersection Realignment

Intersection realignment also works similarly to a chicane by changing the path a vehicle can take through an intersection. Most effectively employed at a “T” intersection, a realignment can reduce rolling stops.



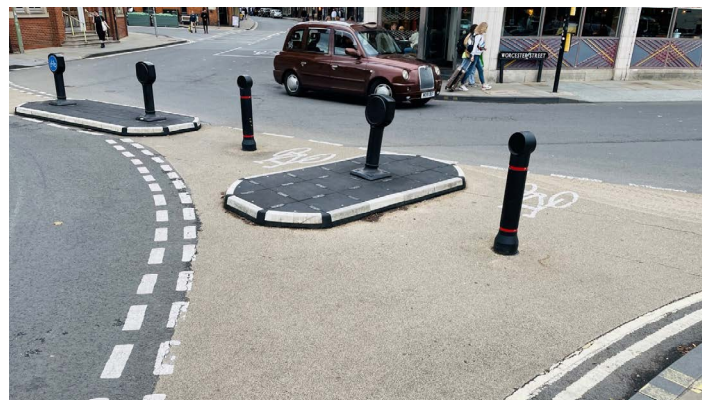
Method 11: Roundabouts

Though roundabouts are most associated with making traffic more fluid by not requiring full stops by all vehicles as stop lights and stop signs do, they can be used as traffic calming devices on low-volume side streets where no stop signs are currently present. A small roundabout placed in a low-volume intersection slows vehicles by forcing a shift in the driving path.



Method 12: Modal Filtering

Modal filters are physical obstructions that prevent vehicles from entering an area while allowing through other users, such as bicyclists and pedestrians. Modal filters are most typically used in busy areas and can also be employed on a temporary basis for events such as street fairs.



Method 13: Closure

Closing a street to vehicles entirely, either on a temporary basis for an event, or permanently, is the most definitive form of traffic calming, though it has limited applications to busy areas with a mix of uses and alternative routes of travel. In Clawson, the primary streets running through Downtown cannot be closed.



Method 14: Signal Priority/Activated Signals

Clawson has three pedestrian-activated mid-block signals Downtown. These stop traffic for pedestrians to cross, though drivers generally need more education as to how to respond to the signal. Signage could help on a short-term basis. At busy signalized interections, signal timing can be adjusted to let pedestrians enter the crosswalk prior to the movement of vehicles. Right turns on red can also be prohibited during busy times of day for pedestrian activity.



Method 15: Encloure

Providing a sense of enclosure is known to cause drivers to reduce their speeds and pay closer attention to their surroundings. This can be accomplished with street trees and by bringing buildings closer to the road. On wider roads, taller buildings generally reduce speeds more than single-story structures.



Applying Traffic Calming Measures in Clawson

Not all traffic calming methods discussed here will fit in Clawson, but the City can broadly note that its cut-through neighborhood streets, including Lincoln Avenue, Elmwood, and Bywood, all of which connect one arterial road directly to another should be priority targets in addition to Downtown Clawson. In all cases, prior to installing any permanent traffic calming devices, a traffic study should be conducted to determine volumes and speeds. Calming measures can be tested with temporary installations as well.

On Lincoln Avenue, traffic calming could begin by identifying an intersection for a four-way stop to provide one place where drivers' momentum is slowed through the neighborhood. This could be combined with a curb extension to emphasize to drivers that slow speeds are needed on the street. This street is a fire lane, so any narrowing would likely occur only on the side of the road where parking is permitted.

Road Maintenance Framework

The condition and quality of Clawson's streets affects residents' quality of life, and maintaining the street network in good condition is one of the City's principal financial challenges.

Assessing Road Conditions

Clawson regularly assesses the condition of its streets, with the last inventory conducted by the City Engineer in 2022 (see Map 8). To assess the condition of its streets, the City uses the Pavement Surface Evaluation and Rating (PASER) system, assigning a PASER rating to each segment of street surface in Clawson. The ratings do not indicate the specific type of stress that may afflict a segment of low-scoring roadway (such as potholes, cracks, spalling, or poor drainage), but is instead a general assessment of pavement conditions in that area. The meaning of PASER ratings is shown in Table 2.1.

Table 2.1 PASER* Rating Key

Road Quality	Rating	Treatment for Asphalt	Treatment for Concrete
Excellent	9-10	No maintenance required	No maintenance required
Good	7-8	Crack sealing and minor patching	Basic/preventative maintenance
Fair	5-6	Preservation treatments, filling	Surface repairs, patching
Poor	3-4	Resurfacing	Slab and joint rehabilitations
Failed	1-2	Reconstruction	Reconstruction

* PASER is the statewide standard for pavement reporting, as established by the Michigan Asset Management Council.

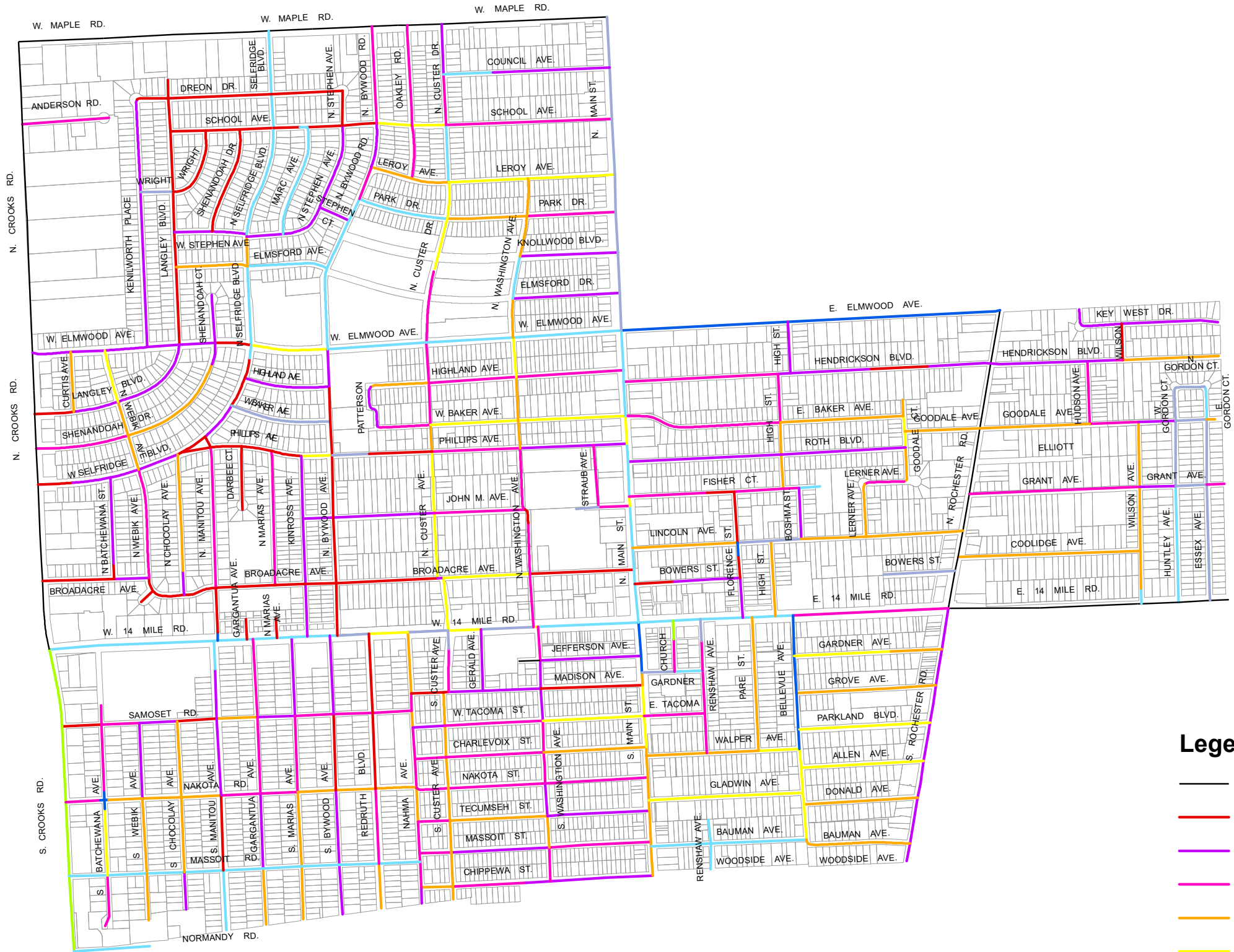
As can be seen on the map, Clawson does have significant stretches of street that rate very poorly, particularly in two areas of the City's northwest quadrant, where subdivision roads that were originally constructed at the same time are now failing at the same time. Road projects completed in late 2022 and 2023 are not reflected on the map, though a newly resurfaced road will typically rate at the top of the scale.

When considering how to allocate funding to street repair during the capital improvement planning process, the City must balance need with the level of available funding and resources; it is never possible to address every area of need completely. Addressing areas of need over time also distributes future need over time. If all roads in the City were rebuilt at once, they would nearly all need to be rebuilt simultaneously at some point in the future, so gradual replacement does have its advantages, though residents living along a stretch of poor road may be frustrated by the lack of immediate action.

As the City selects streets to repair on an annual basis, many factors must be considered:

- Preventative maintenance may pre-empt higher-cost repairs in the future.
- If a water main or sewer line is scheduled for replacement or major service, replacing the road simultaneously lowers costs.
- Though low-rated streets are often clustered, repairing several connected streets at once creates serious challenges for people driving in the neighborhood; the City should consider overall mobility when contemplating full or partial closures.
- While priority should be given to the streets in the worst condition, on an annual basis projects may also include repairs to streets that are rated more highly as well. As funds are allocated, it may sometimes be more effective to perform widespread minor repairs than a single, costly reconstruction.






Legend

- Unrated
- Rated 1
- Rated 2
- Rated 3
- Rated 4
- Rated 5
- Rated 6
- Rated 7
- Rated 8
- Rated 9
- Rated 10

REVISIONS / UPDATES	DATE	REMARKS



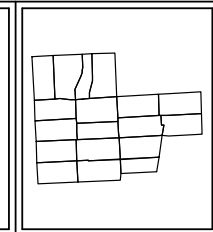
ANDERSON, ECKSTEIN & WESTRICK, INC.
CIVIL ENGINEERS SURVEYORS ARCHITECTS
51301 SCHOENHERR RD. SHELBY TOWNSHIP, MI 48315
www.aewinc.com p(586)726-1234

PLOT DATE: 5/24/2022	DRAWING DATE: 5/24/2022
PLOT SCALE: NTS	DRAWING SCALE: NTS
PLOT CONFIG: PROJECT NO: 0810-0393	FILE NAME: PASER Ratings.mxd
SCRIPT FILE: DRAWN BY: GIS Dept.	CHKD BY: JMM
ATTACH XREF:	



City of Clawson

2022 PASER Ratings



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MAP NO. INDEX

CAUTION

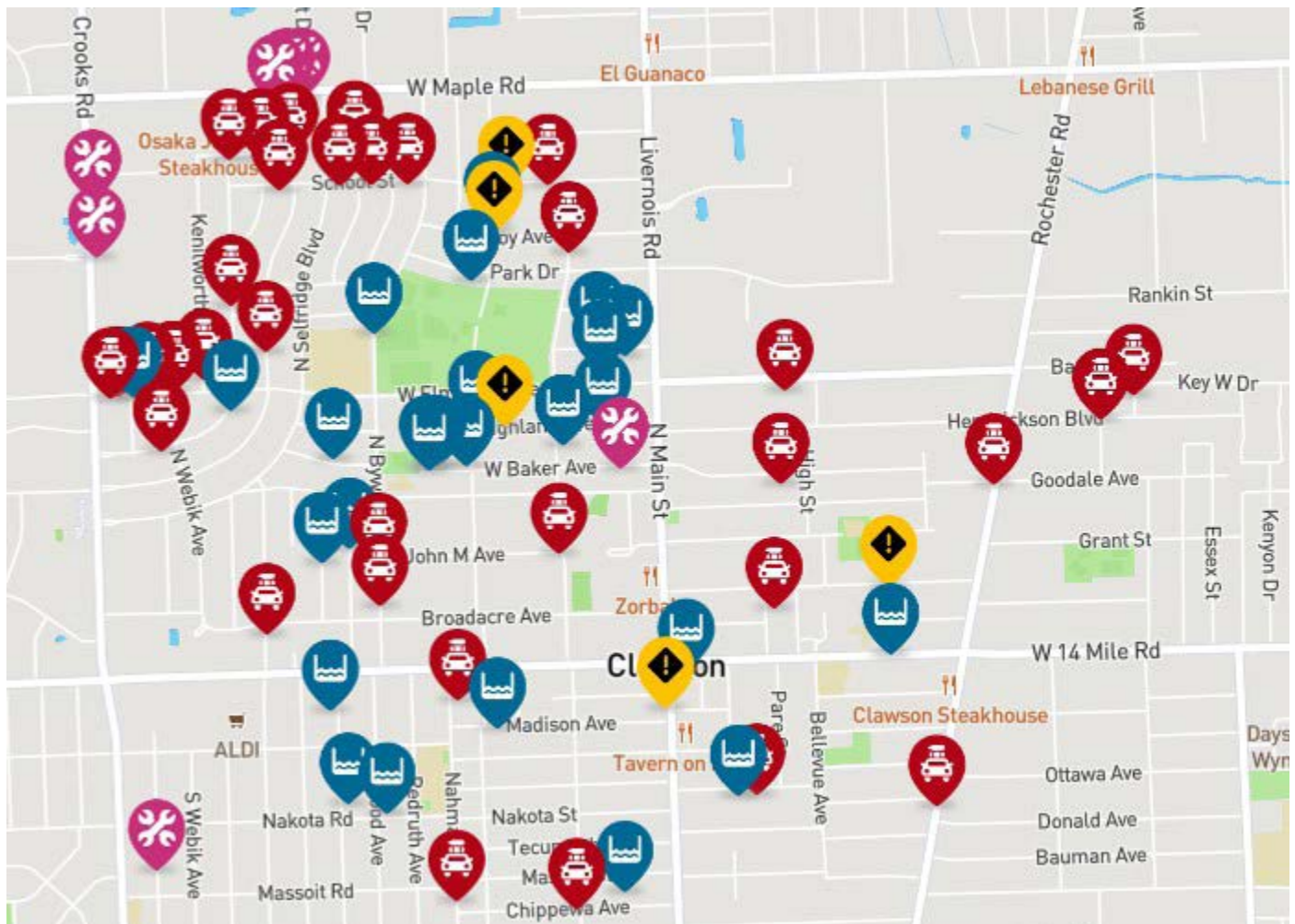
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Utilities & Stormwater Management

Much of Clawson’s water and sewer infrastructure dates back to the mid-20th Century. Portions of water main and sewer line have been replaced over time, and the City has policies in place for the replacement of lead service lines. Because of the era in which it was built, Clawson has a combined storm and sanitary sewer system, as do most of Detroit’s inner suburbs and Detroit itself. During dry weather, wastewater flows through the system to a treatment plant, and stormwater also enters the system during a precipitation event, increasing the volume of water in the system and rates of flow to the treatment plants. Downstream, this can lead to overflows that are harmful to waterways and can create health risks. In Clawson, when the system gets overwhelmed, backups can occur, and water that flows out of the system includes both storm runoff and sanitary effluent. In Clawson, nearly all water goes into the sewer system, which is part of the larger OAK Drainage District of the Great Lakes Water Authority’s 40-Year Wastewater Plan.

Unfortunately, global warming has led to a situation where the type of event that overwhelms the system is far more common than it was. Systems designed 50 to 80 years ago were simply not designed to handle modern stormwater volumes, and as a result, flooding incidents have become more frequent around the City (see the blue icons on the map from the Master Plan survey below). Residents have noted flooding as their top sustainability concern, and are open to many strategies to reduce the risk and degree of flooding in their homes and neighborhoods.



