



JOHN R ROAD VISIONING STUDY

CITY OF HAZEL PARK, MICHIGAN

PREPARED FOR 2016 CNU LEGACY CHARRETTE
10 JUNE 2016



MOULE & POLYZOIDES
ARCHITECTS AND URBANISTS

Gibbs
Planning Group

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Hazel Park, Michigan
2016 CNU Legacy Charrette
10 June 2016

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The work presented in this document is the result of the Congress for the New Urbanism 2016 Legacy Charrette program.

The client was the City of Hazel Park, Michigan.

The volunteer project team was led by Moule & Polyzoides, Architects and Urbanists.

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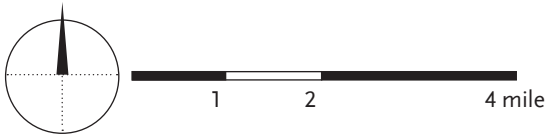
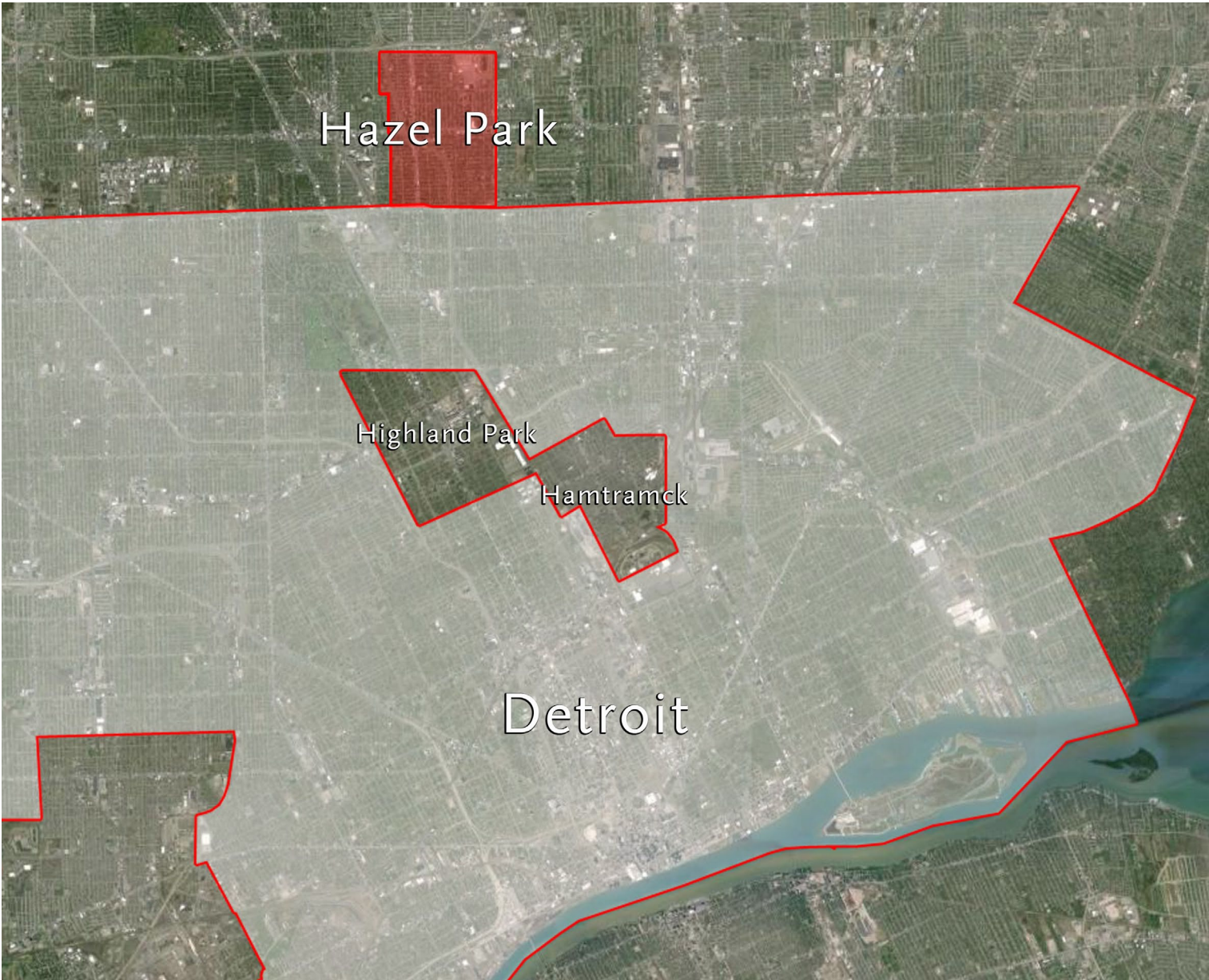
Through 23 years of advocacy, CNU has changed the national conversation from a debate over sprawl to a discussion on how to reinvest in our cities and towns. As Americans both young and old demand walkable lifestyles, the market for unique and green places is growing in every region. Through our projects, innovative tools, events, membership and programs, we empower people to deliver those places.

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Introduction

This report outlines a strategy for the transformation of 2 miles of John R Road between 10 Mile Road and 8 Mile Road, in the city of Hazel Park, Michigan. This stretch of John R Road serves as the city’s main thoroughfare, with the majority of the road zoned for local business use. Over the past 50 years this corridor has deteriorated due to rampant sprawl and disinvestment even as it bears the potential to become the civic and communal heart of the city.

This study outlines an incremental planning framework to create a new downtown for Hazel Park. It identifies a series of catalytic projects – public and private – to guide the beginnings of this process. This report is not a master plan. It is an outline of a vision for this area, that can be used to generate further studies leading towards a master plan for John R Road and beyond.





The main ideas contained within this report were produced over 3 days, from April 12 through April 14, in a public charrette in the city of Hazel Park. The charrette included citizens of Hazel Park, including owners of properties along John R Road. The charrette included a series of informal design sessions and presentations wherein the community members worked hand in hand with the design team and guided and critiqued the consultant team about the various proposed strategies.



PROCESS

Existing Condition

As a physical setting, John R Road is a linear corridor bisected by the Interstate 75, with a bridge connecting the two separated sections. The corridor has one and two story buildings, mainly Main Street flex blocks or warehouses, with some landmarks such as the St. Justin and St. Mary Magdalen Parish. The corridor is surrounded to the east and west by single family neighborhood fabric.



Street View of St. Justin - St. Mary Magdalen Parish



Street view along John R Road showing locally and nationally acclaimed restaurant, Mabel Gray



Street view of Hazel Park's Kroger, fronted by massive parking lot



Street view of overpass crossing Interstate 75



Street View of John R Road and 10 Mile Road intersection

Aerial of John R Road, north of I-75



Street view of John R Road showing Hazel Park's beloved Dairy Park



Street view of John R Road showing existing BDT Pipe and Tobacco Shop, the intended location for Hazel Park's Museum of Cannabis



Typical street view south of Interstate 75



Southern entry into Hazel Park via John R Road

Aerial of John R Road, south of I-75

EXISTING CONDITIONS



Existing Plan



Proposed Plan

Planning Criteria

This study re-envisions John R Road as Hazel Park’s new downtown. To successfully compete with proximate thriving downtowns such as the main street of Ferndale, John R Road must be an exceptionally attractive, fun, diverse and interesting place to visit on a regular basis. It must play to its strengths and emphasize its uniqueness.

