



City of Fraser

Building & Code Enforcement Department

AGENDA

CITY OF FRASER PLANNING COMMISSION – (VIRTUAL MEETING)
MUNICIPAL BUILDING ~ 33000 GARFIELD ~ PHONE: 586-293-3100
MONDAY, September 21, 2020 at 7:00pm

1. Call Meeting to Order/Pledge of Allegiance
2. Roll Call
3. Approval of Agenda
4. Chairperson's Opening Remarks
5. Approval of Minutes:
 - A. August 17, 2020
6. Public Hearings:
 - A. None
7. New Business
 - A. Zoning Ordinance Amendment – Article XII, Section 32-170, subparagraph (B) (4) to allow drive-thru service for fast food restaurants that are not in a freestanding building; introduce draft amendment for consideration.
8. Unfinished Business: City of Fraser Master Plan
9. Public Communications on Non-Agenda Items
10. Zoning Board of Appeals Member Liaison Report
11. Commissioners' Comments and Items of Interest / Concerns
12. Adjournment

NOTICE OF ELECTRONIC PUBLIC MEETING

In accordance with Gov. Whitmer's Executive Order 2020-15, which allows for electronic meetings of public bodies, notice is hereby given that the City of Fraser Planning Commission will be meeting electronically on Monday, September 21st, 2020 @ 7:00 p.m. using Zoom for videoconference and public access. The electronic public meeting will be held as a Zoom electronic conference. The public can participate via the Zoom application, internet and/or telephone. The public will be able to listen to all discussion by Planning Commission members and will be permitted to speak for up to five minutes during the public participation section of the agenda. Please note that callers/viewers will automatically be muted. Public comments can be submitted during Public Comment, when viewers are unmuted on an individual basis. Secondly, written comments will be accepted prior to the date and time (no later than 4:30pm day of meeting) by the City Clerk @ kellyd@micityoffraser.com. You may e-mail comments during the meeting to publicmeeting@micityoffraser.com. The e-mail must provide the following: 1. Your name, address and e-mail address 2. The agenda item in your subject line. Public Hearing comments will be heard during Public Hearing and other comments will be heard during public participation. The City of Fraser provides live public access to this meeting on Comcast Channel 5 and WOW Channel 10 and online at www.ci.fraser.mi.us. This live public access meets the OMA's requirements that all public body deliberations and decisions take place at a meeting open to the public. City of Fraser thanks everyone for their understanding and support as we all attempt to navigate these challenging times together.

City of Fraser Administration



City of Fraser

Building & Code Enforcement Department

ZOOM MEETING

Topic: Planning Commission Meeting

Time: September 21, 2020 07:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/82406298662>

Meeting ID: 824 0629 8662

One tap mobile

+13126266799,,82406298662# US (Chicago)

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Dial by your location

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Meeting ID: 824 0629 8662

Find your local number: <https://us02web.zoom.us/j/82406298662>

**CITY OF FRASER, MI PLANNING COMMISSION
MUNICIPAL BUILDING ~ 33000 GARFIELD ROAD
MONDAY August 17, 2020 ~ 7:00PM
DRAFT MINUTES**

PRESENT: CHAIRPERSON: CZARNECKI, MEMBERS: BARR, FARINA, KEIL, PERRY, WARUNEK,

EXCUSED ABSENCE: COOK

ALSO PRESENT: CLARK ANDREWS, CITY ATTORNEY
ALYSSA ALBRIGHT, CITY ATTORNEY
DOUG PLACHCINSKI, McKENNA
DANIELLE BOUCHARD, McKENNA
WESLEY BERLIN, AUTOZONE REPRESENTATIVE

1. CALL MEETING TO ORDER / PLEDGE OF ALLEGIANCE

Chairwoman Czarnecki called the meeting to order at 7:00 PM

2. ROLL CALL

Members: Barr	Present
Cook	Absent
Czarnecki	Present
Farina	Present
Keil	Present
Perry	Present
Warunek	Present

3. APPROVAL OF AGENDA ~ Regular meeting of August 17, 2020

Motion by Member: FARINA **Support by Member:** KEIL

To: Approve the agenda of August 17th, 2020 as submitted.

AYES 6

NAYS 0

MOTION CARRIED

4. CHAIRPERSON'S OPENING REMARKS

Chairwoman CZARNECKI read the formal statement relative to the powers of the Planning Commission and the facts and conditions for granting site plan approval.

5. APPROVAL OF MINUTES July 20th, 2020

Motion by Member: KEIL **Supported Member:** BARR

To: Approve the minutes of the July 20th, 2020 as submitted.

AYES 6

NAYS 0

MOTION CARRIED

6. NEW BUSINESS:

A. PSP 20-004 AutoZone Site Plan Review

DISCUSSION: PLACHCINSKI presented McKenna's findings on the site plan review for PSP 20-00. The proposed project is located on the west side of Utica road, south of the Meijer entrance. The site plan proposes to

CITY OF FRASER, MI PLANNING COMMISSION
MUNICIPAL BUILDING ~ 33000 GARFIELD ROAD
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remove 85 of Meijer's parking spaces, construct a new 6,816 square feet independent retail building with 46 parking spaces, and replace 15 parking spaces for Meijer. The site is zoned CG, General Commercial, so a retail use is appropriate for that site. The site plan presented meets all landscaping, lighting, and design requirements. The applicant must obtain a soil erosion permit. It was also determined the proposed site plan and project would not have any adverse effects on the surrounding properties. The City Engineer's review confirms the adequacy of public or private services and utilities proposed to serve the site, including water, sanitary sewer, and storm water retention for the proposed AutoZone development.

Commissioner FARINA asked whether the new development would have any impact on any events held at Hockeyland. PLACHCINSKI noted that all structures in the vicinity of the project area will still have ample parking available for patrons. FARINA inquired about the signage plan for AutoZone. PLACHCINSKI noted that the applicant will come back to the City with signage plans for approval later. Commissioner WARUNEK explained that the proposed site plans should be reviewed by emergency services personnel. PLACHCINSKI explained that he will follow up with the Fire Department (and other applicable Departments), to conduct a review of the plans to confirm safety components. Chair CZARNECKI inquired about the status of the Taco Bell development located on the adjacent site and how it would relate to the proposed AutoZone development. PLACHCINSKI noted that the Taco Bell has been considered during the review process for Auto Zone.

Applicant Representative BERLIN stated that AutoZone is excited to be in the City of Fraser. Chair CZARNECKI inquired about the width of the proposed sidewalk in the site plan. BERLIN confirmed the sidewalk will be 5 feet wide. Commissioner FARINA inquired about the size of the storm sewer pipe that currently exists, BERLIN noted the new development will not have adverse effect on the current drainage system on the properties.

Motion by Member: FARINA **Supporting Member:** WARUNEK

To: Approve PSP 20-004, AutoZone Site Plan, with the following conditions; that the applicant must present all shared parking, access, or utility easements to the City Attorney for review prior to recording at the Macomb County Register of Deeds, the parent parcel, Meijer, must secure a site plan amendment to reduce its parking space count to the proposed 1,079 remaining spaces, and the applicant add a bike rack as part of the project.

AYES 6

NAYS 0

MOTION CARRIED

B. PSP 20-005 Meijer Site Plan Amendment

DISCUSSION: PLACHCINSKI presented the site plan amendment for the Meijer store located at 34835 Utica Road. The proposed project is to amend the site plan for the Meijer store to remove 85 parking spaces and divide land from the Meijer site, and replace the 15 spaces for Meijer. The net parking loss to the Meijer development is 70 parking spaces, for 1,079 remaining parking spaces.

PLACHCINSKI presented a communication from a Meijer property sales manager, dated January 17, 2020 stating that Meijer is aiming to construct 3 parking spaces per 1,000 square feet of building. However, their current store prototype has recently been reduced from 210,000 square foot building to a 158,000 square foot building, therefore they aim to have approximately 475 spaces.

PLACHCINSKI also presented the following findings as part of the Meijer site plan amendment review:

- The location and design of driveways providing vehicular access to the Meijer retail development are arranged to promote the safety and convenience of vehicles and pedestrians and to provide access in a manner that promotes proper internal circulation.
- The Meijer development features are arranged to minimize the potential of any negatively impact upon surrounding property. The development does not channel excessive traffic onto local residential streets. Parking and service areas within the Meijer retail development are adequately screened. The Meijer development does not impede emergency vehicle access.
- All buildings, driveways, parking lots and site improvements for the Meijer retail development are compatible with the physical characteristics of the site, including, but not limited to, woodlands, wetlands,

**CITY OF FRASER, MI PLANNING COMMISSION
MUNICIPAL BUILDING ~ 33000 GARFIELD ROAD
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DRAFT MINUTES**

slopes, floodplains and soil suitability. The Meijer retail development does not have an adverse impact on the natural environment of the site or the surrounding area.

- The proposed required parking modification for this Meijer development site is appropriate based upon its type, scale, or intensity where the applicant has demonstrated that such modification is appropriate and does not create adverse impacts.