The blue icons on the map above represent flooding events reported by people who took the Master Plan survey. Events were reported in all parts of the City. Flooding events might flood the street, yards, or basements.

Trends

In terms of stormwater events, we live in a different world today than the world in which most of our stormwater infrastructure was designed and built. Total annual precipitation in Southeast Michigan increased by 44 percent from 1951 through 2014, and that precipitation was concentrated in larger individual events. The period from 1981 through 2010 had 41 percent more very heavy precipitation events than the period from 1951 through 1980. From 1964 to 2013, the region experienced an 89 percent increase in storms with two or more inches of rain, and 24 percent increase in storms with one to two inches of rain, and 12 percent increase in storms with less than 1 inch of rain.

A 100-year storm is a storm that has a one percent chance of occurring in a given year. 100 year storms as defined in 1960 have increased in frequency by 14 percent since then. According to SEMCOG, by mid-century, the rainfall volume for a ten-year storm (a storm with a ten percent chance of occurring in a given year) will increase by 67 percent, and by the end of the century, that volume will increase by 138 percent. Heavy storms will be a regular event across the region, and this will challenge the ability of the region and individual municipalities to manage the volume.

Rain events in Southeast Michigan will also occur throughout more of the calendar year as winters become warmer on average. While both rain storms and snow storms will release water into the system, snow tends to release it more slowly than rain and therefore does not lead to acute flooding in the same way.

Managing Increasing Stormwater Volume

There are two ways to handle increased volumes of stormwater. The first is to increase the ability of storm sewers to handle the increase in flow to the system during a storm. Enlarging pipes or separating the storm system from the sanitary system will increase capacity, but these are extremely capital-intensive projects that require a great deal of funding. These changes also need to be made throughout the regional system; greater capacity upstream does no good if runs into constrained capacity downstream.

The other way to handle increased stormwater volume is to prevent or delay water from flowing into the system. Permeable ground surfaces will allow stormwater to directly infiltrate into the ground, ultimately entering the natural groundwater system, whereas impervious surfaces, including paved areas, heavily compacted ground, buildings, and streets, will catch water and must direct it, ultimately into the wastewater system. There are numerous effective green stormwater infrastructure (GSI) approaches that can be implemented, such as reducing the amount of impermeable surfaces, planting native plants, creating rain gardens and bioswales, and capturing rain water for later use that can be implemented now at low cost to prevent or delay water from flowing into the sewer system.

Permeable Surfaces

In general, permeable surfaces are those that are not covered with impervious materials. However, stormwater will not uniformly infiltrate all permeable surfaces. Some soil types absorb water more readily than others, and the degree of compaction of the soils also matters. Clawson is fully developed with non-residential uses and subdivisions; while much of the land in the subdivisions is yards and other areas not covered with impervious surfaces, little of it is truly undisturbed land. Fill dirt, clay, and other materials have changed the natural soil conditions of the City's neighborhoods and decreased overall permeability. Furthermore, as rain water volumes increase over time, the City's unpaved land will be able to absorb smaller percentages of it during the storm. Therefore, stormwater management in unpaved areas will be as important as stormwater management in heavily impervious areas for preventing flooding in the future.




Retention Versus Detention

Stormwater can be stored on a site in two ways: retention and detention. A retention device, typically a pond, is designed to permanently hold water and generally is not designed to release it into the sewer system under normal conditions. A detention system is designed to hold water temporarily, slowly releasing it into the sewer system over time.



Stormwater Management Methods

This chapter outlines stormwater management methods that can be used together to relieve pressure on the sewer system during storm events. The emphasis here is on detention methods that ease pressure on the system by keeping water from rapidly flowing into it. Given the lack of space in Clawson for surface retention and detention ponds, there is further focus on underground detention and other methods that take advantage of development and redevelopment to add detention facilities throughout the City. Detention systems generally improve the quality of water entering the system by filtering it. Each method is coded as follows:

-  Requires capital improvements (public or private)
-  Requires advocacy
-  Requires changes to ordinances

Typical elements of stormwater detention systems:

<ul style="list-style-type: none"> • Catch basins • Restrictors • Clean-Outs 	<ul style="list-style-type: none"> • Gutters • Curbs • French Drains 	<ul style="list-style-type: none"> • Pipes • Manholes
---	---	---

1: Underground Detention

On sites that do not currently have underground detention systems, such systems are required when redevelopment occurs; new development would also require such a system. These systems typically consist of large pipes with a device that limits the rate at which water can leave them and enter the sewer. Clawson follows Oakland County standards, but could consider exceeding County requirements by requiring larger pipes.



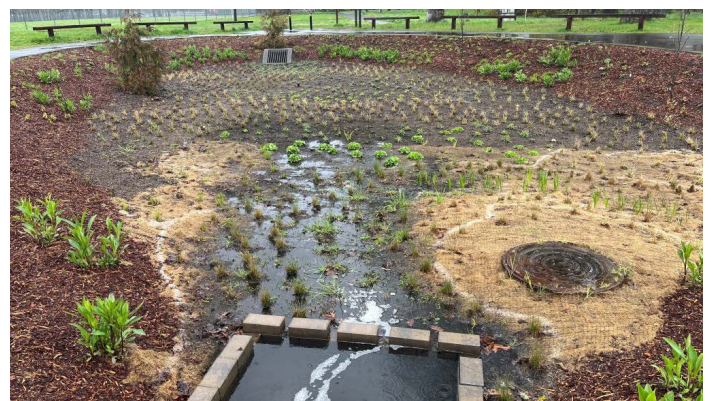
2. Filtration

While filtration on its own is not a method of stormwater detention, it can be integrated into detention systems of all types to improve the quality of water entering the sewer system. Clawson could consider requiring filtration as part of any system.



3: Rain Gardens/Bioretention

A rain garden is a small depression that is designed to collect rainwater. Native perennials and shrubs are used to landscape the area and filter the water, which then infiltrates into the ground below. Rain gardens can require significant excavation if surface soils are heavy fills, clays, or other less permeable materials. Rain gardens can be incorporated into curb extensions in the right-of-way to capture water from the street.



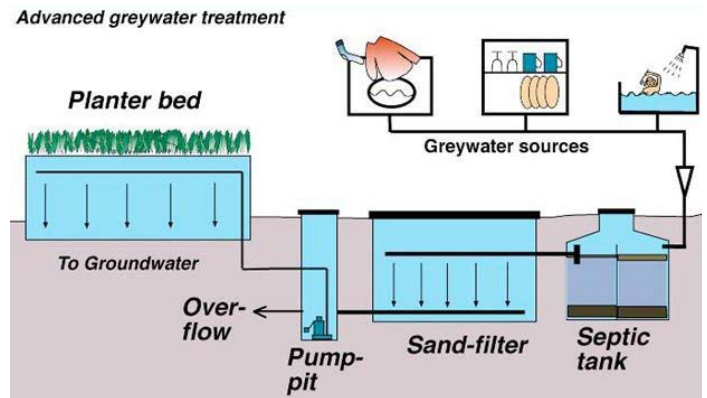
4: Rainwater Capture

Rainwater capture systems detain water in a container for later use on the property or later release into the system. Rain barrels are a common form of rainwater capture that can be found on many residential lots. Larger systems on commercial buildings can be used to provide water to systems that do not require potable water, such as irrigation systems or toilets.



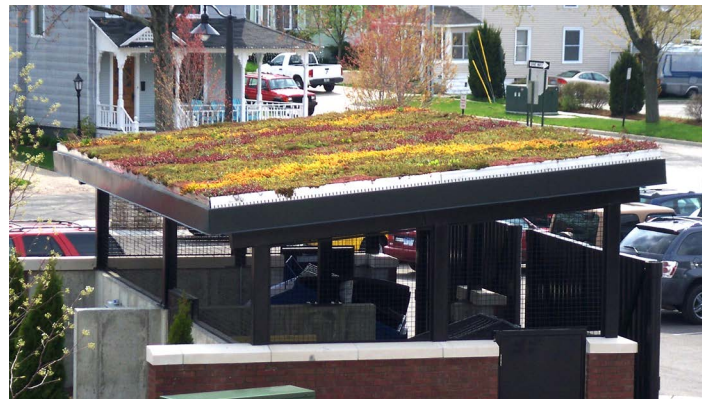
5: Gray Water Systems

Gray water systems capture a building's wastewater for reuse before it is sent to the sewer system. The water is filtered and stored in a tank, and as with the larger rainwater capture systems mentioned above, can then be used for "dirtier" application, such as flushing toilets and irrigation.



6: Green Roofs

Green roofs offer one way to hold water on the roof of a building, where it would otherwise be directed immediately to the ground of the sewer system. Soil and plantings on the roof hold the water and filter it; in some cases, excess water can be released into the system. Because they weigh a lot, especially when wet, green roofs require substantial reinforcement of the structure and are therefore expensive.



7: Bioswales

Bioswales serve a similar function to rain gardens, but are more designed to hold water as it moves to a destination, which in Clawson would be the sewer system. A swale might, for instance, be placed along the edge of a parking lot to catch runoff from the pavement.



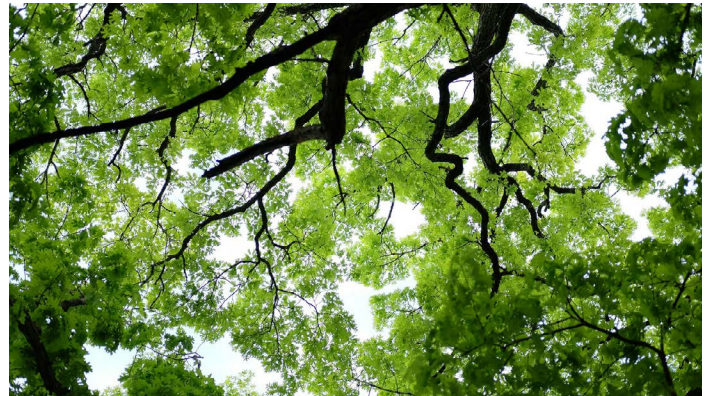
8: Leaf Litter

Leaf litter left lying on the ground can absorb substantial quantities of rain water. While leaf litter alone will not prevent flooding in a developed environment such as Clawson's, if many residences left a three-to-four-inch layer of leaf litter at the perimeter of their lots, it would prevent or slow a good deal of water flow from one property to another and could mitigate some yard flooding. Native plants are typically adapted to local soil conditions and can effectively absorb more water than non-native plants.



9: Tree Canopy

Trees and their root systems do much to stabilize soils, and they will also consume large volumes of water from the soil, which can help prevent soils from becoming waterlogged and vulnerable to immediately discharging water in a subsequent storm to surrounding properties and areas. Native plants typically can also effectively absorb more water than non-native plants, as they are adapted to local soil conditions.



Implementing Alternative Stormwater Management in Clawson

As indicated above, improving stormwater management in Clawson to keep pace with long-term trends in stormwater volume will require a multi-faceted approach, and all the approaches listed here should be considered and available. Advocacy will be important as the City seeks to inform residents and developers of their options, but direct capital investment on the part of both the City and private land owners will also be important in order to ensure that facilities get built. Advocacy may include the City constructing demonstration projects to set a pattern for private developers to follow.

Finally, ordinances can be used to require or incentivize these approaches. Some of these methods, such as green roofs, require a great deal of investment, and requiring them may not be feasible at this time, but incentives could be developed that drive developers to implement them in exchange for other benefits.

Maintaining Clawson's Public Wastewater Infrastructure

Clawson regularly inspects its sewer and water pipes with cameras and is pursuing a program of gradual replacement of mains that have reached the end of their useful service life. The City is also replacing lead water service leads, and requires the replacement of such leads any time a project affects the lead to given development site.

Infrastructure Goals

Roads

1. To have well-maintained roads that facilitate the smooth movement of traffic through and about the City.
2. For the design of roads and streets in Clawson to be appropriate to the context of the right-of-way.

Non-Motorized

1. Clawson should be a safe, inviting place for people of all abilities to traverse without the aid of a motor vehicle.

Water & Sewer

1. Reduce likelihood of flooding due to extreme precipitation events and preserve local water quality. [This is a shared goal with the Sustainability Plan chapter, and action items pertaining to this goal are located there.]
2. Maintain high water quality, both in water delivered to residents and businesses, and in waste water sent back into the sewer system.

Action Items: Roads	Lead Body	Potential Funding/ Partner	Timeframe
1. Study traffic volumes and speeds on side streets that provide potential thru-route alternatives to major roads to identify safety problems.	CC/Staff	SEMCOG	
2. Identify initial traffic-calming measures to deploy in areas identified as having safety problems, with intent to study after implementation. Streets for high-priority study include Lincoln, Elmwood, Bywood, Hendrickson, Phillips, Washington, and Selfridge,	DPW/CC		
3. Use street condition assessment to guide prioritization for resurfacing projects to be funded through the capital improvement program.	Staff/CC		
4. Explore low-cost actions such as painting narrower lanes/wider shoulders to decrease vehicle speeds in areas where pedestrian activity is high (downtown, near parks and schools)	DPW/CC		
CC = City Council, DPW = Department of Public Works, EGLE = Department of Environment, Great Lakes, and Energy, PC = Planning Commission, SEMCOG = Southeast Michigan Council of Governments			



Action Items: Non-Motorized	Lead Body	Potential Funding/ Partner	Timeframe
1. Pursue expansion of public transportation service within Clawson, including micro-transit.	Staff	SMART	
2. Pursue incremental implementation of the City's pedestrian plan and bicycle routes.	DPW/CC		
3. Develop bicycle and pedestrian wayfinding signage; can be coordinanted with a wider wayfinding plan that includes auto-oriented signage.	CC	General fund	
4. Continue the City's sidewalk program; emphasize closing the final gaps and preventative maintenance.	DPW/CC	General fund	
5. Consider expanding requirements for bicycle parking, including incentives for providing more.	PC		
CC = City Council, DPW = Department of Public Works, EGLE = Department of Environment, Great Lakes, and Energy, PC = Planning Commission, SEMCOG = Southeast Michigan Council of Governments, SMART = Suburban Mobility Authority for Regional Transportation			

Action Items: Water & Sewer	Lead Body	Potential Funding/ Partner	Timeframe
1. Continue to monitor condition of mains and other infrastructure.	Staff		
2. Use the capital improvement process to coordinate major water and road projects to the maximum extent possible to achieve cost savings.	Staff/CC		
3. Develop incentives for alternative stormwater management; options that can contribute to filtering water before it enters the system should be emphasized.	PC		
4. Develop educational outreach to help residents and businesses reduce their overall water usage.	Staff		
CC = City Council, DPW = Department of Public Works, EGLE = Department of Environment, Great Lakes, and Energy, PC = Planning Commission, SEMCOG = Southeast Michigan Council of Governments			

Sustainability Plan





Sustainability Plan

Introduction

As we plan for the future, it is important to recall that many challenges we will face are related to our place in larger systems, both natural and man-made. To be a vibrant and healthy community, Clawson must be sustainable and resilient to change in all different sectors--economic, social, and environmental. The first step in creating a sustainable community is to have a plan developed with input from diverse stakeholders. Clawson Naturally, a sustainability-focus committee established by the Planning Commission in 2021, has been promoting sustainable practices and policies and encouraging environmental awareness among citizens and business partners. Some initial steps have been taken, but there is still much more that can be done, as outlined in this chapter.

This sustainability plan addresses issues that residents are currently facing and will be facing that can be ameliorated by sustainable practices and policies. Flooding, severe storms, extreme heat events, and aging infrastructure were all reported as negative impacts of climate change that worried residents. All of these issues could result in higher taxes, an increase in disease, higher bills, and an unsafe community if left unaddressed. However, simple yet effective actions can be taken to lessen the damage that these issues can cause to the community.