The following are the main planning criteria of this vision:

- 1. **A unique destination with two districts:** The 2-mile long John R Road stretch is envisioned as two distinct districts, on either side of the freeway bridge. The northern district stretching between the existing city Hall and the St. Justin and St. Mary Magdalen Parish is a “Culinary District.” The southern part is an “Arts and Entertainment District.” As elaborated later in this report, these place types will distinguish downtown Hazel Park from its adjacent cities making it a unique local and regional destination.
- 2. **A slower and narrower traffic thoroughfare:** John R Road currently has a daily traffic count of 17,000 cars with four wide travel lanes. Beyond the southern edge of Hazel Park, the city of Detroit, the same street has only 2 travel lanes. And in the neighboring city of Birmingham, Maple Road has more than 30,000 cars with two travel lanes. It is clear that John R Road is wider than needed. The plan proposes to narrow the amount of asphalt from 4 to 2 travel lanes, creating a new median that can be used for other purposes.
- 3. **A first class pedestrian environment:** The plan envisions John R road to be redesigned for the comfort of people on foot. Shaded sidewalks, conveniently frequent crosswalks, low-speed automobile traffic, convenient on-street parking, and consistently interesting building frontages combine to make John R Road a place to explore and linger on foot rather than rushing back to your car. Unlike strip shopping centers – which are designed to facilitate one car trip per store visit – Hazel Park’s new downtown is designed to encourage visits to multiple businesses and other destinations every time you get out of your car. This supports businesses, attracts shoppers, requires fewer parking spaces, and cleans the environment by reducing automobile trips.
- 4. **A mix of historic and new buildings:** Strategic mixed-use infill along John R Road will help create a new urban fabric to stitch the corridor with new uses. Simultaneously, select buildings will be preserved, reused and enhanced to retain the historic value and character creating a place where old and new seamlessly meet.
- 5. **A rich mixture of commercial, civic and employment activities:** To thrive as a shopping, dining and entertainment destination Downtown Hazel Park’s offerings must be diverse and dynamic to keep customers and visitors interested. Special events and the performing arts will play a large role in keeping public interest fresh, and the new John R Road is designed to make those events even more special. Expanding the available dining options, and growing a collection of unique retail shops, attracting new employers to this increasingly attractive location, and inserting new urban housing around the edges and on upper floors of Downtown will gradually rebuild its stature as the primary regional center of activity.



Unique features, such as Farmer’s Markets or planting strips reused as herb gardens, signify the unique character of the “Culinary District.”



Drawing from existing features - such as the Art Park - and imminent projects - The Museum of Cannabis - an “Arts and Entertainment District” will create a destination.



With strategic infill, existing Dairy Park (left) will proudly remain while new buildings, like the one above join its urban fabric.



A pleasant pedestrian experience attracts shoppers and supports business.



Outdoor cafés, boutique stores and, eventually, urban housing will activate the public realm.

Retail Market Study

The Hazel Park study area has an existing demand for up to 165,280 square feet (sf) of new retail development producing up to \$40.8 million in sales. By 2021, this demand will likely generate up to \$42.8 million in gross sales.

This new retail demand could be absorbed by existing businesses and/or with the opening of 48 to 64 new stores and restaurants. If constructed as a new single-site center the development would be classified as a neighborhood type shopping center by industry definitions and could include 8 -10 department store/merchandise stores

5 - 6 full-service restaurants; 3 - 5 furniture and home furnishings stores; 3 - 4 miscellaneous store retailers; 3 - 4 limited-service eating places; 3 - 4 office supplies and gift stores; 2 - 3 hardware stores; 2 - 3 general merchandise stores; 2 - 3 specialty food stores; 2 - 3 apparel stores; 2 - 3 electronics and appliance stores; 1 - 2 grocery stores; 1 - 2 pharmacies; and an assortment of other retail and restaurant offerings.

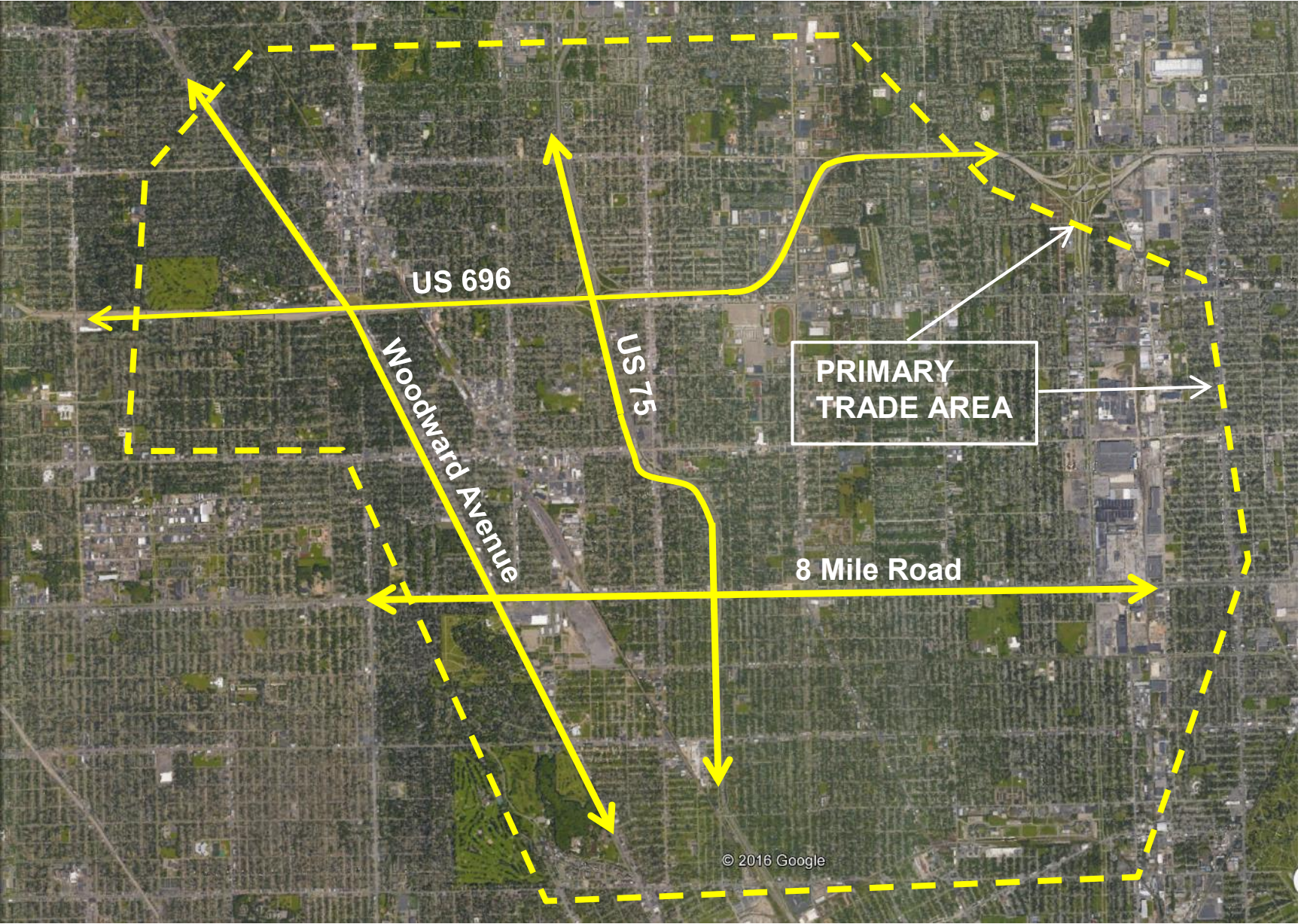
This study estimates that the Hazel Park study area has an approximately 35-square-mile primary trade area, limited by 12 Mile Road to the North, Van Dyke Avenue to the

East between E. 11 Mile Road and 8 Mile Road, McNichols Road to the South, and Woodward Avenue (Rte. 1) to East 9 Mile Road and over to Coolidge Highway to the West.

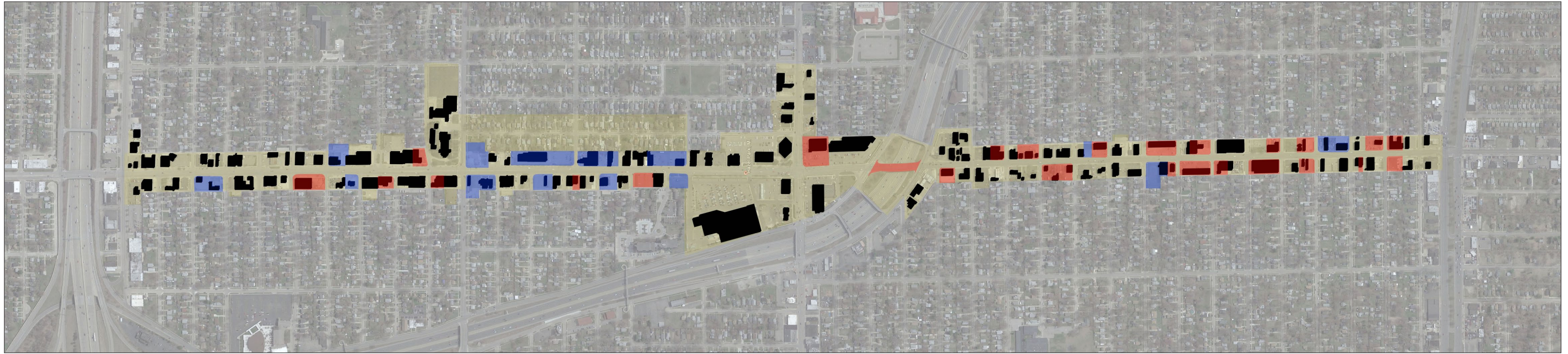
There is little significant national retail competition within the 35-square-mile primary trade area.