Motion by Member: KEIL **Supporting Member:** FARINA

To: Approve PSP 20-005 Meijer Site Plan Amendment with the condition that the applicant must provide a reserve parking agreement for the City Planner and City Attorney to review prior to execution and recording at the Macomb County Register of Deeds that accommodates the 70-parking space reduction beyond previous variances granted for the development. The reserve parking agreement shall specify the zoning ordinance conditions required to construct the reserve parking spaces.

AYES 6

NAYS 0

MOTION CARRIED

7. UNFINISHED BUSINESS: CITY OF FRASER MASTER PLAN

DISCUSSION: BOUCHARD presented an update on the City of Fraser 2020 Master Plan, and explained the next steps for the Plan. The public engagement program for the Plan is planned to be administered by September 1, 2020 and the Planning Commissioners will soon be receiving the draft plan to-date for review and comment.

8. PUBLIC COMMUNICATIONS ON NON-AGENDA ITEMS

DISCUSSION: None.

9. ZONING BOARD OF APPEALS MEMBER LIASION REPORT

DISCUSSION: FARINA noted the Zoning Board of Appeals conducted a meeting on August 6, 2020. The discussion at that meeting included an approval for a variance from the City's signage requirements.

10. COMMISSIONERS' COMMENTS AND ITEMS OF INTEREST / CONCERNS:

Member Barr:	None.
Member Cook:	Absent.
Member Czarnecki:	None.
Member Farina:	None.
Member Kiel:	None.
Member Warunek:	Noted that he would like to obtain his meeting packet a week prior to have more time to review applications.
Member Perry:	None.
McKenna:	McKenna is continuing to work on the Zoning Ordinance rewrite.
City Attorney:	None.

11. ADJOURNMENT:

Motion by Member: KEIL **Support by Member:** FARINA

To: ADJOURN THE MEETING OF August 17, 2020, 8:25 PM

AYES 6

NAYS 0

MOTION CARRIED

Audience members: None.



MCKENNA

Memorandum

TO: Fraser, MI Planning Commission

FROM: Sarah Traxler, AICP

SUBJECT: **Zoning Ordinance Amendment – Drive-Thru Fast Food Restaurants**

DATE: September 14, 2020

INTRODUCTION

In 2019, the Planning Commission considered a simple zoning amendment that eliminated the current requirement that drive-through fast food restaurants be located in a freestanding building. As we have seen over the past couple of years, there is demand for endcap drive-throughs in multi-tenant buildings along commercial corridors, such as in the proposed developments near 15 Mile and Utica Roads' intersection.

We recall there being support for this amendment, but upon searching City records, found no evidence of the Planning Commission conducting its statutorily-required public hearing on the attached proposed revision to the Zoning Ordinance. Thus, I suggest that the Planning Commission reconsider this amendment during your September 21st meeting and consider setting a public hearing for the November 4th Planning Commission meeting, at which time you would receive public comment and vote to recommend approval, approval with modifications, or denial – by City Council – of the subject amendment.

Attached is the recommended amendment for discussion. Please let me know if you have any questions; thank you.

CITY OF FRASER
COUNTY OF MACOMB, MICHIGAN

ORDINANCE NO. 279-__

**AN ORDINANCE TO AMEND ZONING ORDINANCE NO. 279 TO
AMEND ARTICLE XII, SECTION 32-170, SUBPARAGRAPH (B) (4) TO
ALLOW DRIVE-THRU SERVICE FOR FAST FOOD RESTAURANTS
THAT ARE NOT IN A FREESTANDING BUILDING**

THE CITY OF FRASER ORDAINS:

Section 1. Article XII, Section 32-170, Subparagraph (b) (4) of Zoning Ordinance No. 279 shall be amended to read as follows:

(4) Drive-thru service shall be permitted only if a satisfactory traffic pattern for the drive-thru lane can be established to prevent traffic congestion and the impairment of vehicular circulation for the remainder of the development. Vehicle stacking lanes shall not cross any maneuvering lanes, drives or sidewalks.

Section 2. All other provisions of Zoning Ordinance No. 279 not specifically amended by this Ordinance shall remain in full force and effect.

Section 3. This Ordinance shall become effective seven (7) days after publication of a notice of adoption.

This Ordinance was adopted at a meeting of the City Council of the City of Fraser on the _____ day of _____, 2020.

KELLY DOLLAND, CITY CLERK

PUBLICATION DATE:

Monday, _____, 2020

C & G NEWSPAPERS

NOTICE OF ADOPTION OF ORDINANCE

CITY OF FRASER

ORDINANCE NO: _____

The City of Fraser has adopted an Ordinance to amend Article XII, Section 32-170, Subparagraph (b) (4) of Zoning Ordinance No. 279 to allow drive-thru service for all fast food restaurants upon specified conditions, including fast food restaurants that are not located in a freestanding building.

This amendment shall be effective seven (7) days after publication of this Notice of Adoption. A copy of the Ordinance can be inspected or obtained from the City Clerk's office in City Hall, 33000 Garfield Road, Fraser, Michigan 48026, during normal business hours.

2020



Fraser 2020 Master Plan

City of Fraser, Michigan



Fraser 2020 Master Plan

City of Fraser, Michigan

DRAFT - Date XX, 2020

Prepared with the assistance of:



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Northville, MI 48167

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www.mcka.com

Acknowledgements

Insert community photograph

Fraser is a community of engaged, passionate residents – we thank them for their time, ideas, and important input provided throughout the planning process in 2019 and 2020. This plan has been shaped by their opinions and vision, championed by the Planning Commission, and thoughtfully considered by the City Council.

PLANNING COMMISSION

____, Chair
____, Vice Chair
____, Secretary

CITY COUNCIL

____, Mayor
____, Mayor Pro-Tem

ADMINISTRATION

____, Manager
____, City Clerk
____, City Attorney

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Executive Summary



WRITE AT A LATER DATE

01

Graphic Design sample to show how section headers will be designed once put into the format after the content is approved / finalized:

Planning Context

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Planning Context

Planning for the future change and continual development and redevelopment of a community and its resulting land uses is largely dependent on where the community is located. Understanding the regional location of a community and other existing conditions such as transportation systems, environmental features, demographics, and more helps to drive logical, pragmatic, and action-oriented implementation measures that can be used to steer the community into a sustainable future.

Not only is it imperative to understand regional location and existing conditions within a community, other elements such as regional development and planning trends - as well as broad development and planning trends - are significant foundations to the master planning process and subsequent implementation actions taken by a community. By analyzing both regional and broad planning trends, a community can proactively prepare for changing environments and seamlessly adapt to growth and development for years to come.