The City of Clawson has already been successful in implementing some sustainable actions such as encouraging the development of landscaping designed for storm water management, promoting the use of environmentally friendly building materials and design, and requiring bicycle parking. These successes show that the social and political support is present to enhance and strengthen Clawson through sustainable actions. This plan builds on the City's adopted [Sustainability Framework](#) to set forth goals and action items to advance Clawson's future sustainability and resilience.

How will we become a more sustainable and resilient city?

Drawing on the practices of other cities who have completed sustainability plans, the sustainability and resiliency planning process has been broken into two distinct phases, with each phase lasting approximately a year. These activities were completed mostly by the Clawson, Naturally committee. All stakeholders were invited and encouraged to participate in the making of this plan.

Phase 1 Activities - Creation of the Framework

- Defining sustainability and resiliency in the context of the City of Clawson
- Determining areas of focus and goals, gathering baseline data related to focus areas
- Setting up systems to monitor, collect, record, and analyze data
- The Framework was adopted by the Planning Commission in 2023

Phase 2 Activities - Creation of a Sustainability Plan

- Identify strategies to meet the goals defined in phase 1
- Propose timelines for strategy implementation
- Develop a schedule of data collection, benchmarking, and reporting
- Share the results and maintain open communication with the public for further input





City of Clawson
Sustainability Framework



PREPARED FOR:
CITY OF CLAWSON
425 N. Main St.
Clawson, MI 48017
January 2023

The Sustainability Framework, made by Clawson, Naturally and adopted in 2023, served as the guiding document for this sustainability plan.

Clawson’s Definitions of Sustainability and Resiliency

The Clawson, Naturally group was tasked with defining the concepts of sustainability and resiliency for the context of the city. After reviewing commonly used definitions and considering feedback from the community survey conducted in 2021, they developed the following definitions:

Sustainability is having systems and policies in place that meet residents’ current material, financial, and social needs without compromising the ability of future residents to meet their needs

Resiliency is being able to meet the basic needs of all residents even in the face of short and long-term threats, difficulties, and stressors, and to quickly recover from disruptions



Sustainability is often referred to as the intersection of the 3Ps (people, planet, profit) or the 3Es ([social] equity, environment, economic), creating a focus on a “triple bottom line”.

Image Source: <https://lb.cips.org/knowledge/procurement-topics-and-skills/sustainability/sustainable-and-ethical-procurement/sustainability-tools/>

The Framework

The Sustainability Framework created by Clawson, Naturally and adopted by the Planning Commission in 2023 as a guiding document for future sustainability work and planning consisted of eight focus areas and fourteen goals. Those goals have since been reviewed by the Clawson, Naturally group and consolidated into one goal for each focus area. An overview of each of the focus areas and information provided in the Framework is below. For more information about these focus areas, please see the [Clawson Sustainability Framework](#).



Focus Area 1 - Water

Addressing flooding is a top priority for Clawson residents, and many are already doing things to reduce the risk of flooding. Survey respondents were supportive of protecting high priority conservation lands and using green infrastructure to prevent flooding and mitigate its impacts.



Focus Area 2 - Energy

Energy conservation practices are already common in Clawson households, but renewable energy and on-site generation is less common, mostly due to cost and lack of information.



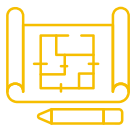
Focus Area 3 - Waste

Residents indicated interest in ways to reduce waste going to landfills besides the existing curbside recycling program, including food diversion programs, waste audits for businesses, and incentives for waste reduction.



Focus Area 4 - Transportation

A relatively large share of Clawson workers bike or walk to work (15% of survey respondents) and almost half drive a fuel efficient car (43%). There is interest in having multiple safe modes of transportation throughout and outside the city. The need to balance the transition to EVs with other sustainability and community interests was noted by several survey respondents.



Focus Area 5 - Land Use and Community Design

There are many standards already in place that support sustainability initiatives and goals, but there is still room for improvement, particularly in incentivizing environmentally conscious building design and land use.



Focus Area 6 - Emergency Preparedness

Emergency responders currently drill and practice for emergencies, but some policies and practices have not been adapted to help the community quickly recover. Implementation of resource hubs could also help residents get through the immediate aftermath of a disaster.



Focus Area 7 - Social Sustainability

Downtown Clawson has a lot of vacant property and no community gathering space. Maintaining vacant properties and identifying places for people to gather, connect, and hold events is desirable. Additionally, helping people contribute to the community and understand how they can mitigate and adapt to environmental issues is a priority.



Focus Area 8 - Economic Sustainability

Residents are concerned about business turnover, blight, and vacancy, particularly downtown. The Clawson Chamber of Commerce and Downtown Authority work to support new and existing businesses. Supporting households in being financially literate and able to meet their needs is also a priority.



The Original 14 Goals

As noted on the previous page, the Framework included 14 goals that have been consolidated to 8, matching the number of focus areas. The original 14 goals are presented below for reference; the consolidated goals follow with additional explanation and elaboration.

Goal 1: Reduce likelihood of flooding due to extreme precipitation events

Goal 2: Improve the ability of all residents to meet their basic needs even in the face of external challenges, and quickly recover from disruptions

Goal 3: Increase share of energy used from clean sources

Goal 4: Reduce waste sent to landfills

Goal 5: Use vacant property to the benefit of the community

Goal 6: Increase healthy tree canopy throughout the City

Goal 7: Balance the transition to electric vehicles with other sustainability and community considerations

Goal 8: Residents are informed and aware of environmental/sustainability issues and how they can contribute to mitigating and adapting to adverse effects

Goal 9: Increase opportunities and support for alternative modes of transportation

Goal 10: Support new and existing businesses in Clawson in being local leaders in sustainability

Goal 11: Identify a venue for community events

Goal 12: Promote sustainable practices through city zoning and ordinances

Goal 13: Inventory volunteer opportunities and understand community needs

Goal 14: Support households in being financially literate and able to meet their financial needs

Multiple surveys were conducted during the development of the Sustainability Framework. An initial survey helped to identify community priorities, and a second survey presented the goals and objectives developed by Clawson, Naturally, allowing residents to respond directly to them. In the following pages of this chapter, the consolidated goals are supported by objectives that were directly ranked in importance by residents.

Action Plan

The following pages establish objectives for each of the sustainability goals. The objectives were prioritized using feedback from Clawson residents and business owners gathered via a survey conducted in February and March, 2024, asking them to rate each in terms of importance. One hundred and fifteen people responded to the survey, 94% of whom are residents and 50% of whom are property owners. The age group with the most representation was the 35-44 year old group, which made up about 30% of the responses. The second largest group was those 25-34 years old (19.5%). Approximately fifteen percent of respondents identified as being either 45-54, 55-64, or over 65 years of age. No responses were received from anyone under eighteen years old. Most respondents identified as female (62%) and white (93.2%). Most respondents are long-term residents, with 47.8% having lived in the city for over 15 years, and another 15.9% having lived in Clawson for 10-15 years. Almost all respondents had some college experience, with 37% having a bachelor's degree and another 35% having a graduate degree.

When asked to choose one sustainability or environmental issue for the City to focus on, answers varied widely from transitioning to clean energy, energy efficiency and weatherization, flood and stormwater runoff mitigation, native plantings and trees, and general infrastructure.



A word cloud made from the responses from the 2021 survey respondents when asked what their top sustainability priority is. Many of these issues were reiterated in the 2024 survey responses.

Action Items

In addition to prioritizing the objectives, survey respondents were asked what other actions they would like to see taken related to the goal and objectives that were presented. These ideas are included in the action item tables in this plan's Appendix A. The tables show how the action items support the objectives of each goal and can be used to help prioritize actions to take to meet the objectives. For example, for the goal related to water, the first four objectives were rated as highest priority by survey respondents. Action items that support those objectives, indicated by an X under that objective number in the table, should be more highly prioritized. Additionally, action items with several Xs indicating support for multiple objectives should be prioritized as the one action will help reach multiple objectives.





Focus Area 1: Water

Goal: Reduce likelihood of flooding due to extreme precipitation events and preserve local water quality.

Objectives

Objectives 1-8 were ranked based on survey feedback from Clawson stakeholders. Objective 9 was added by the Planning Commission.

High Priority

1. Evaluate vacant parcels, parks, other public land, traffic islands, and right-of-ways for green infrastructure opportunities, including increasing tree canopy coverage
2. Identify specific goals for green infrastructure
3. Require all publicly funded construction projects to consider green stormwater infrastructure at the concept stage
4. Protect existing natural green infrastructure

Medium Priority

5. Update policies and review procedures to incentivize low impact development
6. Require native plantings in landscaping for new developments and city sites

Low Priority

7. Explore programs such as the county and SEMCOG such as green infrastructure capacity building assistance and the stormwater training workshop series
8. Educate residents and business owners on the importance of planting and maintaining native plants, including trees, and green infrastructure
9. Reduce water usage throughout the city.

Action Items

Many action items suggested by residents focused on infrastructure, such as pipes. This is addressed in the Infrastructure chapter of this plan.

What is Green Stormwater Infrastructure (GSI)?

Green stormwater infrastructure (GSI) is a term used in comparison to “gray” infrastructure, such as systems of gutters, pipes, and tunnels, used to move stormwater throughout a community, prevent flooding, and improve water quality. Much of our gray infrastructure is aging and, with increased frequency of severe rain events, is often at capacity and unable to properly manage stormwater as designed. GSI uses plants or soil systems, permeable surfaces, stormwater harvesting and reuse, and landscaping to manage stormwater instead of relying solely on gray infrastructure. It can be scaled from rain barrels at homes to trees along a street to larger bioswales or rain gardens at parks or in commercial areas. There are many benefits associated with GSI including beautification, reduction of the heat island effect, and increased food and habitat for pollinators. More information about GSI can be found on the EPA’s website at <https://www.epa.gov/green-infrastructure>



Focus Area 2: Energy

Goal: Increase share of energy used from clean energy sources

Objectives

These objectives were ranked based on survey feedback from Clawson stakeholders.

High Priority

1. Reduce overall energy consumption through energy efficiency and weatherization measures
2. Incentivize renewable energy implementation on new builds and renovations
3. Promote funding/grant opportunities for EV charging, energy efficiency upgrades, and renewable energy

Medium Priority

4. Make the city a leader in energy efficiency and renewable energy use
5. Facilitate bulk purchasing of renewable energy generation infrastructure
6. Join the Conference of Mayors/Mayor Climate Protection Center for resources to transition to clean energy sources

Low Priority

7. Educate residents on how fossil fuel energy use impacts the environment and human health
8. Require EV charging capacity in new builds



Increased Energy Efficiency For Vulnerable Households

In 2022 Jackson, MI was ranked first in the nation among small cities for Energy Star commercial and multifamily buildings. Beginning in 2024 the city is working with Consumers Energy on a \$600 million energy efficiency plan to increase energy efficiency. The plan includes increasing investment in single-family and multi-family income-qualified programs, and more coordination between customers enrolled in both energy assistance and energy efficiency programs. More information about the plan and program can be found at <https://www.dbusiness.com/daily-news/consumers-energy-in-jackson-creates-600m-energy-efficiency-plan/>

There are many ways to increase the energy efficiency of households. Improvements can help families save money on their utility bills, which can help low-income families in particular meet other needs.





Focus Area 3: Waste

Goal: Reduce waste sent to landfills

Objectives

These objectives were ranked based on survey feedback from Clawson stakeholders.

High Priority

1. Maintain no feed for yard waste
2. Provide city-wide recycling and composting services
3. Encourage a culture of wasting less and repurposing more

Medium Priority

4. Support reuse of items and recycling leading to waste reduction
5. Consider if/how residents can contribute to compost at DPW sites
6. Educate residents and stakeholders on the importance of reducing waste and how to do it

Low Priority

7. Partner with SOCRRA to host events and raise awareness about managing hazardous waste (paint, batteries, prescription drugs, etc.)
8. Implement “pay as you toss” waste management fee

Ideas for Greater Sharing and Less Landfilling in Clawson

- Clawson Shares! is an active Facebook community that is a local version of “Buy Nothing”. This group offers up things that are no longer wanted but useable for others in the community to have and enjoy. Members can also ask for items they are seeking.
- Expanding the library to also offer a “Library of Things” or setting up a neighborhood or city-wide tool share is another way to reduce the need for people to purchase more stuff, as well as a way to meet others. Instead of purchasing something you only use a few times a year (or less!), items could be borrowed from the library.



Materials should be separated by what is recyclable, what is compostable, and then the remaining items thrown away. This sorting and recycling of materials can greatly reduce what is going to landfills while recovering materials and helping build healthy soil.

Compost and Food Waste Reduction in Traverse City

In 2023, Traverse City launched a pilot Compost and Food Waste Reduction project. SEEDS Ecology & Education Center, a nonprofit, supports the project with processing management, logistics, oversight, and aid with the selection of interested vendors through RFPs for hauling contracts as well as food waste source identification. The purpose of the program is to start to provide some city residents and businesses with organic material pickups, especially for food waste. The project also monitors the associated reductions in greenhouse gas emissions from organic material diverted from landfills that are instead composted. Program implementation is in process and will include equipment, management processes development, and outreach. The purchase and hosting of the 20-yard “In-Vessel” composter will be able to annually process close to 150 tons of food waste, the equivalent of 2 and a half 64 gallon totes. The end product being quality compost, could be donated by the City to support food pantry gardens and community gardens, or used in City parks, or could be sold for its retail value. The reduction in emissions are reported and used toward the city’s carbon neutral target. More information about the project can be found at <https://www.traverscitymi.gov/projects/compost-and-food-waste-reduction-project.html>



Focus Area 4: Transportation



Goal: Increase opportunities and support for transitioning away from fossil fuel-driven transportation

Objectives

These objectives were ranked based on survey feedback from Clawson stakeholders.

High Priority

1. Understand community preferences for transportation
2. Increase safety for nonmotorized transportation

Medium Priority

3. Support public transportation
4. Support nonmotorized transportation

Low Priority

5. Be EV ready
6. Make the city a leader in transitioning to EVs

Traffic Calming Measures and Support for Nonmotorized Transportation in Dearborn

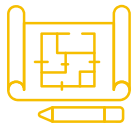
Dearborn recently reduced the number of driving lanes on Warren Avenue from five to two to calm traffic, updated the streetscape to include a demarcated bike lane, and made updates to the existing bus stops. These improvements were funded through federal grants and funds associated with the infrastructure bill. More information about the project and other transportation projects that were awarded in Southeast Michigan can be found at <https://www.detroitnews.com/story/news/local/detroit-city/2023/12/14/detroit-dearborn-get-25m-from-feds-to-design-safer-roads-bus-stops/71921456007/>



The City of Dearborn is making streets for all modes of transportation including walking, biking, public transit and personal vehicles.

The City of Clawson is already working to support alternative modes of transportation, including requiring sidewalks, installing bicycle parking, and enhancing pedestrian safety with crosswalks and signals downtown.





Focus Area 5: Land Use and Community Design

Goal: Promote sustainable practices, placemaking, and landscapes through city zoning and ordinances

Objectives

These objectives were ranked based on survey feedback from Clawson stakeholders.

High Priority

1. Maintain community spaces and neighborhoods
2. Use vacant property to the benefit of the community
3. Review existing ordinances for areas of improvement related to stormwater management, building design and materials, parking requirements, landscaping, etc.

Medium Priority

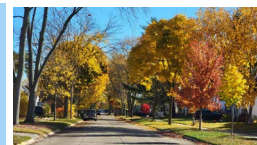
4. Increase healthy tree canopy
5. Promote sustainable practices related to trees and native plantings through city zoning and ordinances
6. Review and update code requirements to make Clawson welcoming for everyone

Low Priority

7. Explore other ordinances and programs that promote sustainability within the city
8. Educate community members on the benefits of various elements of land use and design

Increasing Tree Canopy in Hazel Park

Hazel Park has been making large strides to increase the tree canopy in the city. Tree planting events have been held with ReLeaf Michigan for almost a decade, the master plan calls for more tree cover around Karam Park and Felker Park, and more trees will be planted along the main streets. More policies and practices in order to grow the city's tree canopy are to follow. More information about their tree planting initiatives can be found in Planet Detroit's article <https://planetdetroit.org/2023/10/hazel-park-aims-to-build-its-tree-canopy/>.