Retail Category	2016 Estimated Supportable SF	2016 Sales/ SF	2016 Estimated Retail Sales	2021 Sales/ SF	2021 Estimated Retail Sales	No. of Stores
Retailers						
Apparel Stores	7,370	\$210	\$1,548,097	\$221	\$1,625,085	3-4
Book & Music Stores	3,270	\$190	\$621,686	\$200	\$652,365	1-2
Department Store Merchandise	21,210	\$180	\$3,817,302	\$189	\$4,008,690	5-7
Electronics & Appliance Stores	12,190	\$340	\$4,143,661	\$357	\$4,351,830	4-6
Florists	1,710	\$225	\$385,093	\$236	\$403,988	1
Furniture Stores	9,960	\$245	\$2,440,854	\$257	\$2,562,210	2-3
General Merchandise Stores	15,060	\$215	\$3,238,430	\$226	\$3,399,795	2-3
Grocery Stores	35,450	\$325	\$11,521,064	\$341	\$12,097,313	1-2
Hardware	4,370	\$200	\$873,535	\$210	\$917,700	1-2
Home Furnishings Stores	2,840	\$225	\$639,753	\$236	\$670,950	1
Jewelry Stores	2,100	\$345	\$724,392	\$362	\$760,725	1
Lawn & Garden Supply Stores	3,340	\$215	\$718,344	\$226	\$754,005	1-2
Miscellaneous Store Retailers	4,350	\$195	\$847,686	\$205	\$890,663	2
Office Supplies & Gift Stores	6,610	\$220	\$1,454,457	\$231	\$1,526,910	5-6
Shoe Stores	2,950	\$205	\$605,084	\$215	\$634,988	1-2
Sporting Goods & Hobby Stores	12,210	\$220	\$2,685,553	\$231	\$2,820,510	4-6
Retailer Totals	144,990	\$235	\$36,264,991	\$246	\$38,077,725	35 - 50
Restaurants						
Bars, Breweries & Pubs	3,290	\$245	\$806,129	\$257	\$846,353	1-2
Full-Service Restaurants	5,880	\$230	\$1,353,421	\$242	\$1,420,020	1-2
Limited-Service Eating Places	11,120	\$210	\$2,335,364	\$221	\$2,451,960	3-4
Restaurant Totals	20,290	\$228	\$4,494,915	\$240	\$4,718,333	5 - 8
Retailer & Restaurant Totals	165,280	\$234	\$40,759,906	\$245	\$42,796,058	40 - 58

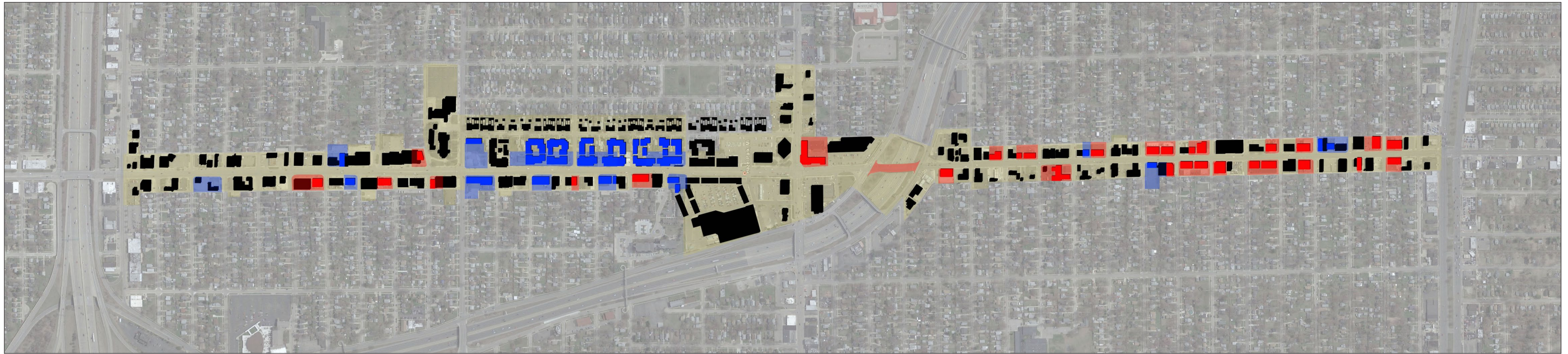
Retail Analysis



The Hazel Park study area, shown above, can presently support 165,280 sf of retail and restaurant development.



Identified Opportunity Sites



Use of Opportunity Sites

Opportunity Sites and Shared Parking

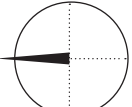

The diagrams show the identification of various opportunity sites within the 2-mile long stretch of John R Road and how they have informed infill locations along the corridor. These sites were identified in part by the County as underused sites deserving improvement, and in part by the consultant team as places that could take new infill.

The diagram above shows the identified sites. The diagram below shows how the proposed infill corresponds to these sites. While the details of these infill projects needs to be studied further, the intent of this study is to clarify which parcels deserve immediate attention as places for new development within this larger vision.

LEGEND

Surface Parking Lots for Potential Infill

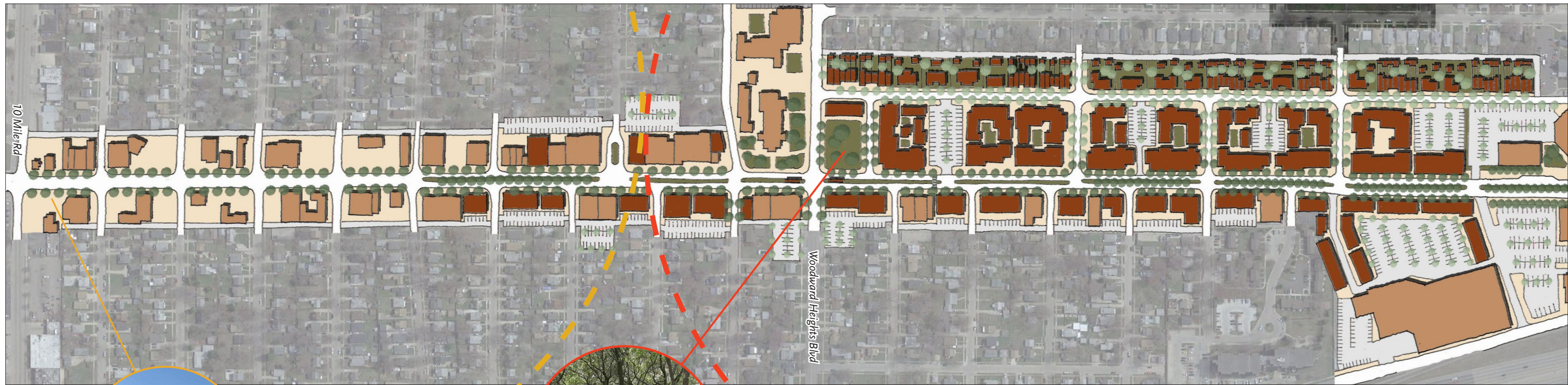
County Identified Opportunity Sites

CULINARY DISTRICT

The drawing below shows a hypothetical built out rendition of the vision for the study area. It specifically shows a number of things:

- The redefining of the 2-mile long corridor as two distinct districts
- The calming of John R Road into a walkable street
- The envisioned nature of the public realm
- The new or enhanced public spaces such a squares, parks and greens
- The size, form and types of infill developments on the various identified parcels
- The location and general disposition of parking lots that accompany the infill
- The marking of the two ends of the corridor at Tenth and Eighth with gateways
- The enhancement of the freeway bridge with public art to better connect the two districts