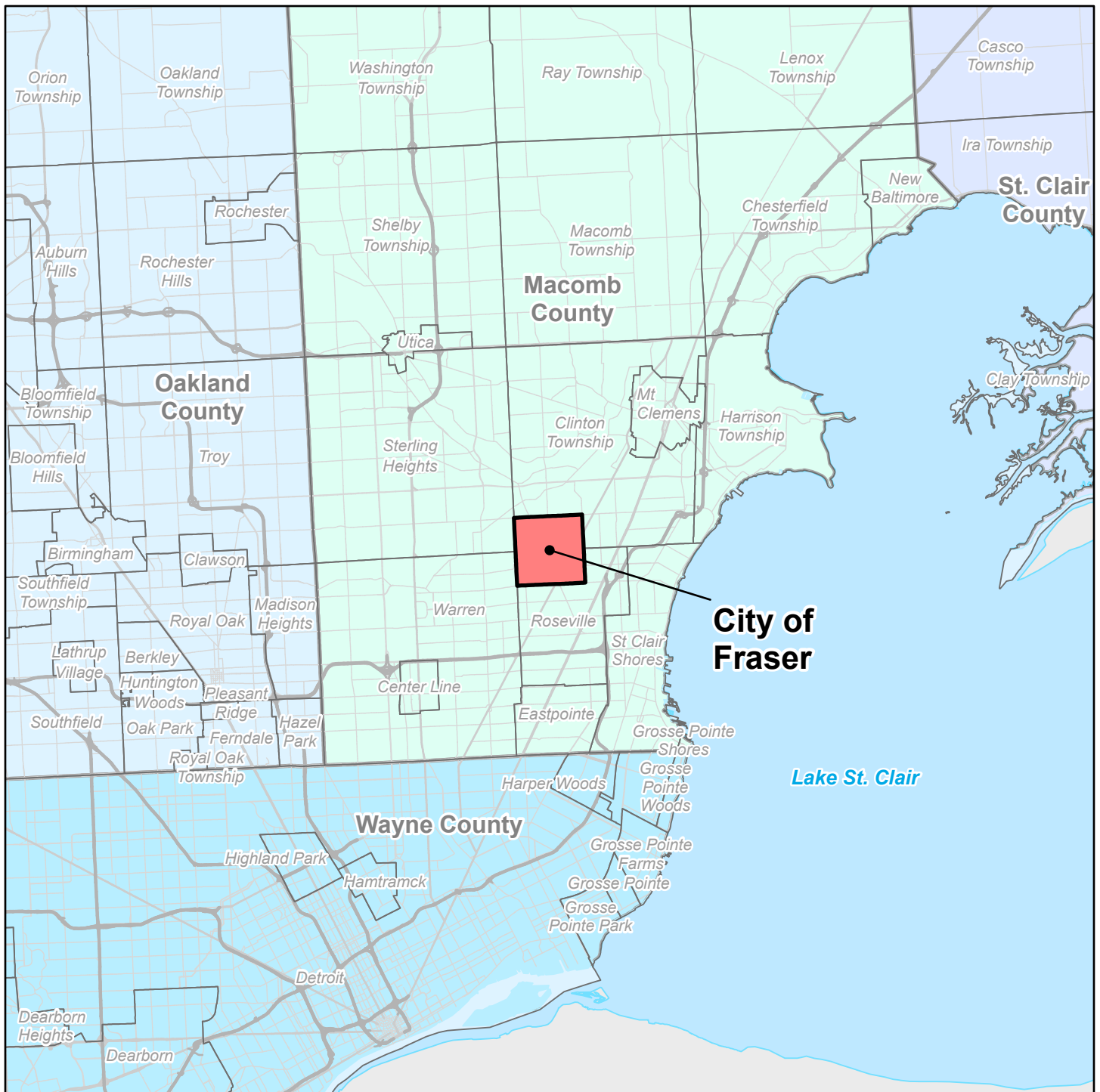
A. REGIONAL SNAPSHOT

Covering just over four-square miles, the City of Fraser is located in southern Macomb County, in the Metro-Detroit region of Michigan. Fraser is surrounded by the cities of Warren, Roseville and Sterling Heights, and by Clinton Township. The City is approximately 18 miles north of downtown Detroit.

Running in a northeasterly direction from its apex just south of East 8 Mile Road at the border of Detroit and Warren, Groesbeck Highway (M-97) is the principal regional transportation route serving Fraser, providing access to neighboring communities, jobs, and goods and services. The I-696 Freeway is located two miles to the south through the cities of Warren and Roseville. I-696 is a major Interstate freeway that provides regional access from western Oakland County to the west and the eastern I-94 corridor to the east.

Fraser includes a variety of suburban development types, including a number of industrial land uses, residential land uses varying in density, and a centrally-located Community Business District – as well as typical auto-oriented suburban development along its key corridors

In addition to its centrally-located regional position, Fraser is located within a reasonably short distance to freshwater amenities such as Lake St. Clair, the Detroit River, and Lake Erie, as well as to other popular regional destinations such as Ontario, Canada and Toledo, Ohio. These connections place Fraser at the heart of region with an industrial legacy with wide-spanning transportation networks that move goods locally, regionally, nationally, and internationally.

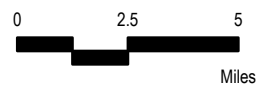


Map 1:

Regional Location

City of Fraser, Michigan

February 6, 2020



Basemap Source: Michigan Center for
Geographic Information, Version 17a.
Data Source: Macomb County 2018.
McKenna 2020.

B. REGIONAL DEVELOPMENT AND PLANNING TRENDS

With a rich history of automobile influence, suburban lifestyles, and community amenities, the Metro Detroit area – including Fraser - is a hub for an affordable live/work/play atmosphere. In more recent years, Metro Detroit, specially Macomb County and the City of Fraser, have experienced growth across multiple sectors. According to Macomb County Department of Planning and Economic Development data, the following development growth data has been identified since 2010:

Industry	Percent Growth
Healthcare	12%
Retail	12%
Advanced Manufacturing	25%
Automotive	27%
Food and Agriculture	46%
Defense	52%
Logistics	52%
IT and Cybersecurity	104%
Professional Services	116%

Additionally, the Southeast Michigan Council of Governments (SEMCOG) publishes data and analyses on development trends in the Metro Detroit region. According to SEMCOG development trends, a total of 10,225 total new residential units were permitted in 2019, in which the total number of apartment complexes increased by 28% from the year prior (for the SEMCOG region). For Macomb County specifically, a total of 1,968 residential building permits were issued in 2019. However, according to SEMCOG data, those residential units were not constructed in the City of Fraser.

In comparison to residential development trends in Metro Detroit, SEMCOG noted that in 2018, a total of 543 nonresidential projects occurred within the SEMCOG region. Of those nonresidential projects (299 of which were finalized during 2018), 175 included retail/commercial development, 108 included industrial/research/hi-tech development, 65 included warehouse/distribution development, 46 included institutional development, 29 included hotel development, and more. For Macomb County specifically, in 2018 the County gained over 5.8 million square feet of nonresidential development floorspace. Warehouse/Distribution projects were among the highest number of developments in the County at 34% of all total nonresidential development.

According to the development trends as noted above, Macomb County experienced overall growth within the last several years in terms of warehouse/distribution facility development, multi-family residential development, and a large growth in professional service and IT/cybersecurity jobs.

C. BROADER DEVELOPMENT AND PLANNING TRENDS

In conjunction with the regional trends in planning and development in the Metro Detroit and Macomb County geographic area, the City of Fraser should also consider broad planning and development trends that are occurring at the national, and even international, level. By analyzing these important trends, the City can effectively and proactively plan for the future of the community, as well as get ahead of upcoming trends and important quality of life considerations to ensure Master Plan relevancy, longevity, and applicability. In turn, this will help the City to attract and retain residents and businesses, and move into an ongoing sustainable future.

An important best planning practice to consider throughout the implementation of this Plan and long after, is the concept of new urbanism. New urbanism refers to the planning and development approach that brings communities back to the basics – walkable blocks, accessible streets, mixed uses, accessible public spaces, and human-scaled design. By bringing communities back to the

organic fundamentals of how towns originated, residents and businesses begin to thrive. The New Urbanism movement focuses on ensuring communities are providing a sense of place for everyone.

Additionally, according to the American Association of Retired Persons (AARP), communities should examine current policies and planning practices that shift toward livability. In this context, livability is an overarching term meaning the “high-level performance measure of neighborhood design factors that are critical to high quality of life for people of all ages.” Planning for all ages is a sound method of planning for people with all abilities. To achieve livability, a community must work toward the following four goals:

1. Compactness (walkable, less automobile dependent)
2. Integration of land uses (residential development within close proximity to places of employment, and neighborhood commercial nodes)
3. Housing diversity (varying types of housing for all ages and incomes)
4. Transportation options (easily available bike infrastructure, sidewalks, ridesharing, etc.)

1. Compactness

As briefly described above, compactness is an integral component of a livable community. On a broad spectrum, compactness simply means the close proximity of varying land uses. For example, in a compact community, residents would live within walking distance to work, school, and entertainment options such as parks, restaurants, and shopping. Compact communities tend to have successful businesses and higher property values. Given that the City of Fraser is a geographically small community, compactness can be achieved through mixed-use development, walkable neighborhoods, and road corridors fitted with pedestrian infrastructure and protected crossings, and a walkable Community Business District.

2. Integration of Land Uses

As the title suggests, integration of land uses describes the planning practice to encourage a variety of uses within close proximity of one another. For example, residents in a livable community may live within biking distance to work or school, as well as shopping centers or grocery stores. Integrated land uses encourage live, work, play opportunities within the same area. Additionally, these areas should be close to public transit, outdoor recreation options, and more. As mentioned above, compactness and the integration of land uses are closely related with one another.

3. Housing Diversity

A popular topic and crisis across the nation, housing diversity is one of the many methods used to create a livable community with high quality of life. Housing diversity encourages a varied choice of housing stock and price points. For the City of Fraser, this could be applicable by means of promoting mixed use development with upper floor residential units, as well as multi-family units, two-family units and duplexes, townhomes, and single-family homes and neighborhoods – types of residential units typically called “missing middle housing”. While the City of Fraser is largely built-out, housing diversity can be implemented during redevelopment processes of vacant or obsolete storefronts or homes, or retrofitting of underutilized areas such as large parking lots. According to the AARP livable communities report, land value is increased when higher-density development is permitted.

4. Transportation Options

A livable community includes the accessibility of a multitude of transit options for people with all different types of physical capabilities and ages. In this context, transportation options include automobiles, bikes, walking, buses, ridesharing, and more.

Although this is a small sample and brief overview of some of the broad overarching trends in planning and development, Fraser can implement each of these core principles noted in this section in a variety of ways with each development, redevelopment, and zoning ordinance review. This plan is also meant to be utilized as a guide to assist the City of Fraser moving toward these core planning principles, in a pragmatic sense that is applicable to the City.

Fraser Today

The City of Fraser Master Plan provides a roadmap for the future development of the City and is a rewrite of the current Master Plan, which was adopted in 1990. The changes in the City's demographics, acknowledgement of advances in technology, community-buildin, and other important sectors, and comments received during public input have led to a revised vision for the future changes within Fraser.

Demographic analysis, or the study of the characteristics of the population, is a fundamental element of master planning. Future growth and development require consideration of how many people will need City services, how much housing is affordable, how many new houses will be built, and other vital signs. By understanding these existing conditions and past trends, the City can then appropriately anticipate and plan for the future needs of the community.

The comprehensive data source for the City of Fraser is the U.S. Census in 2010, Esri 2019 Forecasts (utilizing Census data), as well as the 2000 U.S. Census and the 2013-2018 American Community Survey 5-Year Estimates. This analysis compares the City of Fraser to several surrounding communities and Macomb County where appropriate. Differences in demographics may indicate issues or areas in which land use planning and public policies are warranted; may identify strengths or assets that can be further developed; or may identify weaknesses or issues that need to be addressed.