Some streets in Clawson, such as Nakota Street (top) have lots of trees and good canopy coverage. Other streets are lacking trees, and have been identified for new plantings (bottom).

Photo Credit:

*Top: Glenn Shepard,
Bottom: Joshua Solomon*





Focus Area 6: Emergency Preparedness

Goal: Improve the ability of all residents to meet their basic needs even in the face of external challenges, and quickly recover from disruptions

Objectives

These objectives were ranked based on survey feedback from Clawson stakeholders.

High Priority

1. Support private facilities that house and support seniors in preparedness, including back up power
2. Review policies and procedures for site plan review and approval for ways to expedite the process following an emergency affecting many residents
3. Provide tips on emergency preparedness in city communications

Medium Priority

4. Require all emergency responder groups to complete a collaborative mock emergency exercise/drill at least once a year
5. Create community hubs with resources for emergencies
6. Increase CPR and first aid training in the community

Low Priority

7. Explore options for temporary communication devices in the event internet and other communication services are not available
8. Encourage onsite energy generation through information sessions, facilitating bulk purchasing, etc.

Neighborhood Resiliency Hubs in Detroit

Resilience hubs have been popping up all over Detroit in order to provide residents with resources in times of need. These hubs include emergency and social support services, internet access, health and wellness workshops, and workforce development for local community members. Planet Detroit highlighted these resource hubs in their article at <https://planetdetroit.org/2021/12/climate-resilience-hubs-find-a-foothold-on-detroits-east-side-by-helping-residents-face-disasters/>



Resiliency hubs may provide a variety of resources for the community, including meals following a disaster.



Focus Area 7: Social Sustainability

Goal: Increase a sense of belonging, pride, and responsibility to the community

Objectives

These objectives were ranked based on survey feedback from Clawson stakeholders.

High Priority

1. Understand community members' needs and wishes
2. Increase civic engagement

Medium Priority

3. Identify places for community events and for people to gather
4. Increase volunteerism

Low Priority

5. Increase awareness among residents about environmental and sustainability issues and how they can contribute to mitigating and adapting to adverse effects
6. Expand placemaking strategies

Open Streets in Downtown Northville

The City of Northville closed down the portions of Main Street and Center Street during the COVID-19 pandemic to allow for more people to visit shops and interact in a safer way that would also allow for economic activity. The streets have since closed down during the summer months every year with different events, live music, games, patio seating, and much more allowed within the closed off area. Read more about Downtown Northville on the City's website at https://www.ci.northville.mi.us/news/what_s_new/downtown_street_closures_face_new_phase



People attend an event taking place on a street that is closed to allow for other activities.





Focus Area 8: Economic Sustainability

Goal: Support the financial viability and resiliency of households and businesses

Objectives

These objectives were ranked based on survey feedback from Clawson stakeholders.

High Priority

1. Support residents and businesses following a disaster to recover quickly
2. Incentivize businesses that have sustainable practices

Medium Priority

3. Increase financial literacy among all residents and stakeholders
4. Share resources for businesses and households to implement sustainable practices

Low Priority

5. Facilitate bulk purchasing of materials and infrastructure to support sustainability practices
6. Educate the public on the financial, environmental, and social benefits of sustainable practices

Ann Arbor Businesses Engage in Sustainability through the Green Business Challenge

The Green Business Challenge was introduced by the International Council of Local Environmental Initiatives (ICLEI) and the City of Chicago as a customizable program for local governments to engage businesses in a competition for recognition and incentives towards reducing environmental impacts related to energy, water, and materials. The City of Ann Arbor recently launched the Green Business Challenge to encourage businesses to engage in sustainable practices. The program intends to provide local businesses with technical assistance, guidance, and recognition for their sustainability efforts. More information on the Green Business Challenge can be found at <https://icleiusa.org/wp-content/uploads/2015/06/Green-Business-Challenge-Guide.6.12.pdf>



Green Business seal for businesses that complete the Green Business Challenge.

Parking





Parking Framework

Patterns of development in the United States following World War II generally emphasized the automobile as the principal means of travel. Clawson's initial settlement and development occurred during an era when vehicle ownership was low, and the inter-urban streetcar network still served most communities in the region, including Clawson. As such, it is considerably more compact and walkable than many other cities in Southeast Michigan. However, the City's context in Metro Detroit means that its residents and businesses are still dependent on the car for the majority of errands, most work commutes, and other travel.

As such, vehicle parking is a key component of the City's development environment. Parking spaces allow businesses to accommodate their staff and customers, and residents need places to store the vehicles they use in their daily lives. In the downtown, public parking lots and on-street parking spaces serve multiple properties. Elsewhere in the City, parking is generally site-specific and the ordinance sets forth minimum requirements for parking that must be provided based on the use of the property, though the Clawson Zoning Ordinance includes provisions for shared parking, valet parking, and other parking management or reduction methods.

Though parking spaces are a necessary component of most development in this region, it should also be recognized that parking has negative impacts on the urban fabric of the City as well. Most parking, from single-family driveways to large lots for shopping centers, is empty for significant portions of the day, if not the vast majority of the day, and we therefore set aside a great deal of land for temporary storage of vehicles a minority of the time, and cover this land with impervious surfaces. Impervious surfaces do not absorb stormwater, necessitating stormwater management systems. Because land is scarce in Clawson, these systems often have to be placed underground at considerable cost, which comes in addition to the cost of installing the parking lot itself. These costs are ultimately absorbed by tenants in their rents and consumers in the prices they pay at establishments operating on these sites. Parking spaces that go unused are a cost with no benefit.

Impervious surfaces, especially dark asphalt, also absorb heat from the sun, which is then radiated back into the atmosphere. Parking lots can be significantly hotter than other areas on hot days, and the release of accumulated heat overnight can keep a heavily paved area from properly cooling down after the sun sets. These effects can be mitigated somewhat by providing tree canopy to shade parking areas, this only partially alleviates the heat island effect of pavement.

Beyond the effects of the pavement itself, the land occupied by parking occupies considerable space, typically more than the building placed on a site. This pushes uses and buildings further apart, reducing the compactness of communities in favor of a more sprawling development pattern, which harms walkability and extends the geographical service areas businesses must target to draw enough clientele. This, in turn, drives more car dependency and demand for parking. Additionally, because parking lots generally detract from the aesthetic quality of an area, additional land must be set aside to provide landscaped buffers and walls or fences to limit views of parking areas. The City's buffer requirements for parking are an implicit acknowledgement that no one particularly wants to look at parking lots or experience their effects unless they have to.

For all these reasons, it is important to strike the right balance with a city's parking requirements, ensuring that adequate parking is provided to meet the needs of residents and businesses, but also that we are not building excessive parking that largely lies unused but contributes to environmental problems and sprawling development patterns.



In the master plan survey, residents were asked whether they supported the City's long-standing policy of prohibiting overnight parking on the street. By a two-to-one margin, respondents supported the policy. This therefore becomes a key consideration in the City's parking policy; neighborhood streets should not be viewed as overflow parking facilities for uses outside or on the edge of those neighborhoods.

Assessing Parking Requirements and Demand

Generally speaking, the parking table in the Clawson Zoning Ordinance is a hand-me-down from model zoning ordinances written in the 1960s, with piecemeal modifications made since then. The list of uses is not well-aligned with uses listed in the districts, some are clearly outdated, and others have never been assessed since they were first adopted. Furthermore, it is not clear how the numbers in the table were originally derived or whether they were underpinned by any data at the time.

Parking demand changes over time, and the Zoning Ordinance does attempt to offer some flexibility, allowing for shared parking facilities, the waiver of some or all non-residential parking requirements in the City Center and Central Mixed Use districts where public parking is available, or a fee to be paid in lieu of providing off-street parking in the downtown. Otherwise, deviations from parking requirements require a variance from zoning standards. The ordinance also provides standards for valet parking operations.

In 2022, the DDA commissioned a parking study for the DDA district. This study found that overall, there is a surplus of parking in Downtown Clawson at times of peak demand, but that much of what is built is private and not available to the public. So, even though there are physically more than enough parking spaces, there is a practical shortage in terms of what is accessible to users at peak times. 38% of downtown spaces are controlled by the City. The study made recommendations that are incorporated into the 2024 Downtown Master Plan Update.

Framework for Assessing and Adjusting Parking Requirements

As we strive to strike the right balance between providing adequate parking and not over-paving properties, parameters must be established for the study of the City's current parking regulations. This framework establishes these parameters and recognizes that it is not yet certain what resources will be available to support the study.

Phase 1: Determine the Uses to Be Regulated

Prior to determining how much parking is appropriate to require for any given use, the list of uses in the parking table should be reviewed and compared to the list of permitted uses in the various zoning districts of the City to ensure that the table is comprehensive and matches up with other sections of the ordinance.

Phase 2: Study Required Parking Rates

There are several levels of analysis that can be applied to the study of parking requirements, which can be used alone or in combination to modernize and refine the City's parking minimums. The analysis tools are organized into two categories: resource-independent, and resource-dependent.

Resource-Independent Analysis Tools

This category of analysis tools is considered resource-independent because using the tools does not require extra capital investment.

- Study of data and recommendations from the Institute of Transportation Engineers (ITE). ITE regularly publishes updates to its parking generation manuals, which estimates likely parking demand for a wide variety of land uses. Demand estimates in the manual are based on observational data. It should be noted that the ITE manuals have been subject to criticism. Parking expert Donald Shoup, for example, has noted that ITE's observations are almost uniformly made in low-density suburban environments with poor transit and pedestrian infrastructure and reflect peak demand in that environment and therefore tend to require higher rates of parking than may be necessary in a more compact community like Clawson. So while this may be used as a reference, it should not be the only point of comparison for a study.
- Analysis of requirements from other zoning ordinances in nearby peer communities. Clawson's standards can be placed alongside requirements for other inner-ring suburbs in Southeast Michigan and compared to see where the City is relative to its peers. The drawback of this technique is that many of these communities also have parking requirements that originated in another era and have not been uniformly updated, and as with ITE's manual, it should not be a sole method for review.
- Search for alternative data and recommendations to ITE. Other studies of parking demand have been done, many of them specific to particular communities or districts (such as the Downtown Clawson Parking Study), and these could be useful in combination with other analysis tools. Some may be paywalled, but others will be public documents.
- Discussion with market actors. A focus group or multiple focus groups with local property owners, business owners, and developers to discuss what they are seeing in terms of actual demand day-to-day could help provide additional perspective on true parking demand. Including both tenants and property owners would provide multiple points of view.

Resource-Dependent Analysis Tool

One additional tool that could be used to assess true parking demand across Clawson is field observations at diverse times on diverse days. The objective is to build a thorough profile of how parking is actually being used on a day-to-day basis. This is a much more intensive mode of analysis than any mentioned above and would require capital investment.

- This is very time- and capital-intensive. It can be accomplished with cameras and review of timelapses, but still requires investment in those items and permission from property owners; it is, however, the most reliable way to discover where we are over- or under-parked.
- Time of day, day of the week, and time of year are all important considerations for observation. Any given location needs many observations over time to build a complete understanding of true parking demand.
- Given the discussions that have occurred around development in the City in recent years, it could be that this method is used for a specific use, such as multi-family development.



Addressing Known Problems

In the daily course of doing business, city staff and consultants frequently hear from property and business owners about various issues they are facing. In the case of parking, outside of downtown, the one area where complaints are heard frequently is the north side of 14 Mile Road, from Manitou to Kinross (shown below), though the most intense problems occur closer to Kinross. In particular, the row of businesses fronting directly on 14 Mile Road has no direct access to a parking lot. While the lot to the northwest is available for some of these businesses, at the east end of the block, there are few options for nearby parking. In the short-term, signage could potentially help visitors to these businesses find parking, but long-term, a shared lot near Kinross would solve the issue. There are multiple vacant lots in the area, though none are publicly owned.



Design and Screening

The Zoning Ordinance currently requires screening of parking lots and islands with trees in parking lots over a certain size. The vast majority of parking lots in the City were built prior to the adoption of these requirements, however, and are currently nonconforming. As sites redevelop and parking lots are rebuilt over the next several years, the City should monitor the results to determine whether current parking lot landscaping standards are adequate to reduce the impact of parking lots.

Goals

1. Ensure that there is an adequate parking supply throughout the city without creating an excess.
2. Where paved areas are found to be excessive, plan for their transition to more productive and/or environmentally constructive use.

Action Items	Lead Body	Potential Funding/ Partner	Timeframe
1. Determine resources available to study parking demand in Clawson and choose analysis tools to be used.	PC/CC	General Fund	Near-term
2. Conduct in-depth demand analysis and amend the parking regulations accordingly.	PC/CC	General Fund	Near-term
3. Explore options for providing public parking (land purchase or lease) in underserved areas.	CC	General Fund	Near-to-medium term
CC = City Council, DPW = Department of Public Works, PC = Planning Commission, SEMCOG = Southeast Michigan Council of Governments			

Corridor Studies





Welcome
CITY OF CLAWSON
MI

NO
TURN
ON RED

STOP
HERE ON
RED

CAN BE VIEWED ON
YOUTUBE

CITY OF CLAWSON

425

Corridor Studies

Introduction

Clawson's land area is dominated by single-family zoning and development, and non-residential development is concentrated in the major road corridors: 14 Mile Road, Main Street/Livernois, Maple Road, Crooks Road, and Rochester Road. Over time, Clawson has developed zoning districts that attempt to permit the array of non-residential uses needed to support a modern community, from employment-focused industrial and office uses to convenience commercial uses, semi-public institutions, personal services, and specialty stores. The development of these corridors occurred over time, though, and each era brought a different character of development.

In some corridors, this has had the effect of placing very different styles of development next to each other, resulting in a hodgepodge character where several zoning districts with different setbacks and massing regulations are jumbled together. In some cases, zoning districts were developed and applied to the land after development occurred.

The 2017 Master Plan called for mixed use development in many of these areas. This update takes a closer look at several of them:

- The Crooks Road corridor north of Elmwood and the Maple Road corridor west of Selfridge, which are currently grouped into the BRD-2 Business Renewal District in the Clawson Zoning Ordinance.
- South Main Street, between Nakota Road and the Clawson/Royal Oak city limit, which is currently designated as the BRD-1 Business Renewal District.
- North Main Street, from the area of City Hall to around Hendrickson Boulevard and Highland Avenue, which is currently zoned primarily O-1 Office Service.
- West 14 Mile Road, from Washington Avenue at the edge of Downtown to Manitou Avenue at the edge of the West Gate area.
- A secondary look was taken at East 14 Mile Road between Downtown and the eastern city limit.

These corridors are very different from one another, though they all have in common that they back up mostly to single-family neighborhoods. As the future of development is contemplated in these areas, this is a key consideration, and in all cases, the ability to screen more intense uses from the neighborhood, and to keep building height closer to the road and further from the rear property line is important when future zoning changes are discussed.

Overall, this plan finds that the lists of permitted uses in most of these areas are currently too restrictive and often do not reflect modern development trends or uses. Grocery stores and small markets are a gap identified in the public input that should be facilitated through zoning. Residential uses are not appropriate for all areas in these corridors, but could be worked in strategically to meet demand and provide additional options for infill.

In the master plan survey, residents were asked where they thought it would be most appropriate to locate new multi-family housing, in light of recent demand. 55% felt major roads were most appropriate, while over 30% each identified West 14 Mile and Downtown. This question was paired with a second question asking what types of non-single-family housing residents found most appealing (or least unappealing). Duplexes, cottage courts, mixed use (residential above) and townhomes received the most support; where housing is identified as a potential use in the study corridors, priority is given to these more transitional-type uses, and larger, apartment-style buildings are not called for.