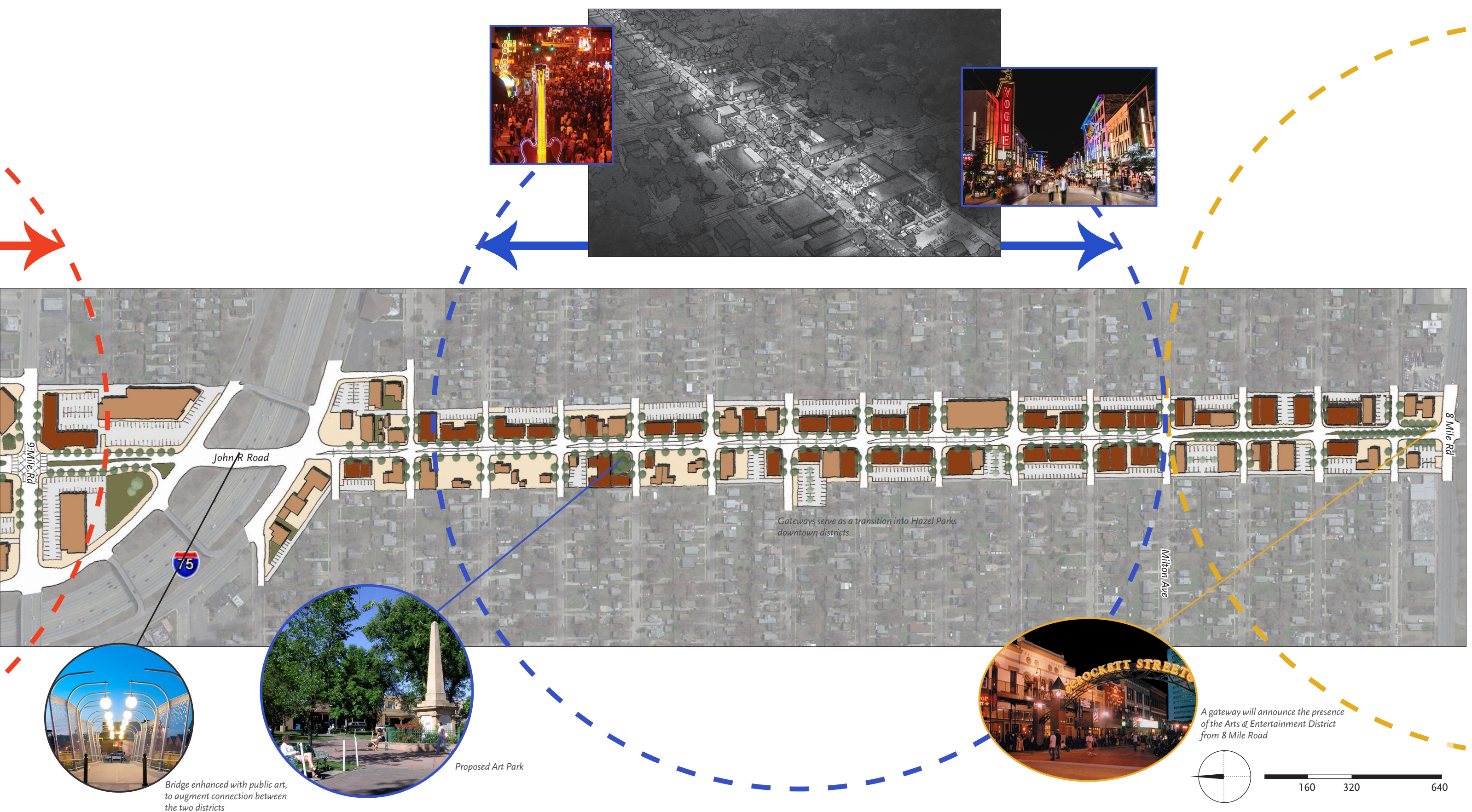
A gateway will serve as a transition from 10 Mile Rd onto John R Road



Proposed plaza

This drawing is intended as a beginning for further examination of the specific parking and development capacity that these various parcels could take. The following pages focus on each district outlining the specific projects that make up this vision.

ARTS & ENTERTAINMENT DISTRICT



VISION



Overview

The Culinary District is located north of the freeway. It is bookended by the City Hall at the southern end and the St. Mary Magdalene Parish at the northern end. It is envisioned as a unique regional destination that will attract a regional demographic to experience fine dining coupled with a culinary theme expressed in herb gardens, specialty food shops and farmers markets.

The following two pages are an outline of various catalytic projects that form part of this vision.



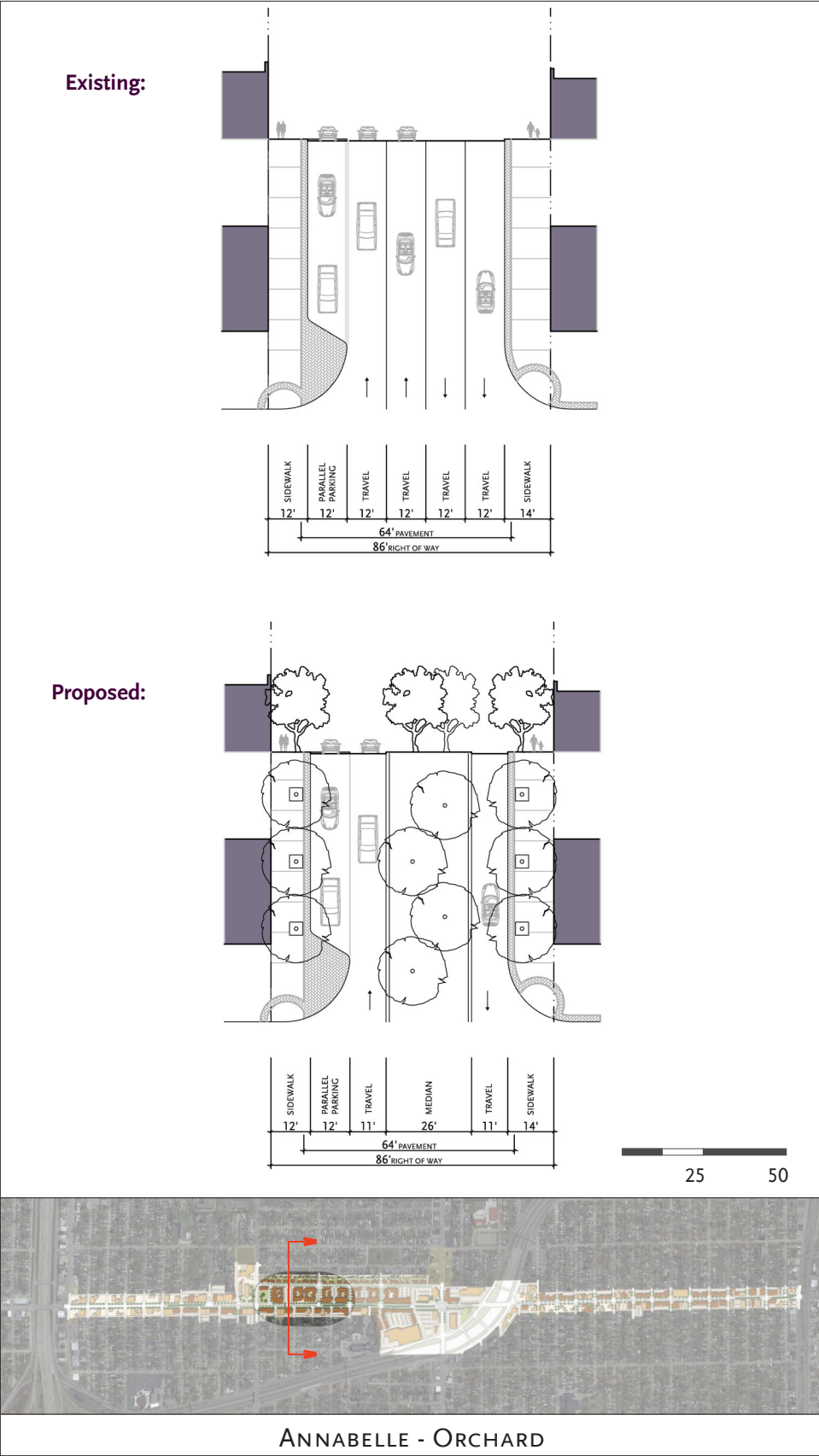
Farmers Markets could occupy the proposed plaza during select days