A. PEOPLE

1. Community Profile

Population Trends

Changes in the number of people in an area provides as an important indicator of community health; examining these trends is an integral tool in community planning. Table 1 shows the relative populations of the City of Fraser from years 2000 to 2017 in comparison with other surrounding communities.

As noted in Table 1, the total population in the City of Fraser has fluctuated within the 17-year time period. Like many communities in Michigan, the City saw a population decline in years 2000 to 2010, likely attributable to the "Great Recession". However, from years 2010 to 2017, the City experienced a slight increase in population as families and individuals more freely moved around the region because of lower housing costs; however, overall, the City saw a population decrease from years 2000 to 2017 by 681 people.

The planning implications on population decrease may include exploring options for economic development tools, working to diversify the housing stock where applicable, and exploring opportunities to redevelop priority sites to achieve the four livability goals discussed in the prior section

Table 1: Population Change, 2000-2017

Community	2000	2010	2017	Total Change 2000-2010	% Change 2000-2010	Total Change 2010-2017	% Change 2010-2017
Fraser	15,297	14,480	14,616	-817	-5.3%	136	0.9%
Eastpointe	34,044	32,442	32,601	-1,602	-4.7%	159	0.5%
Roseville	48,129	47,299	47,501	-830	-1.7%	202	0.4%
Warren	138,247	134,056	135,022	-4,191	-3.0%	966	0.7%

Clinton Twp.	96,648	96,796	99,726	1,148	1.2%	2,930	3.9%
Shelby Twp.	65,159	73,804	79,101	8,645	13.3%	5,297	7.2%
Utica	4,577	4,757	4,924	180	3.9%	167	3.5%
Macomb County	788,149	840,978	871,375	52,829	6.7%	30,379	3.6%

Additionally, according to the 2019 Esri Market Profile Forecasts, the City of Fraser had a population of 14,599 people, which is an almost negligible decrease from the total population of 14,616 people from the 2017 U.S. Census estimate. Another noteworthy aspect to the City's population fluctuation is that the City's total daytime population is estimated at 15,886 people (1,287 more people), which means that the community is "importing" workers from other communities during the day – likely in the industrial sector.

Likewise, SEMCOG produces population projection data for the counties and municipalities within its planning area. For the City of Fraser, the population forecasts include the following:

Table2: Population Projections, 2020-2045

Year	Projected Population	% Change
2020	14,250	
2025	14,428	+1.25%
2030	14,563	+0.94%
2035	14,520	-0.30%
2040	14,615	+0.65%
2045	14,529	-0.59%

Overall, the population in the City of Fraser is predicted to fluctuate slightly from years 2020 to 2045, and throughout the duration of this plan. This simply indicates that the general population counts within Fraser will be relatively stable over the next 25 years.

Age Distribution Trends

The age of a community's population has implications for planning and development, whether it is a need for housing alternatives, an increased or decreased need for schools, or services for empty nesters and older residents. In the City of Fraser, the median age of residents is 45.5 years old. By year 2024, Esri predicts the median age of the City's population will rise to 45.8 years old.

Age structure (analyzing which proportions of a municipality's populations are in which stages of life) gives a nuanced view of the makeup of a community. The table below describes the age distribution trends in the City of Fraser for the year 2019. As the table indicates, the age bracket with the highest population concentration in the City is the 55-64 age group.

Table 3: Population by Age, 2019

Age Bracket	Percentage of Population
0-4	4.4%
5-9	4.8%
10-14	5.3%
15-24	10.8%
25-34	12.4%
35-44	11.6%
45-54	14.2%
55-64	16.2%
65-74	11.6%
75-84	5.5%

85+	3.0%
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As such, it is imperative that the City of Fraser consider the planning and development implications of an aging population. Some of these implications include senior housing and assistance programs, outdoor recreation opportunities like parks, bike paths, and community gardens, public transportation opportunities, entertainment options, and others. The Goals and Objectives and Implementation sections of this plan contain strategies and planning principles upon which decisions and future investments can rely.

However, another noteworthy element of the age distribution chart is the percentage of 25-34-year-olds in the City. This can indicate general housing affordability, steady population rise into the future, and [more](#).

Race and Ethnicity

The table below describes the racial and ethnic composition of Fraser residents. By understanding the racial and ethnic fabric of a City, decision-makers can adequately plan and address the needs of different population groups. As the table below indicates, the population of “White Alone” exceeds the percentages of all other races at over 88% of the total population of the City.

Table 4: Racial Distribution, 2000-2019

Race/Ethnicity	2000 Percentage of Population	2010 Percentage of Population	2019 Percentage of Population	Percent Change 2000-2019
White Alone		92.0%	88.2%	
Black Alone		3.9%	6.4%	
American Indian Alone		0.5%	0.5%	
Asian Alone		1.5%	2.1%	
Pacific Islander Alone		0.0%	0.0%	
Some Other Race		0.3%	0.3%	
Two or More Races		1.8%	2.5%	
Hispanic Origin		2.1%	2.5%	

Housing Profile

The quality, affordability, location, and availability of a community’s housing stock has a significant impact on the vitality and livability of the community as a whole. The following analysis of trends relating to the number of housing units, the amount of owner-occupied, rental, and vacant units, and households by type helps evaluate the health of the City of Fraser’s housing stock.

Table 5 provides more information on the types of available housing in the City, and how the housing types have changed over a seven-year time period. As a result, the number of attached single-family homes has risen the most at 2.2% increase from 2010 to 2017. Conversely, the number of multi-family units have decreased the most at a reduction of 1.8% from 2010 to 2017. Being largely built-out, it is not likely that the City of Fraser would experience a sharp increase in the construction of detached single-family homes, unless the construction is a redevelopment project. The increase in the number of attached single family homes can indicate that the City is working to address the needs of the aging population, as well working to diversify housing options for the younger population as well.

Table 5: Housing Units, 2010-2017

Housing Type	2010 Number	2010 Percentage	2017 Number	2017 Percentage	Percent Change 2010-2017
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Single Family Detached	4,075	65.1%	4,300	65.6%	0.5%
Single Family Attached	749	12%	928	14.2%	2.2%
2-4 Attached	193	3.1%	148	2.3%	-0.8%
Multi-Family (5+ Units)	1,213	19.3%	1,149	17.5%	-1.8%
Manufactured Units	31	0.5%	25	0.4%	-0.1%
Total Units	6,550	100%	6,550	100%	

In addition to the number of housing units in the City over a given period of time, it is also significant to understand the year residential structures were built. Construction year data helps provide insight on the age of the current housing stock in the City. Table 6 provides more information on the year homes were constructed; and, as indicated, the time period with the greatest number of homes being built in the City of Fraser was 1970 to 1979. Following closely behind, the postwar years between 1950 and 1959 were times of strong residential development activity in Fraser (and similar postwar suburban communities around the country). This data is consistent with the context of the City's overall aging population and relatively stable population counts, coupled with the aging housing stock.

Table 6: Year Structure Built

Year	Number of Structures Built
2014 or Later	14
2010 to 2013	20
2000 to 2009	270
1990 to 1999	938
1980 to 1989	517
1970 to 1979	1,594
1960 to 1969	1,098
1950 to 1959	1,398
1940 to 1949	326
1939 or earlier	279

Housing Tenure

Housing tenure describes how housing is occupied – by the owner, by a renter, or whether it is vacant. According to Table 7, the housing tenure with the highest share of residents is owner-occupied housing (66.3%), with a small smattering of vacant homes. This data is consistent with the housing type data, in that attached single family home construction has risen, and multi-family developments have decreased (and those are often the housing types that are occupied by renters).

Additionally, Table 7 concludes that Fraser has one of the higher rates of home ownership among the sample communities. Some of the planning implications to consider in analyzing housing tenure data is whether to address aging housing stock, ensure that housing stock diversity is appropriately balanced, that adequate rental housing is available to meet the local demand, and more.

Table 7: Housing Tenure

	Fraser	Eastpointe	Roseville	Warren	Utica	Macomb County

Owner Occupied	66.3%	58.0%	58.9%	63.7%	54.3%	68.6%
Renter Occupied (2017)	27.9%	33.8%	34.7%	27.7%	40.5%	25.5%
Vacant	5.8%	8.2%	6.8%	8.5%	5.2%	5.9%

Households

In the City of Fraser, the 2019 average household size was 2.33 persons and the average family size was 2.95 persons. Of this information, combined with the age distribution, it is likely that the City of Fraser is comprised largely of older 2-person families that no longer have children living in their homes, or older residents living in their adult child's home.

Economic Profile

This section describes the employment distribution, income, educational attainment, and other economic data for the City of Fraser. It also includes a Tapestry Segmentation profile, which summarizes the segments, based on demographics and socioeconomic factors, that can be found in the City.

The following table addresses the employment sector of the residents in the City. This is not an analysis of what kinds of jobs are available or what businesses are located within the community, but rather in what occupations residents are employed, regardless of where they work. Major occupational sectors for residents of Fraser include “services” at 40% and “manufacturing” at 20.2%.