South Main Street

The South Main corridor features some of the City's oldest non-residential development, and the Main Street frontage includes several homes that have been converted to commercial use. Commercial lots are shallow, with most at around 110 feet deep. This area is currently zoned BRD-1 Business Renewal District, and permits a mix of generally low-intensity commercial and office uses. The 2017 Master Plan included it in the Mixed Use 1 category, along with much of West 14 Mile.

Because it is dominated by older development, many of the sites here are challenging to work with, as it can be difficult to find room for parking and landscaping that is now required by the zoning ordinance, which did not exist when many of the buildings were first built. South Main was reduced from four travel lanes to two in the 2010s, and on-street parking was improved and expanded as part of that project.

This has slowed traffic, made the area more walkable, and taken some of the pressure off of property owners to provide the full complement of required parking on-site. As it redevelops, the area has the potential to function as an extension of Downtown, with a focus on uses that provide for the needs of local residents.

This plan update establishes the following principles for guiding this area's future development:

- Commercial vacancy should be monitored in the area, and a vacant property ordinance should be adopted to govern maintenance of sites not in current use.
- To help businesses thrive here, the limitations of the lots must be acknowledged; parking needs can be partially served by public, on-street spaces.
- A flexible mix of uses should be permitted, so long as any new infill construction fits the character of the district; the frontage should be used for buildings and activity, with parking and screening in the rear.
- Smaller missing middle housing types may be appropriate here, especially where purpose-built commercial buildings do not yet exist.
- Given the size of the lots, a two-story height limit is reasonable for this area.
- Improvements to screening should include greenbelts along residential property lines wherever possible.



- This corridor is identified on the Future Land Use Map as the Mixed Use 1 area, and this category is described in the Future Land Use chapter of this master plan update.

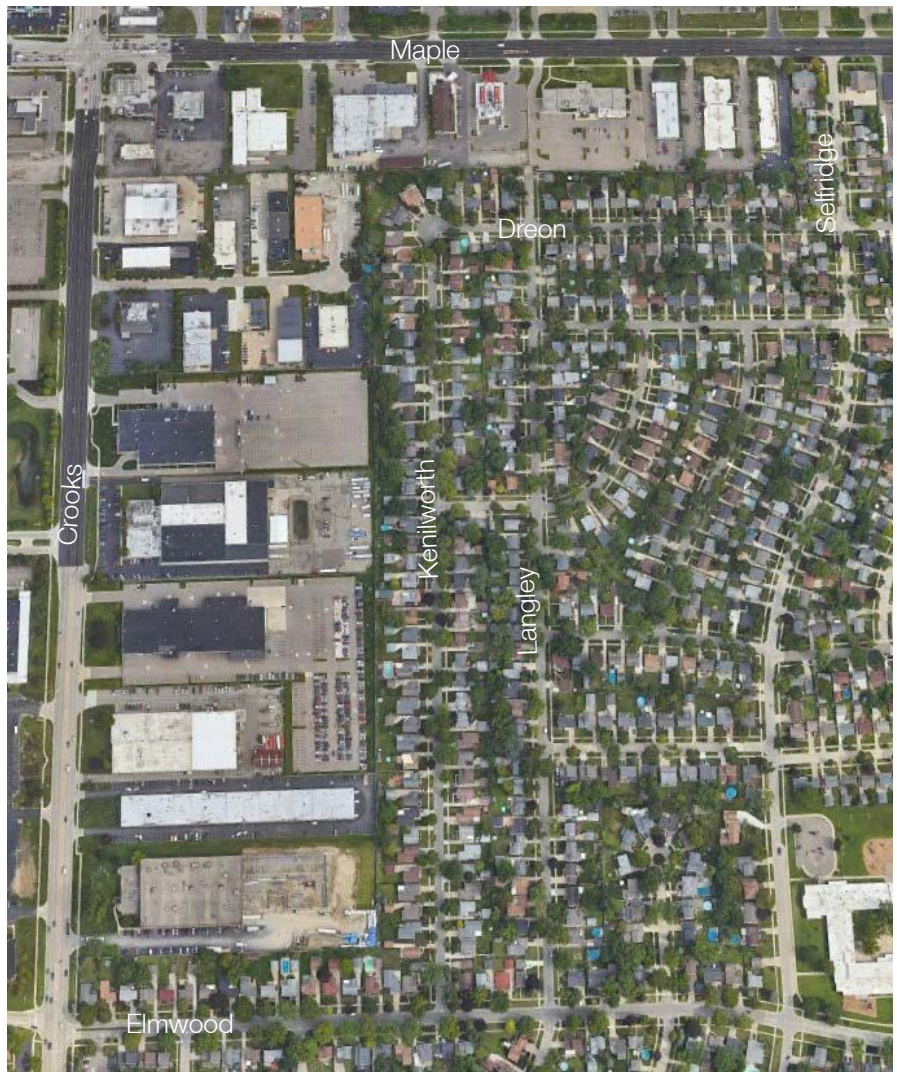
Crooks Road and Maple Road

This area is currently zoned BRD-2 Business Renewal District 2; the 2017 Master Plan categorized it as Mixed Use 2, with General Business at the corner of Crooks and Maple, which is currently occupied by a gas station and restaurants.

The Crooks Road frontage is occupied by industrial uses on some of the City's largest lots, with depths of nearly 800 feet. These uses constitute substantial tax and employment bases for the City, and also house some smaller uses, such as a dance school and e-bike sales establishment. Anderson Road functions like a small business park.

North of Anderson, the character of the area becomes more commercial, and the Maple Road frontage is a mix of industrial, office, and commercial, including restaurants and hotels. Lots fronting on Maple are much smaller than those on Crooks.

The BRD-2 district's intent statement targets a "campus-like environment" for the corridor, but this has not come to pass, in part because of the disparate nature of the uses. The list of permitted uses is fairly restrictive, and should more accurately reflect the area's history as an employment base with a variety of industrial uses, especially given that industrial vacancy rates in the region have been below five percent for most of the last decade, and the City has no other land to accommodate these larger establishments.



This plan update establishes the following principles for guiding this area's future development:

- To the maximum extent possible, future development or redevelopment should emphasize shared access to reduce the number of curb-cuts onto major roads. Parking often is paved to the rear property line; opportunities to provide planting strips and screening landscaping should be taken when they arise. If a study of parking demand finds that existing lots constitute an oversupply, reductions could provide this opportunity over time.
- The list of permitted uses in the BRD-2 district should be reviewed and made more flexible.
- This corridor is identified on the Future Land Use Map as the Mixed Use 2 area, and this category is described in the Future Land Use chapter of this master plan update.



North Main

North Main Street extends away from Downtown. Central Mixed Use zoning gives way to municipal uses and O-1 Office Service zoning as the road moves north. Further north, there is multi-family zoning on both sides of North Main. The area under study is planned and zoned for office uses. Most lots are about 200 feet deep, providing adequate depth for infill development close to Main Street, with parking and screening in the rear.

In the wake of the COVID-19 pandemic, demand for office development has been slow to recover, and office-only zoning is likely too restrictive to facilitate infill development in this area. Multi-family development exists and/or is zoned for just to the north, and permitting residential development to mix with office development here would provide additional flexibility while keeping the intensity of the area low.



This mixed office and residential development, with 14 units, was approved as a PUD in 2022. It is an example of infill that extends the feel of Downtown Clawson and add residents to a major road corridor.

This plan update establishes the following principles for guiding this area's future development:

- As infill occurs, it will be important not to allow the area to become over-dense. Yards and green spaces should be maintained, with ample screening to nearby residential uses.
- Small front yards (roughly 20 feet in depth) are characteristic of the area, and future development should maintain this pattern.
- Driveways should, to the extent possible, be routed to the side streets rather than directly onto Main Street.
- Three stories is acceptable in this area, and residential development should be an option here, but with additional height, setbacks from neighboring residential should be increased.
- Continuing the two-travel-lane configuration of South Main onto North Main would provide additional parking and trees, helping to slow vehicles and improve overall walkability in the area.
- This corridor is identified on the Future Land Use Map as the North Main area, and this category is described in the Future Land Use chapter of this master plan update.



West 14 Mile Road

The West 14 Mile Road corridor between Downtown and the West Gate is a wildly varied area, with numerous different uses mixed together and a jumble of zoning districts that appear to have been placed on the map to reflect what existing at the time rather than a vision for the future. Single-family homes still exist in the corridor but are gradually being redeveloped or converted to non-residential uses. Some portions of the corridor have good cross-access between sites while others feature many driveways in short spans feeding directly onto 14 Mile Road.

Lot depths vary widely, from as little as 120 feet to over 250 feet in a few locations. Much of the north side is roughly 170 feet deep. Screening to neighboring residential is mostly poor and could be improved; it is also a mix of walls and fences, with little vegetation. Opportunities for additional landscaping should be taken when possible, especially on the north side between Bywood and Manitou.



Between Washington Avenue and Bywood Avenue, development is an eclectic mix of single-family, multi-family, office, strip commercial, and stand-alone commercial, including a restaurant and gas station. The senior tower is the largest-scale building in the City. Future activity in this portion of the corridor should be focused on improving the function and appearance of older buildings and sites, and where full redevelopment does occur, it should be brought closer to the street, with parking behind and strong screening to the neighborhoods. Residential redevelopment and infill should be focused on missing middle housing types identified earlier in this plan, with units oriented toward attracting families (2-4 bedrooms) rather than apartment buildings.



Aerial view of 14 Mile Road corridor from Bywood Avenue on the east to Manitou Avenue on the west. The older building stock on the north side is historic, charming, and provides a haven for small, local businesses.

Between Bywood and Manitou, 14 Mile Road has two vastly different characters: on the north side, buildings are from an old stock of small industrial structures, most of which have commercial occupants today, though some very light industrial uses persist. Buildings are at the lot line, with parking behind; some large vacant lots could be used to alleviate parking concerns for uses that do not have on-site parking by providing shared lots.

On the south side of 14 Mile, office and B-1 zoning have led to conversions of homes to businesses, with other frontage occupied by a strip mall and a church.



This plan update establishes the following principles for guiding this area's future development:

- Focus residential infill and redevelopment on family-oriented missing middle housing types.
- Improve screening to neighboring residential throughout the corridor.
- Where full redevelopment occurs, bring buildings toward the street, with parking and screening in the rear.
- On the north side between Bywood and Manitou, permit upper floor additions to create live/work spaces.
- Manage access directly on to 14 Mile Road by providing for cross-access between sites and directing drives to side streets to the extent possible.
- Seek opportunities for shared or public parking for sites without space for parking between Marias and Kinross.
- On the north side between Bywood and Manitou, seek opportunities for greening and additional landscaping and screening.
- This corridor is identified on the Future Land Use Map as the Mixed Use 3 area, and this category is described in the Future Land Use chapter of this master plan update.



West 14 Mile Road features a very wide variety of uses, lot sizes and building types.

East 14 Mile Road

East 14 Mile Road between Downtown and the eastern city limit is, with the exception of a commercial node at Rochester Road and 14 Mile, a mostly residential area. Like many stretches of mile road frontage that were initially developed in the distant past, it features single-family homes with driveways directly onto a busy major road. Housing stock is mostly healthy, especially west of Rochester Road; units are primarily ranches. A large church and school complex is also present on the north side of 14 Mile near Downtown. East of Rochester Road, only the north side of the street lies within Clawson. Many homes here have paved large aprons in the front yard or between the sidewalk and road to provide ample space to turn around, as they must pull onto a road with high traffic volumes.

This plan update establishes the following principles for guiding this area's future development:

- Permit duplexes by right on this frontage.
- Consider whether triplexes or fourplexes might be appropriate on the 14 Mile Road frontage as an infill option; screening and setbacks to neighboring single family will be important.
- When infill does occur, carefully consider access; providing shared access between neighbors could cut down on entry points to a major road.



Top: large driveway aprons east of Rochester Road; the center home in the image is a duplex. Bottom: new infill home near Downtown.



Goals

South Main

1. Continue the creation of a district by permitting uses that complement Downtown Clawson and work well with the relatively small sites in the area.

Crooks Road/Maple Road

1. Support the continued economic vitality of the district and its contribution to the city's tax base while respecting its relationship to surrounding uses.

North Main

1. The North Main corridor will provide for a mix of uses at an appropriate scale.
2. The design of North Main should reflect its role as a gateway to Downtown Clawson and a need to control vehicle speeds.

14 Mile Road

1. The 14 Mile Corridor will, over time, become a more cohesive corridor that meets the needs of its businesses and provides opportunities for additional housing.

Action Items	Lead Body	Potential Funding Source	Timeframe
1. Amend the BRD-2 and BRD-1 districts based on the principles set forth in this chapter of the Master Plan update.	PC		Near-term
2. Provide for infill flexibility along East 14 Mile, beginning with duplexes; determine whether lots have capacity to support triplexes and fourplexes.	PC		Near-term
3. Develop a zoning district for North Main that permits a mix of low-intensity uses and preserves a sense of open space; look at non-residential parking reductions if on-street parking is extended up North Main.	PC		Near-term
4. Develop a program for analyzing the zoning, uses, and properties of the West 14 Mile Road corridor, engaging the public in potential changes to current zoning, and developing a set of districts and/or overlays that bring the corridor toward a more cohesive built form and support the continuation of historic character in key areas.	PC		Near-to-medium term
CC = City Council, DPW = Department of Public Works, PC = Planning Commission, SEMCOG = Southeast Michigan Council of Governments			

Future Land Use Plan



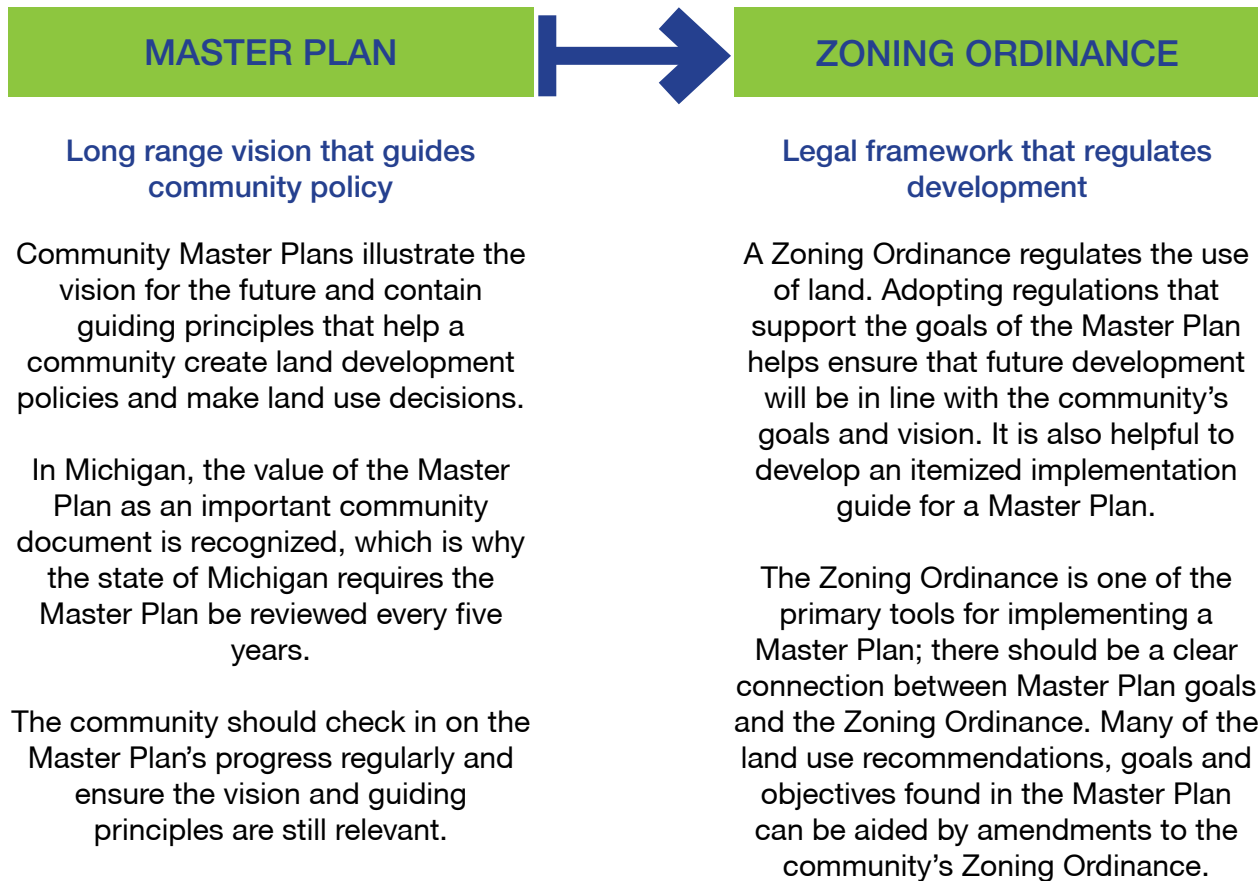


Future Land Use Plan

The Future Land Use Map identifies areas of the City that are planned for certain uses. A future land use map is NOT a zoning map, nor does it change the zoning of any property. Rather, it establishes a policy basis for the Zoning Map and the Zoning Ordinance, which translate planning into a full regulatory framework. As Clawson is a fully developed community, many of these categories reflect development that has already occurred and is not anticipated to substantially change in terms of land use in the near future. It is also important to consider that the boundaries of future land use areas on the map are meant to be generalized and do not necessarily represent specific properties. This is a key distinction to make when the City is asked to consider future requests for rezoning.