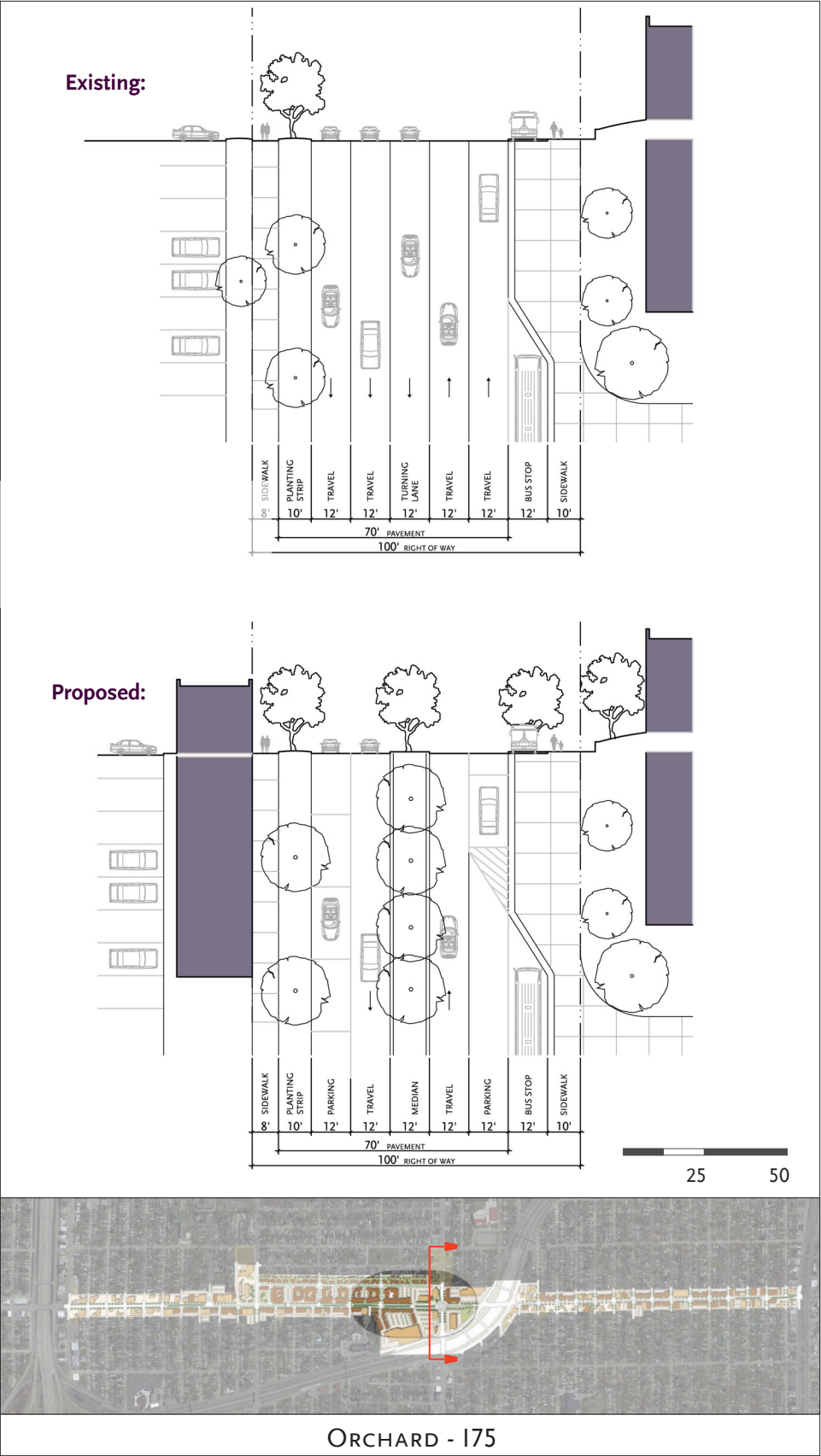
Herb gardens in the medians distinguish the public realm



Hazel Park's reknowned restaurant, Mabel Gray attracts a culinary crowd



Right of way transformation of John R Road in Culinary District



CULINARY DISTRICT - OVERVIEW



CULINARY DISTRICT - PLAN

Public Improvement Projects

- 1. **Median as street calming device on John R Road:** This new median will narrow the travel lanes while adding an important landscape feature within the public realm. Within the Culinary District, portions of this median will be used as public herb gardens to extend the culinary theme into the street.
- 2. **Street trees along John R Road:** Street trees of select species will help define the extent of the district, while creating shade along the sidewalks. Street trees will also line the medians in front of City Hall to create a verdant streetscape that is different from the main street where the medians will have herbal gardens.
- 3. **Calming and enhancement of Woodward Heights intersection:** This intersection is the eastern end of the Culinary District and represents an important junction along this corridor. This plan envisions calming this intersection with bulb outs and cross walks, with public art enhancing its visual character.
- 4. **Enhancement of city hall plaza:** The plan envisions enhancing the corner plaza of City Hall as a new public place marking the eastern end of the Culinary District.
- 5. **New county park at intersection of John R Road and Woodward Heights Boulevard:** A new park is proposed opposite the St. Justin and St. Mary Magdalen Parish to create a new gathering place to the western edge of the Culinary District. This park along with the City Hall Plaza will bookend the district at both ends.
- 6. **Entry markers:** To mark the transitions into the districts, entry markers are proposed along the sidewalks in the locations shown in the plan.
- 7. **Street trees on side streets:** The character of the side streets is also enhanced with street trees to augment the transition between the downtown and the neighborhoods.
- 8. **Street trees along Carlisle Avenue:** Carlisle Avenue will be enhanced with new street trees and landscape to create a new transitional neighborhood street with new infill development on both sides.

Private Development Projects

- a. **Restoration and reuse of St. Justin - St. Mary Magdalene Parish buildings:** This building marks the northern edge of the Culinary District. It will be preserved and reused as a civic or community facility adjacent to the new park.
- b. **Infill buildings along John R Road:** New infill will be prioritized within the Culinary District to create a new Main Street. New two-story flex block buildings with retail on street level and offices and residential uses above will create a continuous street face, with parking in the form of mid-block parking courts on the northern side and rear parking lots along the southern edge.
- c. **Residential infill along Carlisle Avenue:** The northern edge of Carlisle Street will be up-zoned to take one-two story duplexes, triplexes, quadruplexes and townhomes that will introduce a transitional residential density between the single-family neighborhood and the building along the main street.
- d. **Liners along Kroger parking lot:** The Kroger parking lot has a surplus of cars. This plan envisions replacing some parking spaces along with one-story retail liners that will help complete the street edge.
- e. **New building marking corner of John R Road and 9 Mile Road:** This new mixed use building will help complete the Woodward Heights street corner opposite City Hall, augmenting the character of the John R Road and Woodward Heights street intersection.



Median as street calming device on John R Road



Enhancement of Woodward Heights intersection



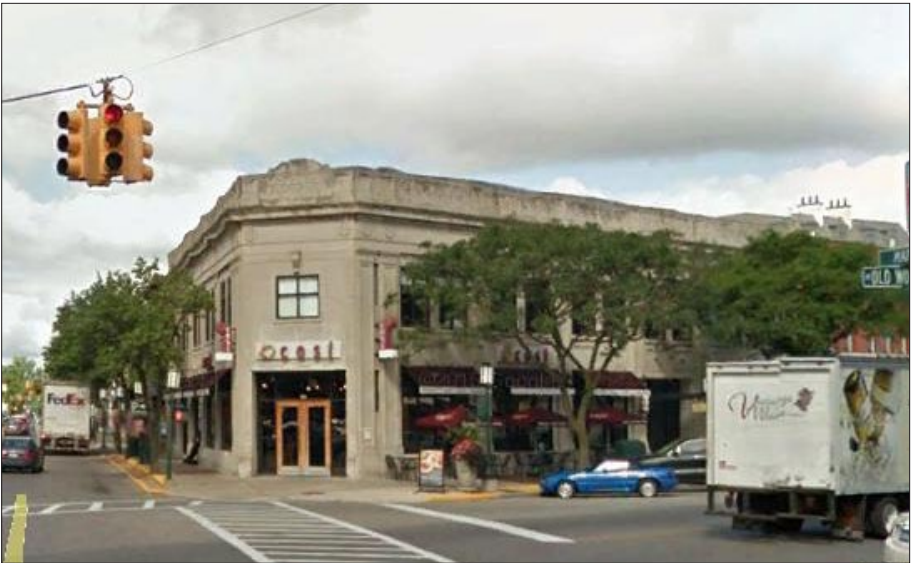
Entry markers



Above: Street trees along John R Road



Right: Liners along Kroger parking lot



Above: New building marking the corner of John R Road and 9 Mile Road

Left: Infill buildings along John R Road

CULINARY DISTRICT - PROPOSED PROJECTS



Overview

The Arts & Entertainment District is located south of the freeway stretching for about a ½ mile (10 minute walk). It is envisioned a place with a character significantly different from the Culinary District. Its character will largely stem, among other things, from the line of banners within the street median that showcase the history of Hazel Park. As shown in the rendering on the preceding page, this district will be a vibrant 24/7 place with multiple entertainment and commercial uses.