The high number of manufacturing and service jobs are consistent with the City's existing land use fabric, given that the City has a robust presence of industrial businesses. In this context, services refer to “blue collar” jobs such as installation, maintenance, repair, production, transportation, and material moving. Fraser residents build, maintain, and repair “things”, which are knowledge jobs that are at risk of being moved to different regions or even countries with the current mobility of many sectors. Likely, these jobs are related to the automotive industry and their fortunes are tied to the long-term viability of that sector.

Table 8: Employed Population by Industry, 2019

Industry	Percentage of 16+ Labor Force
Agriculture/Mining	0.1%
Construction	5.4%
Manufacturing	20.2%
Wholesale Trade	3.2%
Retail Trade	11.5%
Transportation/Utilities	5.1%
Information	2.7%
Finance/Insurance/Real Estate	8.0%
Services	40.0%
Public Administration	3.7%

Income and Unemployment

In the City of Fraser, the median household income in the year 2019 was approximately \$58,681, according to the Esri 2019 Estimates ; the median home value was \$163,047. Additionally, only 3.6% of Fraser's residents were unemployed in 2019.

Some of the planning implications due to the income and poverty data noted above include housing affordability, education and lifelong learning / training, availability of transportation options, availability of recreation options, relationships with local large employers, and more.

Commuting

An indication of this area's economic position relative to the surrounding region can be illustrated in travel time to work for residents. Table 9 further outlines the time residents, age 16 and older, spend traveling to their place of employment, as well as which places of work can be reached in that radius.

Table 9: Commuting Destinations, 2018

Travel Time to Work	Places of Work within this Commute Radius	% of Population
Less than 10 minutes	Fraser	6.6%
10-24 minutes	Warren/Sterling Heights/ Mt. Clemens	43.8%
25-44 minutes	Detroit/Rochester Hills/Royal Oak/Pontiac	30%
45-59 minutes	Ann Arbor/Sarnia/Howell/Brighton	12.1%
60 + minutes	Toledo/ Flint/Lansing	7.5%

Table 9 above indicates that the highest percentage of residents in the City of Fraser have commute times around 10-24 minutes. However, it is also important to note that many people who live in Fraser likely work in Fraser, or a neighboring municipality. Commute data is significant when planning for future transportation systems (both motorized and nonmotorized), business and economic development projects and programs, corridor enhancements, and more.

Tapestry Segmentation Profile

Tapestry segmentation profiles provide an accurate, detailed description of America's neighborhoods, classifying them into unique segments based not only on demographics, but also socioeconomic characteristics. For the City of Fraser, there are three major segments which can provide information about the neighborhoods and its residents.

“Rustbelt Traditions “

This Tapestry Segmentation profile comprises the highest percentage of residents in the City of Fraser. Rustbelt Traditions have an average household size of approximately 2.47 people, a median age of 39 years old, and a median household income of \$51,800. A majority of Rustbelt Traditions homes are located in older industrial cities surrounding the Great Lakes. Additionally, this group is likely to have low unemployment rates, are family-oriented consumers, and live in modest single-family homes.

“Small Town Simplicity”

This Tapestry Segmentation Profile is the second highest percentage of residents in the City of Fraser. The median age of this group is 40.8 years old, a median household income of \$31,500 and an average household size of 2.26 people. Small Town Simplicity residents are more likely to be young families or seniors that are bound by community ties. With this group, the unemployment rate is slightly higher at 7.7% and labor force participation is lower, which could be due to lack of jobs, or retirement.

“Savvy Suburbanites “

This Tapestry Segmentation Profile is characterized by well educated, well read, and well capitalized people. The median age of this group is 45.1 years old, with a median household income of \$108,700, and an average household size of 2.85 people. This group is likely to be empty-nesters, or nearing empty-nester stages of their lives. This group is low unemployment rates, who appreciate technology and tend to spend more money on entertainment.

2. Community Conversations

Results of public engagement will be inserted here, with extrapolations of implications for planning approaches, future land use recommendations, etc.

Information from this point forward updated August 26, 2020:

B. PLACE

1. Planning Framework – Neighborhoods, Nodes, and Corridors

A major component of a community master plan is to identify existing land use patterns. To make informed decisions regarding the future of land uses in the City of Fraser, it is critical to have a clear understanding of existing land uses and the relationships between those land uses. Documenting the existing land use framework not only identifies the locations of particular land use activities, but also highlights the areas with future growth potential and areas where land use conflicts may exist.

A key element to consider when determining the future fabric of a community is the identification of where current activities (such as residential, commercial, industrial, and recreational) take place. This existing conditions and land use analysis will help to determine what areas and corridors should be preserved, redeveloped, or intensified.

This Master Planning process has also identified other existing conditions factors that helped determine not only the Future Land Use Plan, but also the overarching goals, objectives, and recommendations, as described in the next section – specifically neighborhoods, nodes, and corridors.

2. Existing Land Uses and Character

Fraser generally consists of seven land uses. Differing from zoning districts, land uses describe the overarching character of an area and how the land is occupied, that which are then specified further into zoning districts with corresponding regulations. The existing land uses represented in Fraser include:

a) Single-Family Residential

Single-family homes occupy the majority of the City's total land area. Single-family residential areas typically include residential neighborhoods with detached one-family homes constructed on small-to-medium size lots.

b) Multi-Family Residential

This classification includes land areas that are occupied by predominately residential structures containing dwelling units for three or more households. The Multiple Family classification includes apartments and attached condominiums. Multi-Family Residential land uses are found in the northwest and southwest portions of the City, typically within close proximity to commercial nodes.

c) Commercial

The commercial land use category includes all commercial uses related to goods and services. Primarily focused around major road intersections and arterial corridors, the commercial category includes a wide-range of uses from big-box retail and grocery stores to smaller retail and services like dry cleaners and specialty stores. Most of the commercial land in Fraser is located along Utica Road in the northwest portion of the City, as well as on the southeast portion of the City along Groesbeck Highway, adjacent to industrial businesses.

d) Office

The office land use classification often is associated with commercial land use, and most frequently these two use categories are mixed together. In Fraser, office uses are primarily located adjacent to the industrial areas.

e) Industrial

This category includes manufacturing, warehousing, assembly, fabrication facilities, and other non-manufacturing industrial and utility uses. Fraser has a vast amount of industrial land uses located throughout the east side of the City along all major road corridors. The existing industrial businesses include warehousing, processing, packaging, wholesale establishments, and more.

f) Public/Semi Public

Public/Semi Public uses are comprised of schools, municipal buildings such as the City Library or City Hall, and other municipally-owned lots. These land uses are generally intended to provide a public service.

g) Park/Open Space

This classification includes parcels (both improved or unimproved) that are used for public or private non-intensive recreational activities, including parks, golf courses, swimming pools, ice rinks, natural areas, and private outdoor recreational facilities.

The map on the following page includes the existing land uses in the City of Fraser.

INSERT EXISTING LAND USE MAP HERE

NEIGHBORHOODS

Northwest (Neighborhoods 1 & 2)

The first two neighborhoods are located on the Northwest side of the City of Fraser. The limits of the first neighborhood cluster spans from 14 Mile Road, along the west side of Utica Road, up to 15 Mile Road. The second neighborhood cluster, or planning area, has a south boundary on 14 Mile Road, runs along the east side of Utica Road, up to 15 Mile Road.

The first neighborhood planning area is characterized by medium density residential development, pockets of general commercial areas, and small areas of low density residential. The homes here are typically older and have relatively small lots. Many of these neighborhood streets are connected to one another, with few cul-de-sac designs. Additionally, a higher-intensity commercial node on the north side of the first neighborhood planning area is located around the intersection of Utica Road and 15 Mile Road.



Neighborhood 2 is largely characterized by high density residential development, along with high intensity commercial and small areas of medium density residential.

Northeast (Neighborhood 3)

The northeast portion of Fraser has one neighborhood cluster, neighborhood 3. This quadrant of the City is nearly completely developed, and is located between the Fraser Schools campus on the west side of Mulvey Drive and the industrial park. The residential areas within Neighborhood 3 are generally older one-story single-family homes on small lots within close proximity to one another. A small pocket of neighborhood commercial development is located in this neighborhood at the corner of E. 14 Mile Road and Garfield Road.



Southwest (Neighborhoods 4 & 7)

Neighborhoods 4 and 7 are located in the southwest quadrant of the City. These two neighborhoods are separated east/west by Masonic Road. Additionally, these two neighborhoods are largely residential in nature, ranging in density. While a majority of the residential land uses are detached single-family homes with small lots, areas of high-density multi-family residential developments are also located in Neighborhood 7. In Neighborhood 4, many of the residential streets are fitted with dead-end streets and cul-de-sacs.