2024 Future Land Use Map

The Future Land Use Map, along with the entire Master Plan document, is a policy guide for local land use decisions. The boundaries reflected on the map are general and are not intended to indicate precise size, shape, dimensions or individual parcels. In addition, where the Future Land Use Map and the Zoning Map are not in alignment, it does not necessarily suggest that rezoning is imminent; rather, the Future Land Use Map sets forward recommendations to achieve long-range planning goals.



Future Land Use Categories

Descriptions of each future land use category follow. As with previous future land maps, more than half the City remains planned for single-family residential development. The majority of these category descriptions are carried forward from the 2017 Clawson Master Plan. The Mixed Use categories are either new or updated from that version of the plan.

Single Family Residential

The City of Clawson is predominately a residential community, with the majority belonging to single family housing. Community residents and stakeholders prioritize the preservation and maintenance of the existing housing stock within Clawson. The City's stable, single-family neighborhoods are intended to remain intact going forward. Measures to protect the character of those neighborhoods, such as regulations that ensure new or remodeled homes remain in scale with the existing housing stock, should be undertaken. Since the 2017 Clawson Master Plan, the Baker and Schalm sites have been removed from the Public/Quasi-Public category and added to this category.

Downtown Core

The Downtown Core is the hub of downtown. The existing building stock consists mostly of one and two-story structures, and reflects the city's history of rapid growth in the mid-20th century. Though Downtown Clawson already has successful pieces in place, there are many ways in which the district could be made stronger and more vibrant. The core of downtown includes the primary intersection of 14 Mile and Main Street and is anchored by the highest concentration of historic structures. The identity of Clawson should start in the center and work its way outward.

Core Fringe

The Core Fringe supports the Downtown Core and helps contribute to the identity of downtown Clawson. Defining this expansion area helps the downtown grow while preserving the integrity and character of the surrounding single family residential neighborhoods. Regulations in the Core Fringe area will reflect the looser development pattern that exists while providing consistent direction for redevelopment and improvements.

Core Residential

Thriving downtowns include opportunities for a variety of housing types. In Clawson, single-family residential is the predominant housing type and, while some higher density housing options are desirable in the Downtown Core and Core Fringe, there are a few areas where the single-family home remains an integral part of the downtown. It is envisioned in the short-term that residential uses will continue, and the City may wish to consider allowing low-intensity non-residential uses to encourage a transition that may support redevelopment and development of vacant parcels. Such low-intensity uses might include office and "by-appointment" retail, such as for art or furniture studios. These uses should not require significant parking beyond that which is customary in a residential neighborhood and should otherwise be harmonious with neighboring parcels.

Multiple Family Residential

Incorporating a variety of housing options within a community can be attractive to all age groups from Millennials to Baby Boomers, and will allow them to remain within a community as their particular needs and wishes change over time. The needs of young adults differ from older adults with families and differ from empty nesters nearing retirement. Areas appropriate for multiple family housing have generally been designated along the City's major thoroughfares, including within mixed use districts contemplated for the 14 Mile Road and Main Street corridors.

Local Business & General Business

In the past, a distinction has been made between parcels that are small in size and are limited by building square footage and availability in off street parking, which were often designated for uses that serve the local community, such as restaurants, cafes,

and small scale retail, and those that are generally larger in scale and serve more regional needs, often, lumped together in strip malls with large swaths of parking located along the front of the property. This latter category has included pharmacies, chain retail establishments, grocery store, and the like. The City believes that these distinctions have often proven to be an unnecessary burden on creativity and entrepreneurship. Going forward, districts should be developed for the City's main commercial corridors, along 14 Mile Road and along Main Street, outside of the downtown, that afford the same sort of flexibility as is available to downtown uses, relying more heavily on design considerations to achieve a harmonious relationship between uses as opposed to use restrictions. Districts should afford flexibility to allow the Planning Commission to recognize new business concepts as they evolve. A local commercial distinction will continue to be appropriate at the intersection of 14 Mile and Rochester Roads, due to its setting amidst surrounding residential uses. The northern and western gateways to the City, and the southern end of Rochester Road, will have a more strictly commercial orientation, as has historically been the case.

Office

This designation denotes areas appropriate for office and similar, compatible uses. These properties front major thoroughfares and represent a transition from other, more intense uses. Greater flexibility

Industrial

Industrial uses are planned for the northern portion of Rochester Road in the City, to include wholesale activities, warehouses, and industrial operations whose external and physical effects are restricted to the immediate area having only a minimal effect on surrounding districts. Certain automotive related commercial uses are also appropriate for this area. The list of uses in the Light Industrial district should be expanded to increase flexibility in this district; new uses could include artisan manufacturing and distilling/brewing uses, including those with public-facing galleries or tasting rooms.

Public/Quasi-Public

This designation includes government service buildings such as City Hall, DPW, the Library, and the Historical Museum. It also includes school facilities such as elementary, middle, high school and administrative buildings. Public/Quasi-Public would also include places of worship, non-profits, and other service organizations.

Recreation/Open Space

This designation encompasses areas within Clawson that are publicly owned and intended to remain so in the future. It includes the City's parks and recreation system. The Clawson Parks and Recreation Master Plan focuses on the development and long-range planning ideas for the parks and recreation facilities.

Mixed Use

The 2017 Future Land Use Plan included the following descriptions of two Mixed Use land use categories:

As discussed above, these areas, located on 14 Mile Road and Main Street, and at the intersection of Crooks and Maple Roads, are intended to allow a flexible mixture of compatible uses, as more particularly described below. There is a larger emphasis upon aesthetics, landscaping, and design to assure compatibility.

MU-1: 14 Mile Road and Main Street

The downtown area is the focal point of the City. The walkable and pedestrian friendly sidewalks and streetscapes encourage pedestrian activity. However, those welcoming and friendly elements currently diminish at the downtown district boundary.

The continuation of similar downtown character features, such as street trees, bike racks, planter boxes, maintained sidewalks, and benches would encourage pedestrians to venture beyond the downtown district to visit other nearby businesses without relying upon the personal vehicle. Likewise, the incorporation of multiple-family residential uses along the corridor will help generate additional demand for shopping and dining. A Mixed Use Commercial District along 14 Mile Road and South Main Street is intended, to allow for additional businesses to serve the community, while also providing alternative housing options. Increasing the variety of housing near the downtown will tend to attract those who would choose to live in a bustling community without the maintenance required from living in a single-family detached structure. Live-work units could also be appropriate.

MU-2: Crooks And Maple Roads

The corner of Crooks and Maple is the northwest boundary of the City and also represents an entrance into the City of Troy. There are large parcels here, many in a business park setting that can accommodate more expansive land uses than much of the rest of the City. This area is appropriate for office and light industrial type uses that are not inconsistent with the fact the runway approach protection zone for the Oakland-Troy Airport overlies a portion of it. Artisan-type uses that can benefit from industrial workspaces would also be appropriate uses here.

This plan carries forward Mixed Use concepts for these areas, and further identifies a small portion of North Main for a future land use category that moves beyond its former Office category to provide greater flexibility.

North Main

This area is currently zoned for office development and in 2017 was placed in the Office future land use category. It includes one vacant lot and is otherwise developed with commercial and office uses; the commercial uses include a funeral home and banks. This new category aims to carry forward the low-intensity use profile of the area while acknowledging the weakness of the contemporary office market and providing for greater land use flexibility. Senior housing and missing middle housing types may be considered. In general, setbacks to the neighboring single-family districts should be substantial, and setbacks to Main Street may be reduced to accommodate this. See the North Main Corridor Study for a set of principles guiding future development here.

Mixed Use 1

This area roughly matches the BRD-1 zoning district and is in many respects a southern extension of the downtown development pattern, with small, shallow lots hosting some of the oldest existing development in the City. Future development should be kept at the front property line, with parking placed in the rear to the maximum extent possible. In addition to the currently permitted mix of commercial uses, residential uses may be considered in this area, with an emphasis on live/work and upper floor units. See the South Main Corridor Study for a set of principles guiding future development here.

Mixed Use 2

This future land use category extends along the frontage of Maple Road and Crooks Road. The Crooks Road frontage north of Elmwood Road is comprised principally of large parcels with light industrial land uses; there is also a small business park-style side street. Maple Road frontage is a mix of commercial, office, and light industrial uses. A large portion of the area also lies within the runway approach protection zone for the Oakland-Troy Airport, limiting the potential for height. North of Anderson, this area should remain a mix of industrial, office, and commercial uses, while to the south, it should accommodate office and light industrial uses, including artisan workshops. Uses that include showrooms open to the public may also be appropriate in this area. See the Crooks Road and Maple Road Area Study for a set of principles guiding future development here.

Mixed Use 3

This future land use category covers a diverse area of West 14 Mile Road and does not necessarily equate to a single zoning district. Broadly, this category seeks to bring more consistency and unity to the area over time while acknowledging that much of its existing development is likely to remain well into the future. The area supports a variety of businesses to serve the community, including offices, and could also provide additional housing. Missing middle housing types and upper floor residential, including live-work units, would increase the diversity of the City's housing stock and provide a base of residents to support local commerce, including Downtown Clawson. In particular, the old, formerly industrial area on the north side of 14 Mile Road between Bywood and Manitou houses an eclectic mix of local businesses and has a distinctive character; allowing the upward expansion of these buildings with live-work units may help support the long-term viability of these businesses. See the North Main Corridor Study for a set of principles guiding future development here. Redevelopment in this area should generally emphasize a pattern where buildings are close to 14 Mile Road, and upper floors are kept set back from neighboring residential. See the West 14 Mile Road Corridor Study for a set of principles guiding future development here.



Existing office development on West 14 Mile Road, with a walk-in bank and drive-thru incorporated into the building.



Zoning Plan

The Zoning Plan correlates the future land use categories with the districts of the City’s zoning ordinance. Where there is no equivalent district, the Zoning Plan notes that the creation of new districts or overlays may be necessary. Four zoning districts currently included in the zoning ordinance, the VP Parking, O-2 Office Research, I-2 General Industrial, and B-2 Central Business districts, do not have equivalent future land use categories.

Future Land Use Category	Equivalent Zoning District
Single Family Residential	R-1 Single Family Residential-1 R-2 Single Family Residential-2*
Core Residential	CR Core Residential
Downtown Core	CC City Center
Core Fringe	CMD Central Mixed Use
Multiple Family Residential	RM-1 Multiple Family Residential (low rise) RM-2 Multiple Family Residential (high rise)
Local Business	B-1 Local Business
General Business	B-3 General Business
Mixed Use 1	BRD-1 Business Renewal District 1
Mixed Use 2	BRD-2 Business Renewal District 2
Mixed Use 3	No equivalent; may be implemented with multiple districts and/or overlays
North Main	No equivalent
Office	O-1 Office Service
Industrial	I-1 Limited Industrial
Public/Quasi-Public	No equivalent; in the event of redevelopment, the character of surrounding development and zoning should determine the appropriate zoning district**
Recreation/Open Space	No equivalent; in the event of redevelopment, the character of surrounding development and zoning should determine the appropriate zoning district**

*There is little to no distinction between the R-1 and R-2 districts in terms of regulations or permitted uses; the two districts could potentially be consolidated into one Single-Family Residential zoning district.

**Zoning of this land is mostly R-1 and R-2, with some O-1; if the property does not have major road frontage, R-1 and R-2 should generally be considered the appropriate district in the event the current use ceases.

Planned Unit Development

The Planned Unit Development (PUD) is also an available development option in the Clawson Zoning Ordinance. The City should consider amending its PUD regulations to more clearly establish the public benefits it is seeking from development of future PUDs.

Redevelopment Ready Sites: Framework for Future Site Identification

Clawson is engaged in the Michigan Economic Development Corporation's Redevelopment Ready Communities (RRC) program and has achieved the first tier of certification. As the City works toward full Redevelopment Ready certification, it should prepare to identify Redevelopment Ready Sites that it can work with the MEDC to market for redevelopment. To guide site selection, the City should consider the following criteria:

1. **Focus Areas.** Any site falling within the downtown TIF district or a corridor subject to special study in this Master Plan should be considered a priority for selection.
2. **Site Availability.** Priority should be given to sites under City control, sites that are clearly for sale, and sites where the City has determined the owner to be a willing seller or participant in the redevelopment process. In all cases where the property is privately owned, the City should seek partnership with the land owner for the marketing of the property.
3. **Site Size.** Large sites where redevelopment would be most impactful should be prioritized over smaller sites with more limited potential.
4. **Single Ownership or Ability to Assemble.** Property under single ownership should be prioritized over property with multiple owners. Where property in multiple ownership is considered, the City should confirm the willingness of each owner to participate in the marketing of the property.
5. **Availability of Incentives/Funding.** Sites where additional outside funding may be available, and where mitigation of past contamination may be accomplished through redevelopment, should receive additional priority. Brownfield funding can be pursued as part of the effort to market and redevelop the site.
6. **Occupation Status of Site.** Sites not in active use should be prioritized over sites with active users. Fully vacant sites also offer lower barriers to redevelopment.



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Appendix A

Sustainability Plan: Additional Action Items

The tables in this appendix correspond to the goals and objectives set in the Sustainability Plan and set forth highly specific, discrete actions that can be taken to implement those goals and objectives. These actions are trackable. As noted in the sustainability plan chapter of this master plan update, each table is a supplement to a goal, and the objectives under that goal supported by each action item are noted in the table. Action items supporting the highest priority objectives and/or the most objectives should be prioritized by the City.

Focus Area 1: Water

Goal: Reduce likelihood of flooding due to extreme precipitation events and preserve local water quality.