The following two pages are an outline of various catalytic projects that form part of this vision.



A 24/7 environment catered to arts and entertainment



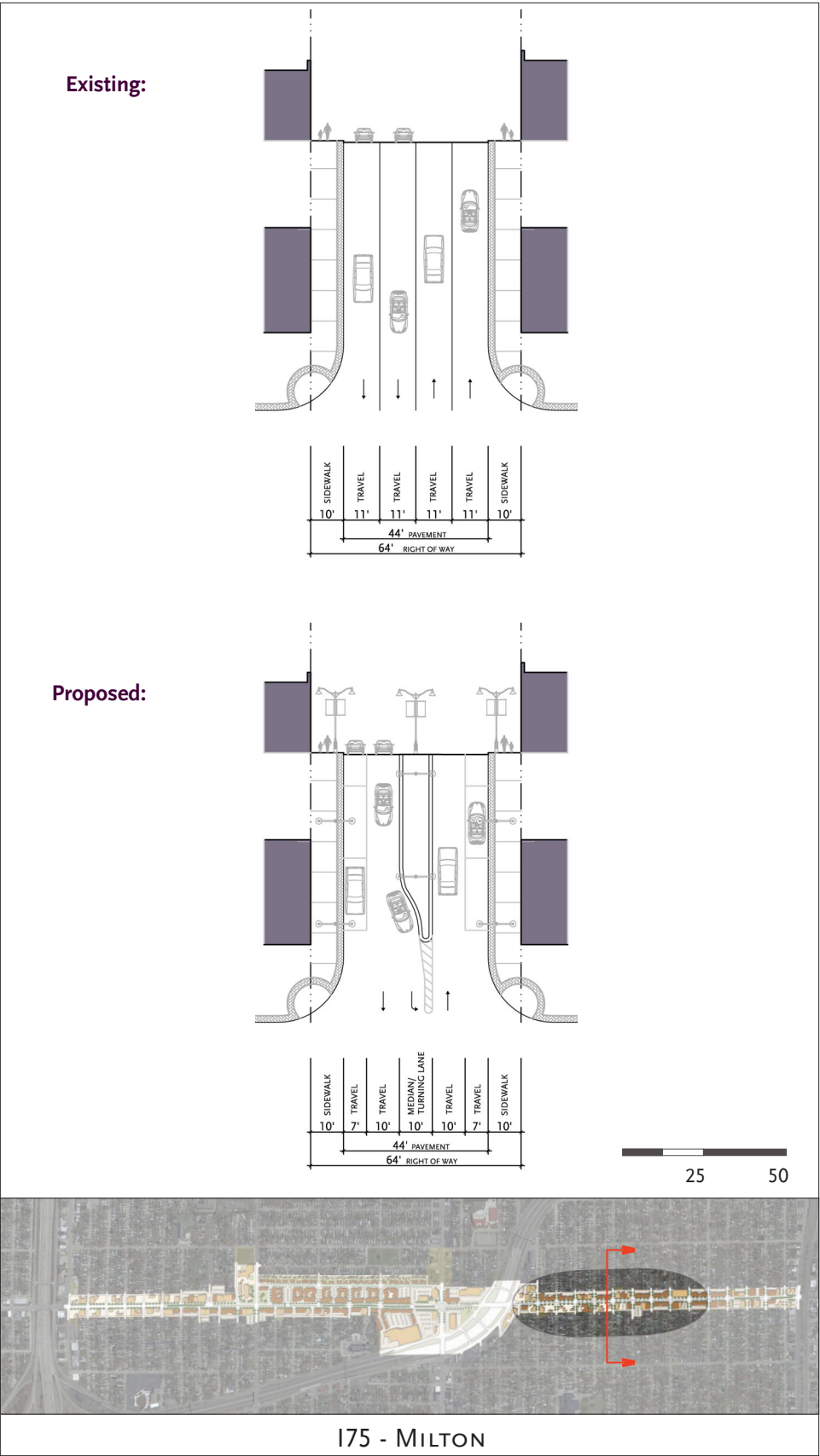
Movie theatres as part of infill



Street performers



Public art



ARTS & ENTERTAINMENT DISTRICT - STREET SECTION



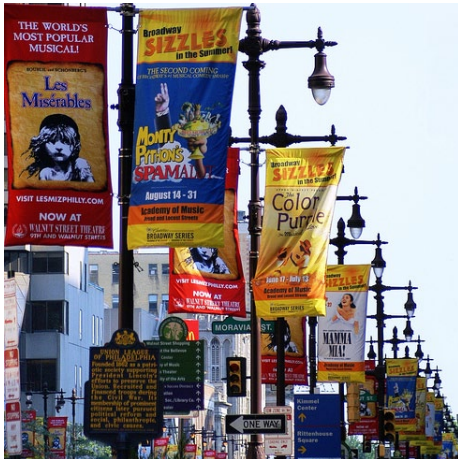
ARTS & ENTERTAINMENT DISTRICT - PLAN

Public Improvement Projects

- 1. **Entry markers:** To mark the transitions into the districts, entry markers are proposed along the sidewalks in the locations shown in the plan.
- 2. **Median as street calming device along John R Road:** This new median will narrow the travel lanes while adding an important landscape element within the public realm. In contrast to the Culinary District, this median will have benches and places to sit with a row of banners narrating the history of Hazel Park.
- 3. **Implementing parallel parking along John R Road:** Parking within the Arts and Entertainment District along John R Road will be reorganized along the sidewalk in the form of parallel parking. Because the width of the sidewalk in this part of the corridor is narrow, occasional Parklets will replace parking stalls to become places to sit and hang out along the street edges,
- 4. **Relocate existing Art Park to the corner of John R Road and Granet Avenue:** This new park will become the central gathering space of the Arts and Entertainment District.
- 5. **Street trees along John R Road:** Street trees of select species will help define the extent of the district, while creating shade along the sidewalks.

Private Development Projects

- a. **Mixed-use infill along John R Road:** Select parcels along John R Road will be infilled with one, two or three story mixed use buildings. These buildings will have commercial, office or work-live uses at street level with office and residential uses above.
- b. **Enhancement of Dairy Park into local landmark:** The Dairy Park building is an important local monument. This plans recommends its preservation and enhancement as an important marker and icon.
- c. **Reuse of BDT Pipe & Tobacco Place into Museum of Cannabis:** This proposal is already in the works, and this study embraces this idea within the larger vision of the Arts and Entertainment District.
- d. **Reuse of building on the corner of Rhodes Avenue and Pearl Avenue into Hazel Park Historical Society:** This proposal is already in the works, and this study embraces this idea as part of the larger vision.



Median with banners and benches distinguishes this district from others, giving it a unique character



Parklets can be placed in lieu of parallel parking space for outdoor dining (above) or art installations (right)



Relocation of Art Park can feature local artists more prominently



Reuse of BDT Pipe and Tobacco Place for Museum of Cannabis



Transitional Area

The portion of the study area north of the designated Culinary District and south of the Arts & Entertainment District are transitional zones that could take infill development, but not before the establishment of the districts themselves. In other words, it is crucial to incentivize new infill within the districts before allowing random development within these edge zones. That said, it is important to enhance these parts of the corridor as transitions into and from the districts. To this end, the vision identifies the following public improvement projects:

North Transition:

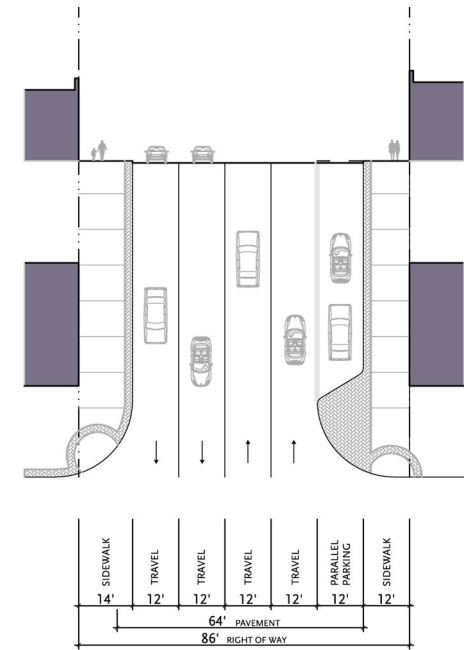
1. Enhance the street character with new street trees and light poles to create a visually pleasing entry to and from the Culinary District