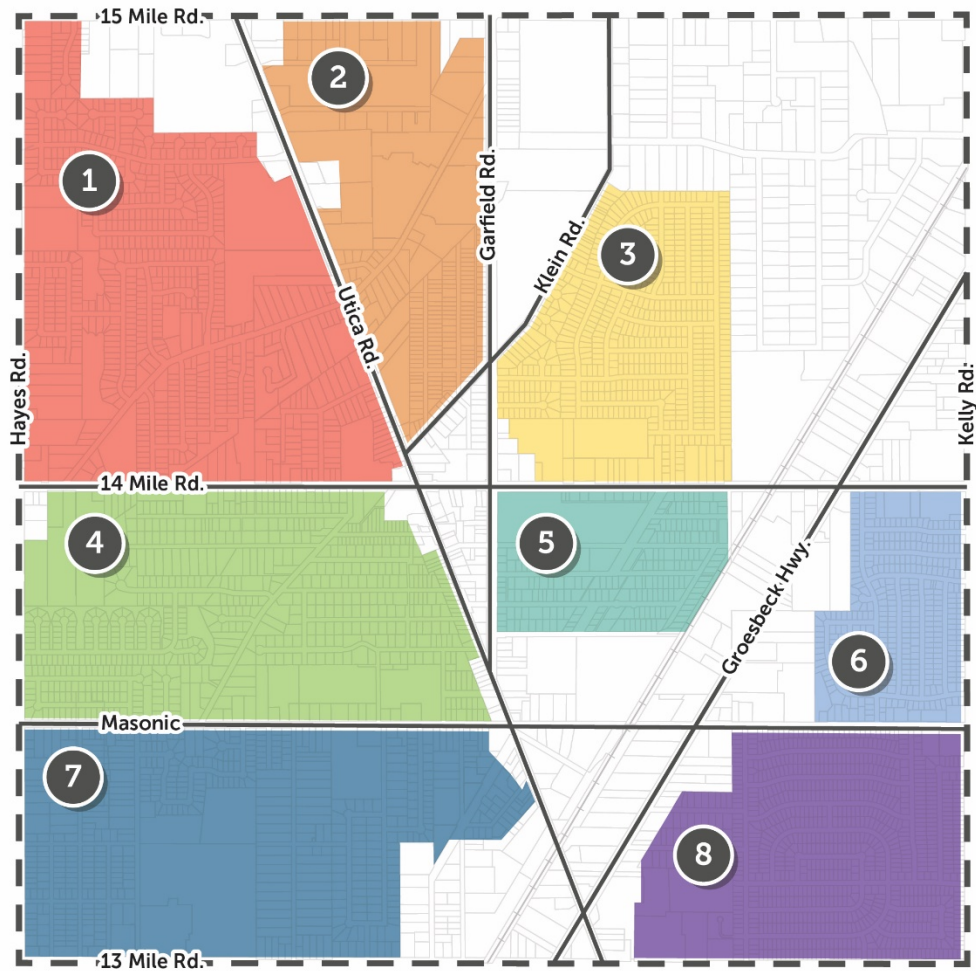


Southeast (Neighborhoods 5, 6, & 8)

Three neighborhoods are located in the Southeast quadrant of the City. Neighborhood 6 is largely built-out with industrial development, and a small area of residential development with smaller single-family homes on small lots. Neighborhood 5 is more centrally located in the City, encompassing City Hall and Steffens Park. Neighborhood 5 also includes residential development with older single-family homes.

Neighborhood 8 is located at the very southeast corner of the City, which is largely residential in nature and also considered entirely built-out. Residential development in Neighborhood 8 is comprised of densely populated older single-family homes.





Neighborhood Planning Areas

City of Fraser, Michigan

NODES

Nodes is a term used to describe popular destinations in a community and the surrounding area of similar character, with defined edges and a compactness that allows for walkability within. For the City of Fraser, nodes may include municipal destinations such as schools, public library and City Hall, but also describe the areas to which people often travel to for goods and services, as well as hubs for large areas of employment. Understanding the existing conditions of the most popular destinations and hubs in the City will also assist with how to determine the future fabric of these places, and how they can be enhanced. Some of the most significant nodes in the City identified in this Plan include:

a) Central Business District

The Central (or Community) Business District is centrally-located within the City, at the crossroads of 14 Mile Road, Utica Road, Garfield Road, and Groesbeck Highway. This node consists largely of commercial amenities such as corner stores, grocery stores, gas stations, City Hall, and other amenities. This area is characterized by high traffic volumes, four-lane corridors, older commercial development with strip malls, and large parking areas. Residents in the City of Fraser would likely travel to this destination for low-intensity commercial needs, such as quick groceries or pharmaceutical services, as well as for entertainment, such as sit-down restaurants and bowling, and places of worship.

b) Utica and 15 Mile

The general character of the Utica Road and 15 Mile Road node can be described as commercial in nature. In this area, higher-intensity commercial uses are prevalent, such as a large grocery store with expansive parking areas, banks, fast food restaurants, gas stations, and more. This node is likely where residents would travel to for goods and services in bulk. Additionally, this area is characterized by high volume and high-speed traffic with four-lane roads, strip malls, and buildings that are off-set from the street. This area is likely to experience more commercial traffic, given its higher-intensity commercial development coupled with close proximity to major thoroughfares such as 16 Mile Road. This node is also the northern gateway into Clinton Township. Another noteworthy characteristic of this area is its close proximity to the medium-to-high density residential units located on both the east and west sides of this node.

c) Groesbeck, Utica, and 13 Mile

This node is located in the southcentral portion of the City. Similar to the nodes described above, the Groesbeck/Utica/13 Mile Node is comprised of commercial development. However, it also should be noted that this Node is surrounded by industrial land uses and a rail corridor to the northwest. Additionally, this node is unique in that the three corridors all meet in this area, forming high traffic volume intersections. Here, the commercial development includes older strip mall designs integrated with other higher-intensity services such as used car sales and fast food restaurants. It is likely that this node experiences the most traffic volumes during peak hours when employees are traveling to and from work in the adjacent industrial businesses, as well as to the medium-to-high density residential development located directly east. The development patterns here can be described as a high-intensity mix of commercial uses with industrial character. The Groesbeck/Utica/13 Mile Node can also be considered a southern gateway into the City of Roseville to the south.

d) Industrial Park

The Industrial Park in the City of Fraser is located primarily in the northeast section of the City. A large portion of the City is dedicated to industrial uses, comprising the second largest land use designation in the City. In addition to the industrial park located at the northeast section of the City, a linear strip of industrial uses exists along the Groesbeck Highway Corridor, spanning between the rail corridor and the Highway. In this area, the developments include older industrial facilities located within close proximity to one another, with varying types of development styles.

CORRIDORS

a) Groesbeck Highway (M-97).

Groesbeck Highway, or M-97, is a State-owned and maintained thoroughfare located in Metro Detroit. It is one of the main regional corridors serving the City of Fraser, and runs northeast to southwest, from Mount Clemens to outer northeast side of Detroit. The Highway also provides access to other State thoroughfares such as Interstate 696 and M-59. In the City of Fraser, a majority of the existing land uses located along M-97 are industrial and commercial. In neighboring jurisdictions, the land uses along M-97 can be characterized as industrial and high-intensity commercial. This is likely due to its close proximity, running parallel, to the rail corridor.

b) Utica Road.

Utica Road is another major corridor in the City of Fraser. Running from northwest to southeast across the City, the primary land uses located along this corridor include commercial, high-density residential, and industrial. Utica Road provides connectivity from Utica on the north side, to St. Clair Shores on the south side. Utica Road is a two-lane corridor with high traffic volumes and higher speeds. Utica road is maintained by the Macomb County Road Commission. Along this route, existing land uses generally range from commercial, such as restaurants, auto body shops, and more to higher-density residential developments.

c) 15 Mile Road.

15 Mile Road is an east-west corridor that also serves as the northernmost boundary for the City of Fraser. 15 Mile Road is maintained by the Macomb County Road Commission, and spans from Clinton Township to the east, and the City of Birmingham to the West, where it turns into Maple Road, which runs further west into the City of Walled Lake in Oakland County. In the City of Fraser, the existing land uses on 15 Mile Road range from industrial to the east, and residential and commercial to the west. Similar to the other regional corridors described in this Section, 15 Mile Road is a four-lane corridor with high traffic volumes and higher speed limits. Throughout the course of the Corridor, existing land uses are varied from commercial development, such as restaurants and strip mall shopping centers, to low-intensity industrial facilities, to medium and high-density residential development.

d) 14 Mile Road.

The 14 Mile Road Corridor runs east-west through the center of the City, approximately one mile south of 15 Mile Road. The route within its entirety provides access from Clinton Township to the east, to Farmington Hills in the west. In the City of Fraser, the east side of 14 Mile Road is characterized by industrial development and medium-density residential homes, to the Community Business District in the center of the City with low-intensity commercial development, to Low-One-Family Residential dwellings on the west side of the City. 14 Mile Road is a major thoroughfare in Metro-Detroit that is maintained by county road commissions

(in the City of Fraser, it is maintained by the Macomb County Road Commission). Much like the other mile marker roads in Metro-Detroit, 14 Mile Road is a four-lane route with high traffic volumes and high speeds. The land uses that surround this route range from higher-intensity commercial (such as shopping centers, chain restaurants, movie theatres, and more), to neighborhoods and multi-family residential dwellings.

e) 13 Mile Road.