Action Items	Objectives Supported									Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6	7	8	9			
1. Create model green infrastructure system at City Hall	X					X	X	X	X	DPW	SEMCOG	SEMCOG, Clinton River Watershed Council
2. Provide educational materials on the importance of native plants and trees through city website, newsletter, social media, events, etc.				X			X		X	Staff	CISMA, SEMCOG, Clinton River Watershed	Clawson, Naturally, CISMA, SEMCOG
3. Host Arbor Day events to raise awareness about the importance of trees in managing stormwater							X			Clawson Naturally	N/A	Staff, Arbor Day Foundation
4. Survey land to identify key areas to locate green stormwater infrastructure	X	X	X	X		X			X	DPW	Clinton River Watershed, SEMCOG, EGLE	PC, Clinton River Watershed, SEMCOG, EGLE
5. Study options and required maintenance for green stormwater infrastructure	X	X	X	X					X	PC, Staff	N/A	Clinton River Watershed, SEMCOG, Oakland County Water Resources, EGLE
6. Require a green stormwater infrastructure (GSI) maintenance plan and budget for each GSI site			X	X		X			X	PC, CC	N/A	Clinton River Watershed, SEMCOG, Oakland County Water Resources, EGLE
7. Create a tree maintenance plan for trees on public property and in right-of-ways	X			X		X			X	DPW	Arbor Foundation, SEMCOG	CISMA, SEMCOG, Arbor Foundation

CC = City Council, CISMA = Cooperative Invasive Species Management Area, DPW = Department of Public Works, EGLE = Department of Environment, Great Lakes, and Energy, PC = Planning Commission, SEMCOG = Southeast Michigan Council of Governments



Bioswales such as the one above can help manage stormwater and runoff and are planned to be installed throughout the Eastern Market District in Detroit.

Planning how to Manage Stormwater in Detroit’s Eastern Market

Detroit’s Eastern Market District framework plan includes a stormwater management network plan. This section describes where and how to include more stormwater swales in the new Greater Eastern Market district. These large swales will work in conjunction with the new green roofs to properly deal with excess rainwater. Check out the framework plan at https://detroitmi.gov/sites/detroitmi.localhost/files/2020-01/Part5_EasternMarketNeighborhoodFrameworkandStormwaterManagementNetworkPlan_compressed.pdf

Focus Area 1: Water												
Goal: Reduce likelihood of flooding due to extreme precipitation events and preserve local water quality.												
Action Items	Objectives Supported									Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6	7	8	9			
8. Review and update buffer requirements and other wetlands protection standards as needed			X	X						PC, CC	N/A	Clinton River Watershed, SEMCOG, Oakland County Water Resources, EGLE
9. Update policy to require consideration of green infrastructure of all publicly-funded projects			X		X	X	X		X	PC, CC	N/A	DPW, Clinton River Watershed, SEMCOG, Oakland County Water Resources, EGLE
10. Explore county and regional programs that support green infrastructure planning and implementation		X		X		X		X	X	PC	N/A	Staff, Clinton River Watershed, SEMCOG, County Office of Sustainability, Oakland County Water Resources, EGLE
11. Incentivize property owners to plant native plants and trees						X	X		X	PC, CC	General Fund	Arbor Foundation, CISMA, SEMCOG
12. Offer native plants to businesses and residents						X	X		X	Clawson Naturally	Arbor Foundation, Xerces Society	Arbor Foundation, CISMA, SEMCOG
13. Create a tree ordinance and require permits for removing healthy, mature trees.			X	X	X	X	X			PC, CC	N/A	Arbor Foundation, SEMCOG
14. Create a grant program for residents to install rain gardens on city easements in neighborhoods							X	X	X	CC	Clinton River Watershed	SEMCOG, Oakland County Water Resources
15. Encourage natural lawns of native grasses					X			X	X	Clawson, Naturally	N/A	Library
16. Create acceptable plans for driveways that are low-impact					X							

CC = City Council, CISMA = Cooperative Invasive Species Management Area, DPW = Department of Public Works, EGLE = Department of Environment, Great Lakes, and Energy, PC = Planning Commission, SEMCOG = Southeast Michigan Council of Governments



Focus Area 2: Energy											
Goal: Increase share of energy used from clean energy sources											
Action Items	Objectives Supported								Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6	7	8			
1. Promote DTE's programs for reducing energy use in homes	X		X	X			X		Clawson, Naturally	DTE	Staff, Library
2. Educate residents on opportunities to purchase renewable energy from DTE	X			X			X		Clawson, Naturally	DTE	Staff, Library
3. Promote funding/grant opportunities related to energy efficiency, weatherization, and renewable energy	X	X	X	X			X		Clawson, Naturally	N/A	Staff, Library
4. Provide density and/or building mass bonuses, expedited review, or other incentives when renewable energy is included in the project		X		X					PC, CC	N/A	Staff
5. Share resident experiences to make sustainability efforts related to energy use relatable	X		X	X	X		X		Clawson, Naturally	N/A	Staff, Library
6. Educate residents on energy efficiency measures and practices through City website, newsletter, social media, events, etc.	X			X			X		Clawson, Naturally	N/A	Staff
7. Host community event to promote clean energy education and connect residents to resources and vendors	X		X	X	X		X		Clawson, Naturally	N/A	Staff, Library, DTE, Local weatherization businesses
8. Incentivize homeowners to add solar on their homes	X		X	X	X				PC, CC	N/A	Staff, Library, DTE, Local solar companies
9. Add EV charging stations to municipal lots	X			X					CC	MDOT, EGLE	MDOT, EGLE
10. Require upgrades to city fleet to be EVs where appropriate for the use	X			X					CC	MDOT, EGLE	MDOT, EGLE
8. Update streetlights to be solar powered	X			X					DPW	MDOT, EGLE	CC, MDOT, EGLE
9. Add solar panels, wind generation infrastructure, and geothermal technology to municipal and public buildings to make them a demonstration site	X			X			X		CC	EGLE	EGLE, Oakland County Office of Sustainability
10. Conduct an energy audit for city buildings and implement findings	X			X					Staff	DTE, EGLE	DTE, EGLE, Local weatherization businesses
11. Purchase renewable energy credits from DTE to cover some or all electricity use by the City				X			X		CC	General Fund	DTE

CC = City Council, DTE = Detroit Edison Company, EGLE = Department of Environment, Great Lakes, and Energy, MDOT = Michigan Department of Transportation, PC = Planning Commission

Focus Area 2: Energy											
Goal: Increase share of energy used from clean energy sources											
Action Items	Objectives Supported								Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6	7	8			
12. Join the Conference of Mayors/ Mayor Climate Protection Center or the MIGreen Communities Challenge	X		X	X	X	X	X		CC	N/A	Staff
13. Work with the library or another community group on bulk purchasing of solar panels	X		X	X	X		X		Clawson, Naturally	N/A	Library, Staff, DTE, Local solar companies
14. Explore opportunities for community solar projects	X		X	X	X		X		PC, CC	N/A	DPW, DTE, Local solar companies
15. Collaborate with neighboring/ regional communities for bulk purchasing of solar panels, EVs, etc.	X		X	X	X		X		Staff	General Fund	CC, Conference of Mayors/Mayor Climate Protection Center, Sierra Club, MDOT, EGLE, Local solar
16. Require EV charging station electrical set up for parking lot renovations and new builds	X			X				X	PC, CC	N/A	MDOT, EGLE, Staff
17. Require EV charging station conduit to be laid during construction of multi-family projects	X			X				X	PC, CC	N/A	Staff
18. Encourage transition away from gas-powered tools and appliances	X						X		Clawson, Naturally	N/A	Staff
CC = City Council, DTE = Detroit Edison Company, EGLE = Department of Environment, Great Lakes, and Energy, MDOT = Michigan Department of Transportation, PC = Planning Commission											



Focus Area 3: Waste											
Goal: Reduce waste sent to landfills											
Action Items	Objectives Supported								Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6	7	8			
1. Maintain free curbside recycling program		X	X	X					CC	General Fund	Contract hauler, DPW
2. Implement door-to-door collection and/or drop-off schemes for composting		X		X					CC	General Fund	Midtown Composting, DPW
3. Explore options for organic and food waste to be picked up with yard waste		X	X	X	X				DPW	General Fund	Contract hauler
4. Study feasibility and needs to allow residents to bring organic material to compost at DPW sites		X	X	X	X				DPW	General Fund	Staff
5. Continue to provide yard waste pick up without a fee	X		X	X	X				CC	General Fund	Contract hauler
6. Implement local laws that ban single use items such as straws			X	X		X			CC	N/A	Staff, Sierra Club
7. Create/Promote a Buy Nothing group, Olio, or other platforms for person-to-person sharing of resources			X	X		X			Clawson, Naturally	N/A	Library, Staff
8. Encourage people to donate used items via City website, newsletter, social media, and events			X	X		X			Clawson, Naturally	N/A	Library, Staff
9. Collaborate with organizations on drives to collect items that they can repurpose or give to someone in need			X	X					Clawson, Naturally	N/A	Staff, Local organizations
10. Promote the use of rechargeable batteries			X	X		X	X		Clawson, Naturally	N/A	Staff
11. Ban food waste from going to landfills/require composting of organic items		X	X	X		X			CC	General Fund	Staff, DPW, Contract haulers and composters, Library, Schools
12. Collaborate with schools to have flipped lunch, boomerang lunches, and a share table to reduce food thrown away at school			X			X			School principals and administration	General Fund, EGLE, Local sustainability grants	Clawson, Naturally
13. Create and promote neighborhood collection sites and networks for waste collection and disposal at SOCCRRA						X	X		Clawson, Naturally	N/A	SOCCRRA, Library
14. Educate residents on waste reduction and promoting ways to reduce via the City website, newsletter, social media, events, etc.				X		X	X		Clawson, Naturally	N/A	SOCCRRA, Library, EGLE

CC = City Council, DPW = Department of Public Works, EGLE = Department of Environment, Great Lakes, and Energy, SOCCRRA = Southeast Oakland County Resource Recovery Authority

Focus Area 3: Waste											
Goal: Reduce waste sent to landfills											
Action Items	Objectives Supported								Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6	7	8			
15. Educate residents on composting and recycling via the City website, newsletter, social media, events, etc.				X		X	X		Clawson, Naturally	N/A	SOCRRA, Library, EGLE
16. Host competitions and set goals for waste reduction among students, residences, businesses, and cities			X	X		X	X		Clawson, Naturally	N/A	Schools, SOCRRA, Library, Recyclemania
18. Implement a “pay as you toss” waste management fee			X	X				X	CC	N/A	Contract haulers and composters
19. Require that percent of materials from demolished buildings be recycled or repurposed			X	X					PC, CC	N/A	Staff
20. Continue the city’s recycling program and educate residents on what can be recycled		X							CC	General Fund	Clawson, Naturally, Recycling provider
21. Host a city-wide “free-cycle” event/ site where residents can trade useable items they no longer need			X	X					Clawson, Naturally	N/A	Staff, Library

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Materials should be separated by what is recyclable, what is compostable, and then the remaining items thrown away. This sorting and recycling of materials can greatly reduce what is going to landfills while recovering materials and helping build healthy soil.

Compost and Food Waste Reduction in Traverse City

In 2023, Traverse City launched a pilot Compost and Food Waste Reduction project. SEEDS Ecology & Education Center, a nonprofit, supports the project with processing management, logistics, oversight, and aid with the selection of interested vendors through RFPs for hauling contracts as well as food waste source identification. The purpose of the program is to start to provide some city residents and businesses with organic material pickups, especially for food waste. The project also monitors the associated reductions in greenhouse gas emissions from organic material diverted from landfills that are instead composted. Program implementation is in process and will include equipment, management processes development, and outreach. The purchase and hosting of the 20-yard “In-Vessel” composter will be able to annually process close to 150 tons of food waste, the equivalent of 2 and a half 64 gallon totes. The end product being quality compost, could be donated by the City to support food pantry gardens and community gardens, or used in City parks, or could be sold for its retail value. The reduction in emissions are reported and used toward the city’s carbon neutral target. More information about the project can be found at <https://www.traversacitymi.gov/projects/compost-and-food-waste-reduction-project.html>



Focus Area 4: Transportation

Goal: Increase opportunities and support for transitioning away from fossil fuel-driven transportation

Action Items	Objectives Supported						Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6			
1. Add more crosswalks, islands, speed bumps, safety lights, etc.		X		X			DPW	Safe Routes, TAP	CC, SEMCOG
2. Educate people on how the HAWK signal works		X		X			Police	Safe Routes, TAP	Library, Schools
3. Host events that show people how to bike safely		X		X			P&R	Safe Routes	Library, Schools
4. Complete a road diet on Main Street and 14 Mile		X	X	X			DDA/DPW	Infrastructure Bill, Safe Routes, Transportation Alternatives Program (TAP)	DPW
5. Implement Complete Streets on Main Street and 14 Mile with bike lanes		X	X	X			PC	MDOT, TAP, Oakland County Main Street Program	RCOC, CC
6. Create development incentives for multi-family housing and mixed-use development near transit stops			X				Traffic & Safety Board	N/A	CC
7. Host events that show people how to use the transit system			X				Clawson, Naturally	N/A	SMART
8. Explore car sharing options	X						Private sector	N/A	PC
9. Promote public transit options			X				Clawson, Naturally	N/A	SMART
10. Collaborate with SMART to update/add routes if current routes are not used by residents			X				Clawson, Naturally	N/A	SMART
11. Add/Improve bus stop infrastructure (covered waiting areas, benches, etc.)			X				DPW, SMART	MDOT, TAP	SMART, DPW
12. Seek stakeholder feedback on preferred modes of transportation	X						Clawson, Naturally	N/A	Staff, Library
13. Identify transportation needs of residents and explore how they can be met with motorized and nonmotorized transportation options	X						Staff	N/A	PC, TAP
14. Promote the benefits of walking and biking				X			Clawson, Naturally	N/A	Staff, Library
15. Require new developments to provide bicycle parking			X	X			PC	N/A	CC
16. Reevaluate speed limits		X	X	X			Clawson Public Safety	N/A	Police Department

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Focus Area 4: Transportation									
Goal: Increase opportunities and support for transitioning away from fossil fuel-driven transportation									
Action Items	Objectives Supported						Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6			
17. Add bike lanes and bike parking throughout the City		X	X	X			DPW	General Fund, development costs, grants	DPW, P&R, PC, TAP, Oakland County Main Street Program
18. Promote bike/walk to work week/day in May and encourage participation through incentives at downtown businesses				X			Clawson, Naturally	DDA	TAP, Oakland County Main Street Program
19. Host a Parking Day event	X		X	X			Clawson, Naturally	N/A	TAP, Oakland County Main Street Program
20. Start a walking school bus program		X		X			Residents	N/A	Schools, Safe Routes, TAP
21. Explore funding opportunities through the Transportation Alternatives Program (TAP) and Safe Routes program		X		X			Staff	N/A	RCOC, PC, CC
22. Continue to require sidewalks to encourage walking and promote safety		X		X			PC	N/A	CC
23. Add EV charging stations to municipal lots					X	X	CC	General Fund, DDA, EGLE, DTE	EGLE, DTE
24. Put EV charging stations in prime locations within parking lots					X		CC, DDA	General Fund, DDA, EGLE, DTE	DDA, EGLE, DTE
25. Require EV charging equipment capability with all new buildings and parking lot renovations					X	X	PC	N/A	CC
26. Require EV charging station conduit to be laid during construction of multi-family projects					X	X	PC	N/A	Department of Building and Planning
27. Create policy to ensure public charging stations are provided equitably across the city					X	X	CC	N/A	Staff, Clawson, Naturally
28. Require upgrades to city fleet to be EVs where appropriate for the use						X	CC	General Fund, DTE, EGLE	DTE, EGLE
29. Permit golf carts to be driven on streets							CC	N/A	Police Department
30. Add motorcycle/moped specific parking spaces in prime locations to incentivize use of smaller vehicles							PC	N/A	CC
31. Explore options for a City-run van service for local trips for those with limited mobility	X		X				CC	General Fund, AARP, AAA	SMART, AAA