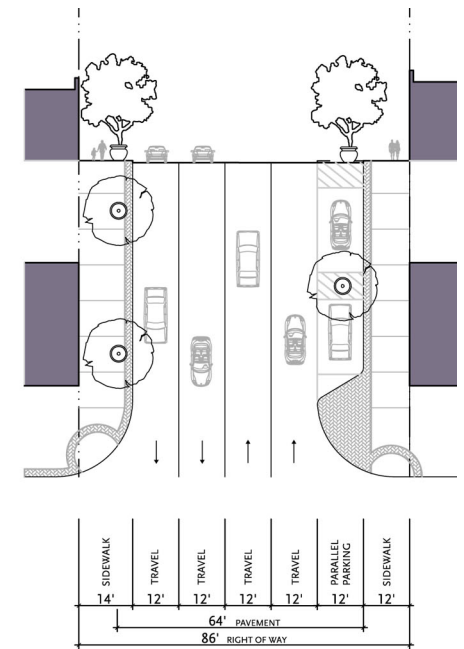
Street trees, light poles and a prominent entry marker draw people to the downtown districts.



Existing:



Proposed:



25 50



10 MILE - MAPLEDALE

Right of way transformation of John R Road in transitional area north of I-75

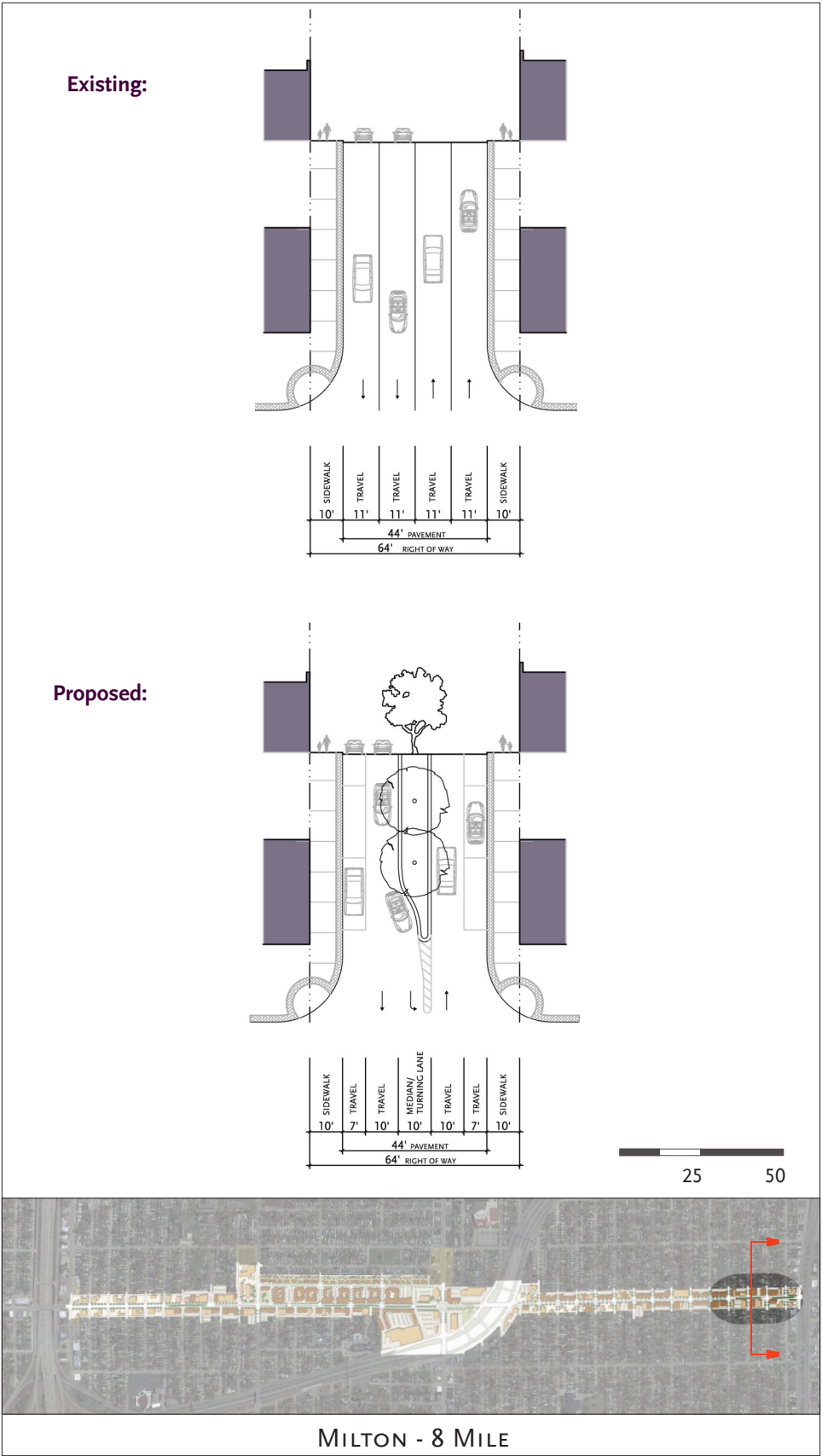


South Transition:

1. Reconfigure the existing right-of-way as shown in the adjoining diagram from 4 travel lanes to 2 travel lanes with parallel parking on both sides
2. Introduce a series of median segments, each two blocks long. The first of these median segments from the southern edge of the study area will have planting and trees to create a verdant entry into the Arts & Entertainment District.



Street trees along the sidewalk and in the median create a verdant and appealing entry.