13 Mile Road is located at the southernmost border of the City of Fraser, approximately one mile south of 14 Mile Road. The route is major Metro-Detroit mile marker corridor that runs east-west from Clinton Township and the Lakeshore on the east end, to the City of Novi on the west end. In the City of Fraser, 13 Mile Road is largely populated with higher-density residential development as well as industrial, and commercial. On a regional scale, the current land uses along 13 Mile Road also include residential neighborhoods as well as pockets of commercial development located within close proximity to multiple highways (M-5, M-24, M-1, I-75, M-53, and I-94). In the City of Fraser, this route is maintained by the Macomb County Road Commission.

f) Garfield Road.

This route runs north-south along the center of the City of Fraser, from 15 Mile Road to the north, and Utica Road to the south. The current land uses in the City that surround this Corridor are mostly medium-to-high density residential and a small pocket of Community Business District in the center of the City. This route is also maintained by the Macomb County Road Commission within the City. The City of Fraser is the southernmost boundary of the route, but it spans further north to 22 Mile Road, in the Waldenburg area. Garfield Road is characterized by a majority of residential development varying in density, to high-intensity commercial and civic land uses.

g) Masonic Road.

Masonic Road is another east-west corridor in the City that is located between 14 Mile Road and 15 Mile Road. The current land uses located along the Route in the City include medium density residential dwellings as well as high-intensity industrial and low-intensity commercial. Masonic Road is a two-lane corridor that provides access from the Lakeshore and Clinton County on the east, to the City of Warren to the west. In neighboring jurisdictions, Masonic Road is populated largely by residential land uses. This Route is also maintained by the City.

h) Hayes Road.

Hayes Road is a north-south corridor that also serves as the westernmost border of the City. Along Hayes Road, majority of the land uses are residential, ranging from low to medium density, with small areas of low-intensity commercial. Hayes Road runs south, to 9 Mile Road in Eastpointe, to Clinton Township to the north. On a regional scale, Hayes Road includes commercial, civic, and low-intensity industrial uses on the south end, and residential uses on the north end. This Corridor is maintained by county road commission agencies. In the City of Fraser, Hayes Road is a two-lane corridor surrounded by older homes with considerable front yard setbacks and open space.

i) Kelly Road.

Kelly Road is a north-south corridor that also serves as the easternmost border of the City. In the City of Fraser, most of the land uses along Kelley Road and medium density residential on the south side, and industrial on the north side. Kelly Road spans from the City of Roseville on the south side, to Clinton Township on the north side. The surrounding character of the two-lane corridor are older single-family homes with higher density and closer to the road. On the north side in the industrial areas, Kelly Road expands to four lanes and serves a

multitude of industrial businesses and offices. This Corridor is maintained by the Macomb County Road Commission.

j) Mulvey Road.

Mulvey Road is a route located primarily in the northwest section of the City. It spans northeast to southwest, from 14 Mile Road to Garfield Road, just south of 15 Mile Road. The primary land use surrounding this Route is residential, ranging from low density to high density. On the southwest side, residential lots are larger with considerable front yard setbacks, with newer and larger-sized homes. On the northeast end of the Corridor, density increases and larger apartment complexes are built. Being residential in character, Mulvey Road is a two-lane street with low traffic speeds.

k) Fruehauf Road. / Klein Road.

This Corridor is located on the northcentral section of the City. The Route spans from 15 Mile Road, to Utica Road, in a southwest to northeast direction. Except for a small portion located in the center of the City that is located in the Community Business District. This Route is maintained by the City, and is characterized by residential land uses with older homes on smaller lots with medium density. Additionally, a few civic uses are located on the Route, such as Richards Middle School and Fraser High School. Klein Road is a two-lane road with lower speed limits to accommodate residential traffic.

3. Citywide Infrastructure

This section will include information (text and maps, if available) on the following, to be supplied by City Engineer / DPW:

- Sanitary sewer
- Storm sewer
- Floodplains
- Water quality
- Roads and sidewalks
- Anything else deemed relevant / important

4. Overall Land Use Themes / Summary

This section will synthesize the information in items 1 – 4, providing the key takeaways, leading into the next section related to Future Land Use and the Land Use Frameworks.

C. ECONOMY

Information in this section will be supplied by Macomb County Planning and Economic Development – whatever data and community profiles they have on Fraser.

This Section describes the planned future conditions of the City of Fraser, through the duration of this Master Plan. The goals, objectives, and recommendations listed in this Plan derive from the high-level existing conditions analysis, feedback from City staff and officials, stakeholder and public input, analysis of current planning trends, and more.

The primary purpose of this Section is to determine the goals and objectives of this Plan and itemize and prioritize the implementation steps for how to achieve them. The Future Land Use Plan is also a significant component of this Section, that which describes the future fabric and planned land use of each parcel of land within the City.

A. VISION STATEMENT

To be developed post-survey.

B. GOALS AND OBJECTIVES

The following section describes the overarching goals and objectives of this Plan. The goals are used to describe the general guidelines and direction for the City of Fraser, and what the Master Plan hopes to achieve. The objectives define general strategies used to achieve the overarching goals, all of which is further detailed and described in Section IV, “Implementing Viable Change”.

Goal #1: Residential & Neighborhoods

- **Objective #1:** Maintain the City’s place in Macomb County that provides safe, attractive, and vibrant neighborhoods that can accommodate residents at all stages of life.
- **Objective #2:** Encourage residential developments that which are needed by persons of all abilities, ages, and backgrounds.
- **Objective #3:** Retrofit underutilized or vacant commercial areas, parking lots, or industrial areas for unique, modern, and creative housing options.
- **Objective #4:** Maintain and enhance the several small-scale neighborhood nodes as walkable service nodes that serve the immediate community.
- **Objective #5:** Create and increase Citywide efforts that provide opportunities to enhance and revitalize vacant, underutilized, or aging housing stock where needed.

Goal #2: Commercial & Economic Development

- **Objective #1:** Ensure that all community commercial nodes in the City are accessible to patrons of all ages, backgrounds, incomes, and physical capabilities – for both motorized and nonmotorized travelers.
- **Objective #2:** Continue to support the improvement the Central Business District, that which includes visually pleasing and welcoming beautification elements such as landscaping, sidewalks, decorative street lamps, street trees, and more.
- **Objective #3:** Support a wide variety of shopping and retail diversity in the City.
- **Objective #4:** Continue to support and foster relationships with local commercial business owners and industrial business owners to maintain their presence in the City.

Goal #3: Transportation

- **Objective #1:** Maintain the current transportation system in the City of Fraser to ensure all roadways are safe, accessible, and high-quality.
- **Objective #2:** Continue to foster relationships with local road agencies to maintain and enhance State and County roadways, where applicable.
- **Objective #3:** Assess current public transit routes and stops, and explore opportunities for future enhancements to the public transportation system in the City – especially to popular employment centers and residential hubs.
- **Objective #4:** Plan for and assess opportunities for nonmotorized transportation alternatives, such as widened paved shoulders, bike lanes, bike routes, and others.
- **Objective #5:** Continue to support newly emerging transportation technology in the City.

Goal #4: Recreation

- **Objective #1:** Maintain and preserve the City's existing parkland and outdoor recreation resources.
- **Objective #2:** Assess and prioritize areas that which may be revitalized for outdoor recreation, such as parks, ball fields, playgrounds, dog parks, and more.
- **Objective #3:** Target and prioritize areas for nonmotorized trails.

Goal #5: Sustainability & Beautification

- **Objective #1:** Ensure that each new and existing developments in the City is well-landscaped with visually pleasing and welcoming decorative elements.
- **Objective #2:** Encourage sustainability elements throughout the City.
- **Objective #3:** Incorporate Citywide beautification elements whenever feasible.

Goal #6: Community Business District (CBD)

- **Objective #1:** Initiate the revival of the City's CBD
- **Objective #2:** Refine the overall vision for the City's CBD area, and determine the desired results.
- **Objective #3:** Encourage and incorporate live/work/play elements in the CBD.
- **Objective #4:** Target specific opportunities sites within the CVD for redevelopment.

C. FUTURE LAND USE

Based on a comprehensive planning process, the Future Land Use plan serves as a guide for the community's vision of the next 10 to 15 years. It is based on an analysis of land use issues facing the City, existing uses and conditions, demographic and housing statistics, physical constraints and resources, community infrastructure, circulation patterns, community engagement, and the goals and objectives of this plan. Through land use planning and zoning controls, the City intends to ensure that the character of neighborhoods are preserved, that economic development is encouraged, and that the designated mixed use areas become vibrant and exciting places to be. This Future Land Use plan constitutes the development policy of the City, and as the City moves into the future, the plan should be updated to address how development and physical change has impacted the infrastructure and existing conditions.

INSERT FUTURE LAND USE MAP HERE

D. LAND USE FRAMEWORKS

Describe changes by neighborhood, node, and corridor following same organization as existing conditions analysis.

E. NON-MOTORIZED TRANSPORTATION FRAMEWORK

Describe changes to non-motorized transportation infrastructure, collaborate with City Engineer and DPW on this section.

F. SUSTAINABILITY AND RESILIENCY IN FRASER

Describe how the City can support sustainable practices and a more resilient future.