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Focus Area 5: Land Use and Community Design												
Goal: Promote sustainable practices, placemaking, and landscapes through city zoning and ordinances												
Action Items	Objectives Supported								Lead Body	Potential Funding Source	Potential Supporting Partners	
	1	2	3	4	5	6	7	8				
1. Offer property owners volunteer support and services for leaf raking/ removal to encourage trees on private property if maintenance is a barrier to planting	X								Staff	N/A	DPW, Library, Schools, Scouts	
2. Explore options for an incentive program for residents who have a tree and maintain it	X		X	X				X	DPW	General Fund, SEMCOG	SEMCOG, Arbor Day Foundation	
3. Explore a tree canopy regulation instead of tree spacing requirements	X		X	X					PC	N/A	CC, SEMCOG	
4. Set city-wide goal to match or exceed SEMCOG's goal of 40% tree canopy coverage	X			X					CC	N/A	SEMCOG	
5. Create a tree preservation ordinance	X			X				X	PC	N/A	CC	
6. Review previously approved site plans to determine if street tree plantings are missing or need to be replaced	X			X	X				Department of Building and Planning	General Fund	PC	
7. Update ordinance so that, if during site plan review the maximum canopy width of a chosen tree for new development is less than 20' at maturity, multiple trees are required to be planted	X			X	X				PC	N/A	CC	
8. Create tree removal and replacement program that considers size of tree removed, growth rate, tree diversity needs	X			X				X	DPW	General Fund, SEMCOG	Clawson, Naturally, SEMCOG	
9. Update landscaping standards to encourage or require the use of native plants	X		X		X				PC	N/A	CC	
10. Eliminate parking minimums			X			X	X		PC	N/A	CC	
11. Encourage or require the use of permeable pavement			X			X	X		PC	N/A	CC	
12. Increase green space requirements for new development	X		X	X				X	PC	N/A	CC	
13. Consider allowing driveways to be only partially paved or surfaced with alternative materials			X					X	PC	N/A	CC	

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Focus Area 5: Land Use and Community Design											
Goal: Promote sustainable practices, placemaking, and landscapes through city zoning and ordinances											
Action Items	Objectives Supported								Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6	7	8			
14. Create or promote a rain barrel program for residents			X						Clawson, Naturally	N/A	Staff, Clinton River Watershed, SEMCOG, County Office of Sustainability, Oakland County Water Resources, EGLE
15. Explore options for DPW tree procurement from nurseries with a bigger range of tree diversity	X			X				X	Clawson, Naturally	N/A	DPW, CC
16. Educate the community on tree maintenance, when to/not remove trees, tree diversity, etc. via City website, newsletter, social media, events, etc.	X			X				X	Clawson, Naturally	N/A	Staff, Library, Arbor Foundation, SEMCOG
17. Continue the City's tree removal program for diseased and dangerous trees	X			X					DPW	General Fund	Arbor Foundation
18. Host an Arbor Day event and supply saplings	X			X				X	Clawson, Naturally	N/A	Staff, Library, Arbor Foundation, Local nurseries, SEMCOG
19. Create a city-wide tree inventory that includes lifespan information and expected removal date	X			X				X	DPW	General Fund, SEMCOG	Clawson, Naturally, Arbor Foundation
20. Plant shade trees near recreational fields and parking areas, specifically at City Hall and the Library	X			X					DPW	General Fund	P&R
21. Plant multiple trees in traffic islands instead of just one in the center	X			X					DPW	General Fund	RCOC
22. Remove and replace Wichita Spruces located along the south wall of City Hall with native woody shrubs	X			X					DPW	General Fund	
23. Discuss the possibility of city-sponsored pop-up events and uses with property owners of vacant lots	X	X						X	DDA	DDA	P&R, Clawson, Naturally

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Focus Area 5: Land Use and Community Design												
Goal: Promote sustainable practices, placemaking, and landscapes through city zoning and ordinances												
Action Items	Objectives Supported								Lead Body	Potential Funding Source	Potential Supporting Partners	
	1	2	3	4	5	6	7	8				
24. Think about how to better utilize existing public spaces such as Hunter, the park, or community gardens that can provide additional value							X		P&R	P&R, General Fund	DDA, Clawson, Naturally	
25. Explore vacant lot fees that contribute to a fund for public tree planting	X	X		X				X	CC	N/A	Staff	
26. Explore a requirement that lots that remain undeveloped for a year after site plan approval must implement a landscape plan that includes planting trees and woody shrubs	X	X		X				X	CC	N/A	PC, Staff	
27. Require new homes and buildings to be visitable						X			PC	N/A	Department of Building and Planning, CC	
28. Continue to require sidewalks to encourage walking and promote safety						X			PC	N/A	CC	
29. Explore ADUs, tiny homes, and other opportunities to diversify housing options and support the needs of all incomes, ages, and abilities						X			PC	N/A	Staff	
30. Support and encourage businesses to provide gathering spaces downtown						X	X		DDA	N/A	Staff	
31. Recognize property owners who are promoting sustainability and have implemented sustainable practices on their land								X	X	Clawson, Naturally	N/A	Staff
32. Recognize people who have been able to maintain trees or native plants on their property								X	X	Clawson, Naturally	N/A	Staff
33. Educate the community on the benefits of trees and other sustainable practices via the City website, newsletters, social media, events, etc.								X	X	Clawson, Naturally	N/A	Staff, Library

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Focus Area 5: Land Use and Community Design												
Goal: Promote sustainable practices, placemaking, and landscapes through city zoning and ordinances												
Action Items	Objectives Supported								Lead Body	Potential Funding Source	Potential Supporting Partners	
	1	2	3	4	5	6	7	8				
34. Provide a link on the city website to i-Tree Tools for residents to determine the benefits of trees on their property				X			X	X	Staff	N/A	Clawson, Naturally	
35. Educate property owners on indemnification of property	X	X					X	X	Staff	N/A	Property insurance association	
36. Review lighting standards for alignment with dark sky standards	X						X		PC	N/A	CC	
37. Explore urban agriculture and keeping of animals ordinances	X						X		PC	N/A	CC	
38. Enhance Section 5.36 of the zoning ordinance to more strongly encourage green building strategies through development incentives	X						X		PC	N/A	CC	
39. Support community gardens/victory gardens and develop a surplus sharing system for the produce	X	X					X		Clawson, Naturally	N/A	Library	
40. Create an office of sustainability and/or a staff position to direct sustainability initiatives in the City							X		CC	General Fund		
41. Explore opportunities to add pocket parks		X		X					P&R	N/A	CC, PC	
42. Explore opportunities to purchase foreclosed homes and convert to pocket parks	X	X		X					P&R	General Fund	CC	

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Focus Area 6: Emergency Preparedness												
Goal: Improve the ability of all residents to meet their basic needs even in the face of external challenges, and quickly recover from disruptions												
Action Items	Objectives Supported								Lead Body	Potential Funding Source	Potential Supporting Partners	
	1	2	3	4	5	6	7	8				
1. Host a collaborative mock emergency/drill exercise annually				X					Fire Dept	General Fund	Police, Fire Department, Schools	
2. Create pre-approved building templates so approvals can be made more quickly and efficiently			X						PC	N/A	CC, Staff	
3. Create a quick list of suppliers for materials related to infrastructure updates following disaster			X						Staff	N/A	PC, DPW, SEMCOG	
4. Provide tips for emergency preparedness on City website, newsletter, social media, etc.	X	X							Staff	N/A	Police, Fire Department, Schools, SEMCOG	
5. Create grant program for power back up for private facilities that house and support seniors	X								PC	AARP, DTE	Staff, Fire Department	
6. Share resources for funding power back up and onsite power generation and storage capacity, especially for sites that house and support seniors	X								Clawson, Naturally	AARP, DTE	DTE, Local renewable energy providers	
7. Host community events to train residents and stakeholders in hands only CPR						X			Fire Department	Corewell Health	American Red Cross, Library	
8. Require CPR training for all high school students						X			School	Corewell Health	American Red Cross	
9. Promote first aid courses						X			Staff	N/A	Library	
10. Identify local organizations and their capacity to shelter and feed people and to serve as hubs for resource distribution during an emergency					X				Fire Department	N/A	Staff, Police, Schools, Local organizations	
11. Add renewable energy with battery back up to City facilities that serve as emergency shelters					X				Fire Department	General Fund, DTE, EGLE	DTE, EGLE	
12. Explore options for temporary communication devices that work without reliable power and internet							X		Fire Department		Staff	
AARP = American Association of Retired Persons, CC = City Council, DTE = Detroit Edison Company, EGLE = Department of Environment, Great Lakes, and Energy, PC = Planning Commission												

Focus Area 6: Emergency Preparedness

Goal: Improve the ability of all residents to meet their basic needs even in the face of external challenges, and quickly recover from disruptions

Action Items	Objectives Supported								Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6	7	8			
13. Promote grant and funding opportunities for onsite energy generation and storage								X	Staff	N/A	Library, Clawson, Naturally
14. Facilitate bulk purchasing of materials for onsite energy generation and storage								X	Clawson, Naturally	N/A	Library, Staff
15. Promote and encourage participation in Reverse 911 and OakAlert			X					X	Police, Fire Department	N/A	Staff, Library
16. Create a city stock of emergency supplies (first aid, masks, non-perishable food items, etc.)				X	X				Fire Department	N/A	Staff, Police
AARP = American Association of Retired Persons, CC = City Council, DTE = Detroit Edison Company, EGLE = Department of Environment, Great Lakes, and Energy, PC = Planning Commission											



Focus Area 7: Social Sustainability									
Goal: Increase a sense of belonging, pride, and responsibility to the community									
Action Items	Objectives Supported						Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6			
1. Survey the community on things they would like to see implemented or improved in the City	X						Staff	N/A	Clawson, Naturally, DDA, Chamber of Commerce
2. Conduct a community needs assessment	X		X				Staff	N/A	SEMCOG
3. Provide time off on election days for municipal workers to encourage voting and encourage local businesses to do the same		X					CC	General Fund	N/A
4. Continue to televise Clawson public meetings		X					Staff	General Fund	Television contract
5. Encourage attendance and public comment at public meetings		X					Staff	N/A	PC, CC
6. When positions are open for city committees, widely share and encourage applications		X		X			Staff	N/A	Library
7. Create a volunteer day for municipal workers and encourage other companies in the city to do the same		X		X			CC	N/A	DDA, Chamber of Commerce
8. Survey residents to understand interests in and ability to volunteer		X		X			Clawson, Naturally	N/A	Schools, Library
9. Share volunteer opportunities and highlight local organizations seeking volunteers through City communication channels				X			Clawson, Naturally	N/A	Staff, Library
10. Provide education on the benefits of volunteering				X			Clawson, Naturally	N/A	Staff, Library
11. Create a time bank				X			Clawson, Naturally	N/A	Library
12. Include one environmental or sustainability article in each Clawson newsletter					X		Clawson, Naturally	N/A	Staff
13. Partner with the library to hold community reads and events on environmental issues					X		Library	N/A	Clawson, Naturally
14. Partner with the school to include environmental education in the curriculum					X		Schools	N/A	Clawson, Naturally
15. Add a dashboard to the City website that shows progress towards sustainability goals and information about how residents can support the goals					X		Staff	N/A	Clawson, Naturally

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Focus Area 7: Social Sustainability									
Goal: Increase a sense of belonging, pride, and responsibility to the community									
Action Items	Objectives Supported						Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6			
16. Support and encourage businesses to provide gathering spaces downtown		X	X			X	DDA	N/A	Chamber of Commerce, Clawson, Naturally, Oakland County Main Streets Program
17. Create standards for community event spaces			X			X	PC	N/A	CC
18. Require "front porches" on all Main Street buildings		X	X			X	PC	N/A	CC
19. Host living/open street events		X	X			X	DDA	N/A	Chamber of Commerce, Clawson, Naturally
20. Purchase, rent, or lease vacant lots downtown for community use		X	X			X	CC, P&R	General Fund, Oakland County Main Street Program	Staff, DDA, Chamber of Commerce
21. Create easements for small community spaces		X	X			X	PC	N/A	CC
22. Add a bandshell in the park		X	X			X	P&R	General Fund	CC
23. Consider all art forms for placemaking						X	DDA, P&R	General Fund, DDA	Local artists, Local arts foundations
24. Host an annual volunteer picnic and recognize commissioners for their service.		X		X			Staff	General Fund	CC
25. Create an outreach program for senior citizens.	X	X		X			P&R	General Fund	AAA, AARP

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Focus Area 8: Economic Sustainability									
Goal: Support the financial viability and resiliency of households and businesses									
Action Items	Objectives Supported						Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6			
1. Encourage people to buy from companies that have sustainable practices		X				X	Clawson, Naturally	N/A	DDA, Chamber of Commerce
2. Create a recognition program to highlight businesses that have sustainable practices		X				X	Clawson, Naturally	N/A	DDA, Chamber of Commerce
3. Partner with companies that have sustainable practices		X					Staff	N/A	DDA, Chamber of Commerce, Clawson, Naturally
4. Collaborate with companies that have sustainable practices to provide internships and employment opportunities for students and new entrepreneurs						X	DDA	N/A	Schools, Chamber of Commerce, Clawson, Naturally
5. Encourage or require greater transparency about sustainability practices for all businesses		X				X	CC	N/A	Staff, DDA, Chamber of Commerce
6. Create processes and criteria for circumstances when review times can be expedited following a disaster	X						PC	N/A	CC
7. Create a program to support households at risk of foreclosure	X		X				CC	Oakland County Neighborhood and Housing Development	Oakland County Neighborhood and Housing Development, Local nonprofits
8. Work with local banks to provide loans and means of investment	X		X				Clawson, Naturally	N/A	Staff, Library
9. Support emergency relief funds and organizations that support households following a flood, fire, etc.	X						CC	General Fund	American Red Cross, FEMA
10. Share resources for sustainability practices through City communication channels				X		X	Clawson, Naturally	N/A	Staff, DTE, Sierra Club, Arbor Foundation, Clinton River Watershed, EGLE
11. Share grant and funding resources for sustainability measures for businesses and residents through City communication channels				X		X	Clawson, Naturally	N/A	Staff, DTE, Sierra Club, Arbor Foundation, Clinton River Watershed, EGLE, WAP
12. Create a sustainable business forum or other mentorship and resource-sharing network				X		X	DDA	N/A	Chamber of Commerce

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Focus Area 8: Economic Sustainability									
Goal: Support the financial viability and resiliency of households and businesses									
Action Items	Objectives Supported						Lead Body	Potential Funding Source	Potential Supporting Partners
	1	2	3	4	5	6			
13. Provide funding for businesses that are sustainable or working to implement sustainable practices through a revolving green fund				X		X	DDA	DTE	Chamber of Commerce, DTE
14. Share resources for home repairs and utility bills				X		X	Clawson, Naturally	WAP	Staff, Library, Oakland/Livingston Community Action Agency
15. Incorporate financial literacy in school curriculum			X			X	Schools	Local banks and credit unions	Local banks and credit unions, Junior Achievement, Chamber of Commerce
16. Provide tax help and financial counseling			X			X	Library	N/A	Local university finance programs
17. Share resources on identifying fraud and scams, especially for seniors			X			X	Library	N/A	Staff, AARP, AAA, WSU SAFE
18. Partner with the library to provide classes on financial wellness and planning, end of life planning, budgeting, mortgages, investments, credit card and student loan debt, etc.			X			X	Library	N/A	Staff, AARP, AAA, WSU SAFE, Local banks, Local financial advisors
19. Provide pro-bono financial services to low-income families and individuals			X				Local financial services providers	N/A	Staff
20. Facilitate bulk purchasing of materials and infrastructure to support sustainability practices					X	X	Clawson, Naturally	N/A	Staff, DTE, home weatherization businesses

AARP = American Association of Retired Professionals, AAA = Area Agency on Aging, CC = City Council, DDA = Downtown Development Authority, DTE = Detroit Edison Company, EGLE = Department of Environment, Great Lakes, and Energy, FEMA = Federal Emergency Management Agency, WAP = Weatherization Assistance Program, WSU SAFE = Wayne State University Successful Aging through Financial Empowerment



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