Right of way transformation of John R Road in transitional area south of I-75

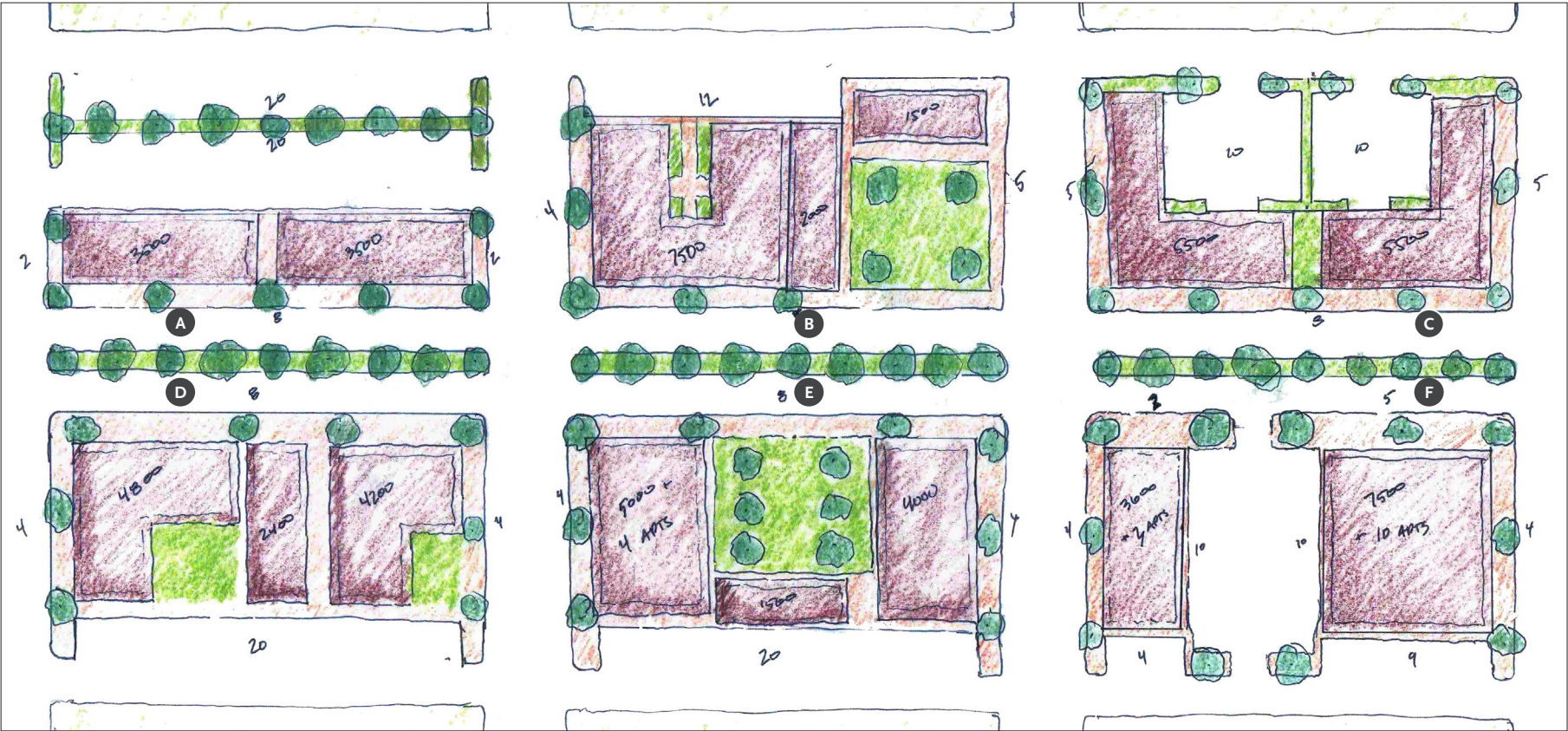
TRANSITIONAL AREA - SOUTH OF I75

Parking

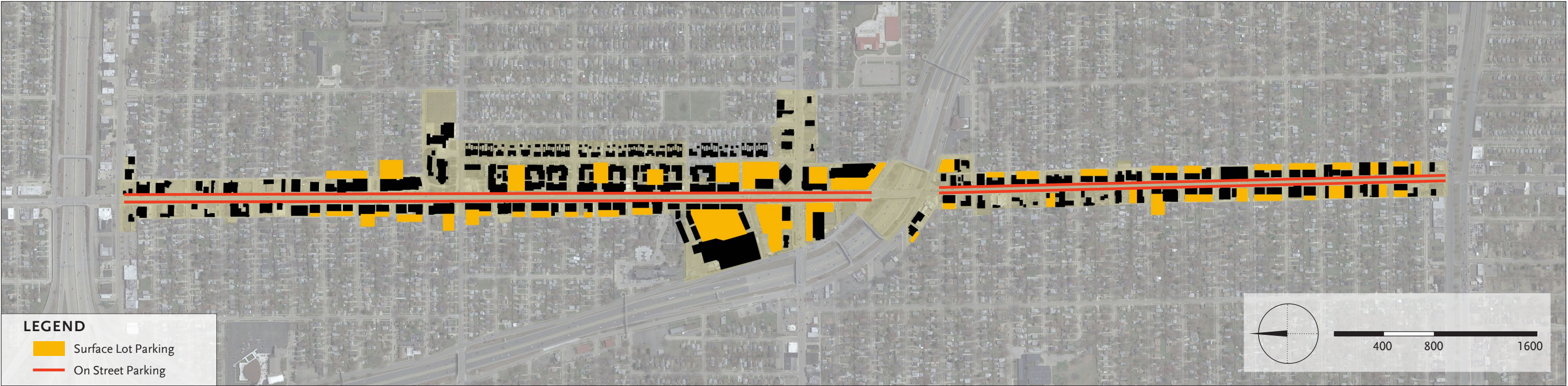
The adjoining diagram shows the envisioned distribution of parking along the corridor. There are basically two forms of parking: street parking and parking with surface lots. The specific ownership and usage of the lots will have to be studied on a case by case basis.

The diagram below shows how parking with lots can be configured in various forms depending on the specific condition of the parcel and its existing or new buildings. In all cases, the key is to ensure that parking is subservient to the public realm. It is best when located at the lot rear. When exposed to the street, the surface lot should either be defined by low walls or planting to ensure that the street wall is broken to a minimum.

The diagram to the right shows various block configurations and with both their retail and parking capacities. It is intended to demonstrate how parking, building configuration and street making will have an inextricable relationship as this project evolves.



- A Retail Liner & Parking Lot**
52 spaces
7,000 SF retail
- B Corner Square**
27 spaces
11,000 SF retail
- C Parking Court**
38 spaces
11,000 SF retail
- D Corner Square**
36 spaces
11,400 SF retail
- E Mid-Block Square**
36 spaces
10,580 SF retail
- F Mid Block Parking Lot**
48 spaces
11,000 SF retail



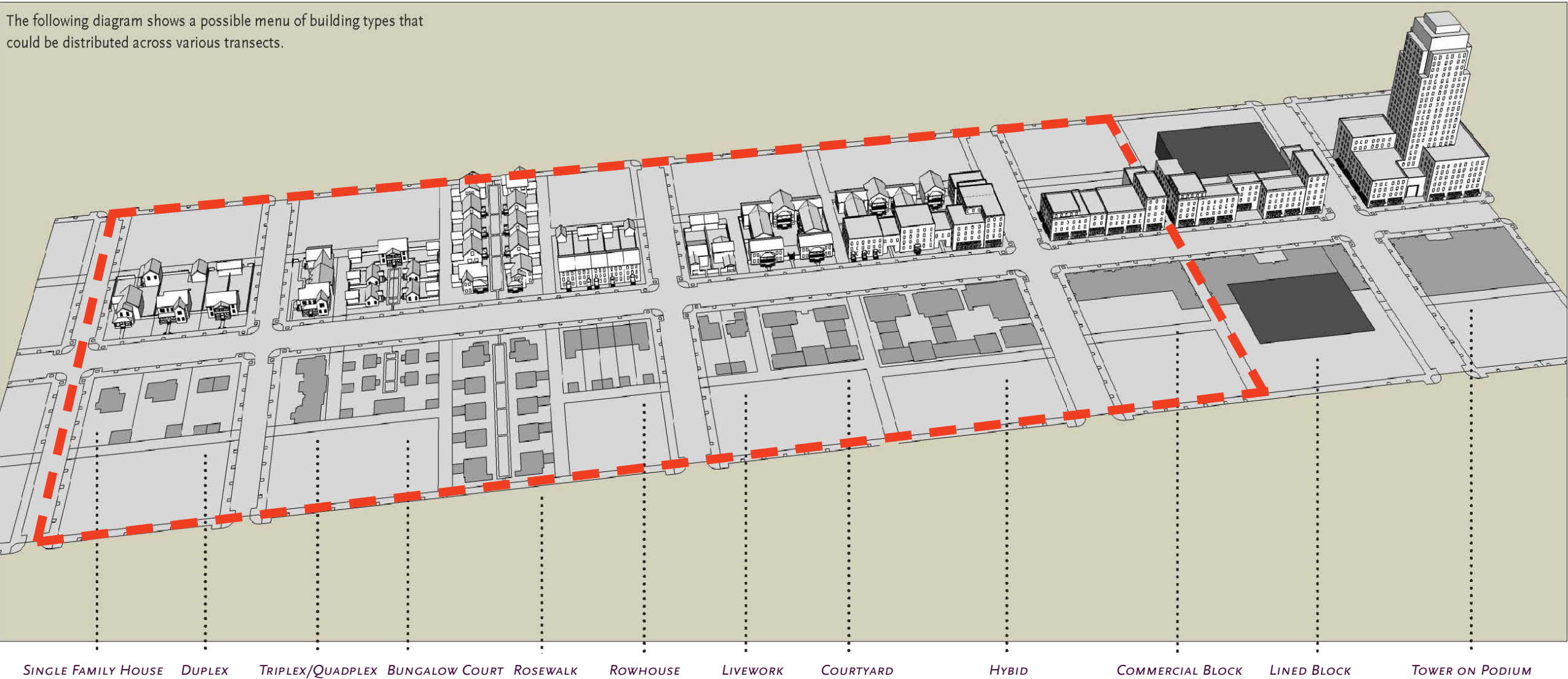
Proposed Parking Sites

Residential Infill Strategies

The adjoining diagram shows a menu of residential building types from the least dense to the left and the most dense to the right.

The red rectangle indicates the types that form part of this vision. The types range from single-family neighborhood scale types such as duplexes and quadruplexes, to main street types such as a flex blocks.

This study envisions buildings along John R Road to be 1-3 stories tall, with active frontages enlivening the sidewalk and creating a vibrant 24/7 place.



Duplex



Triplex/Quadplex



Rowhouse



Livework



Courtyard



Commercial Block

RESIDENTIAL INFILL STRATEGIES