Implementing Viable Change

A Master Plan is at its strongest and most actionable when specific implementation tasks and strategies are included, described in detail, programmed into a timeframe, and clearly marked by which organization will be responsible for leading or supporting each item. Thus, below is an Action Plan that should be implemented by the City. Further, the next section of this chapter includes potential resources for the City and its partners to utilize in implementing the Action Plan.

A. ACTION PLAN

To be developed post-survey.

The Action Plan table below describes the step-by-step actions that can be taken by City officials, staff, and partners to achieve the goals and objectives, strategies, and future land use as described in this Plan.

NOTE – the action plan below is a rough start and will be built out more specifically and adjusted based on final goals and objectives, strategies, and the like.

Goal #1 Residential & Neighborhoods		
Objectives	Implementation Measures	Time Frame
Maintain the City's place in Macomb County that provides safe, attractive, and vibrant neighborhoods that can accommodate residents at all stages of life.	Continue to plan for the City's aging population and implement the AARP livability guidelines as described in this Plan.	Ongoing
	Prioritize livability principles and research potential funding sources that could be utilized to achieve these goals.	Ongoing
	Preserve and maintain the City's successful residential neighborhoods.	Ongoing
Encourage residential developments which are needed by persons of all abilities, ages, and backgrounds.	Ensure all proposed residential developments and redevelopments are inclusive for all individuals.	Ongoing
Retrofit underutilized or vacant commercial areas, parking lots, or industrial areas for unique, modern, and creative housing options.	Identify underutilized parking commercial parking areas in the City.	1-3 years
	Determine and identify diverse housing types that should be added to the City's housing stock (ex. two-family developments, townhomes, duplex, quadplex, etc.).	1-3 years

	Prioritize the retrofitting of the underutilized parking areas to those areas that are within close proximity to neighborhoods, schools, parks, and other community hubs.	1-3 years
	Research and seek potential funding or economic development incentives to encourage the retrofitting of those underutilized areas.	5-6 years
Maintain and enhance the several small-scale neighborhood nodes as walkable service nodes that serve the immediate community.	Identify the neighborhood nodes that which contain the most pedestrian traffic and crossings.	1-3 years
	Prioritize the neighborhood nodes that need sidewalk enhancements (ex. those adjacent to schools, neighborhoods, City Hall, parks, etc.) and identify any gaps in the pedestrian infrastructure by means such as conducting a walkability audit or safety audit on certain intersections and corridors.	1-3 years
	Engage the County Road Commission and MDOT (as needed) on the implementation of fitting major corridors with sidewalk facilities (or enhance existing sidewalk facilities) and pedestrian crosswalks to increase pedestrian safety.	5-10 years
	Research and seek funding opportunities for pedestrian and other nonmotorized enhancements to ensure safe and accessible travel to neighborhood nodes, as well as from one neighborhood to another.	5-10 years
	Ensure neighborhood nodes are welcoming and inclusive for individuals of all backgrounds.	1-3 years
Create and increase Citywide efforts that provide opportunities to enhance and revitalize vacant, underutilized, or aging housing stock where needed.	Revisit and update (as needed) the City's code enforcement procedure to ensure it's a comprehensive and effective process.	1-3 years
	Create and provide programs or assistance for homeowners to update and maintain aging homes.	5-6 years
	Identify areas where vacant homes are located and prioritize revitalization efforts.	5-10 years

Goal #2

Commercial & Economic Development

Objectives	Implementation Measures	Time Frame
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Ensure that all community commercial nodes in the City are accessible to patrons of all ages, backgrounds, incomes, and physical capabilities – for both motorized and nonmotorized travelers.	Identify the gaps in the City's bike and pedestrian transportation system.	
	Identify intersections and sidewalk stretches that may not be cumbersome for individuals with disabilities to travel.	
	Determine that each crosswalk and sidewalk is safe and accessible for individuals with varying mobility needs. Start by analyzing each of the 8 individual neighborhoods listed in this Plan.	
Support and create a wide variety of shopping and retail diversity in the City.	Continue to foster relationships with current retail business owners.	
	Identify the gaps in the City's retail market.	
	Identify potential locations for new retail businesses (ex. vacant buildings, underutilized parking areas, etc.)	
	Provide programs or research economic development incentives for new retail businesses.	
	Assist and encourage local businesses to grow with the shift in consumer trends (ex. online shopping availability, outdoor dining establishments/opportunities) – especially in light of the Covid-19 pandemic.	
	Ensure that commercial land uses are not over-allocated in the City.	
Continue to support and foster relationships with local commercial business owners and industrial business owners to maintain their presence in the City.	Continue to be available for business owners and assist them with growth and maintenance where applicable.	

Goal #3

Transportation

Objectives	Implementation Measures	Time Frame
Maintain the current transportation system in the City of Fraser to ensure all roadways are safe, accessible, and high-quality.	Continue working relationships with local road agencies to maintain road network.	
	Identify and prioritize roadways that are in need of repair as needed.	
	Seek funding opportunities to accomplish road repairs.	



	Correct high accident intersections.	
Continue to foster relationships with local road agencies to maintain and enhance State and County roadways, where applicable.	Schedule regular meetings to discuss current and future road enhancement or repair projects.	
Assess current public transit routes and stops, and explore opportunities for future enhancements to the public transportation system in the City – especially to popular employment centers and residential hubs.	Foster relationships with local public transit agencies.	
	Assess current public transit routes in the City.	
	Identify areas where public transit stops may be needed (ex. near major residential developments, multi-family developments, grocery stores, municipal buildings, large area employment centers, etc.).	
	Work with public transit agencies to determine feasibility of new stops or routes.	
Plan for and assess opportunities for nonmotorized transportation alternatives , such as widened paved shoulders, bike lanes, bike routes, and others.	Identify the routes in the City that which more cyclists who travel at faster speeds or commuters utilize frequently	
	Assess the applicability of fitting those identified routes with widened paved shoulders (at least 4 feet), separated bike lanes, or special pavement markings.	
	Seek funding opportunities and create a fundraising plan that can be used to implement bike infrastructure on popular cycling routes.	
Continue to support newly emerging transportation technology in the City.	Ensure that the City is well-connected to changing trends in transportation by means such as supporting ridesharing and carpooling application technology.	

Goal #4

Recreation

Objectives	Implementation Measures	Time Frame
Maintain and preserve the City's existing parkland and outdoor recreation resources.	Continue to upkeep and allocate staff and financial resources to preservation of existing City parkland and outdoor recreation.	



	Assess and prioritize which parks are in need of equipment and other upgrades or enhancements.	
	Continually to implement the goals and recommendations as listed in the current Fraser Recreation 5 Year Plan.	
	Review and update the 2017-2021 Fraser Recreation 5 Year Plan for years 2022-2026 to plan proactively for future parks and recreation enhancements.	
Assess and prioritize areas that which may be revitalized for outdoor recreation , such as parks, ball fields, playgrounds, dog parks, and more.	Assess various lots/properties in the City can be utilized for future public recreational uses and expansion to the City's park system.	
Target and prioritize areas and corridors for nonmotorized trails .	Prioritize ideal routes for separated pathways/nonmotorized trails (typically at least 8 feet wide) from routes listed in this Plan.	
	Consider allocating CIP funds for trails and other outdoor recreation opportunities (including maintenance).	
	Seek other State, Federal, and local funding opportunities separated pathway/nonmotorized trail development and create a fundraising plan.	

Goal #5

Sustainability & Beautification

Objectives	Implementation Measures	Time Frame
Ensure that each new and existing developments in the City is well-landscaped with visually pleasing and welcoming decorative elements.	Upkeep and maintain City records on property landscaping or nuisance violations.	
	Assist property owners with beautification programs and measures as applicable.	
	Ensure that newly proposed developments, or renovations to existing developments are compliant with the City's landscaping and screening ordinances and promote high-quality landscaping in the City.	



Encourage sustainability elements throughout the City.	Ensure that all new developments in the City include sustainable elements such as native plantings, permeable pavement and parking lots, LED lights, and more.	
	Promote Citywide recycling opportunities.	
Incorporate Citywide beautification elements whenever feasible.	Target certain corridors to enhance beautification measures, such as street trees, landscaping elements, decorative elements such as banners and lamp posts, planter baskets, and more.	
	Consider funding opportunities for said beautification measures.	
	Identify City gateways and include decorative elements into City gateways to create a unique sense of character and identity into various neighborhoods.	

Goal #6

Community Business District

Objectives	Implementation Measures	Time Frame
Initiate the revival of the City's CBD (Community Business District).	Determine (and alter as needed) the boundaries of the CBD area.	
Refine the overall vision for the City's CBD area , and determine the desired results.	Organize, update, and determine the parameters for a City Downtown Development Authority (DDA) and establish a Tax Increment Financing (TIF) District to capture funds for CBD enhancements.	
	Develop a Downtown Plan to identify strategies, community projects, and implementation plan and steps.	
	Develop economic development incentives for the CBD area.	
	Implement a zoning plan that is cohesive with the establishment of a CBD (e.g. form-based code principles).	
Encourage and incorporate live/work/play elements in the CBD's defined area.	Encourage mixed-use development in the CBD area (bottom-floor office or retail with upper floor residential or office).	

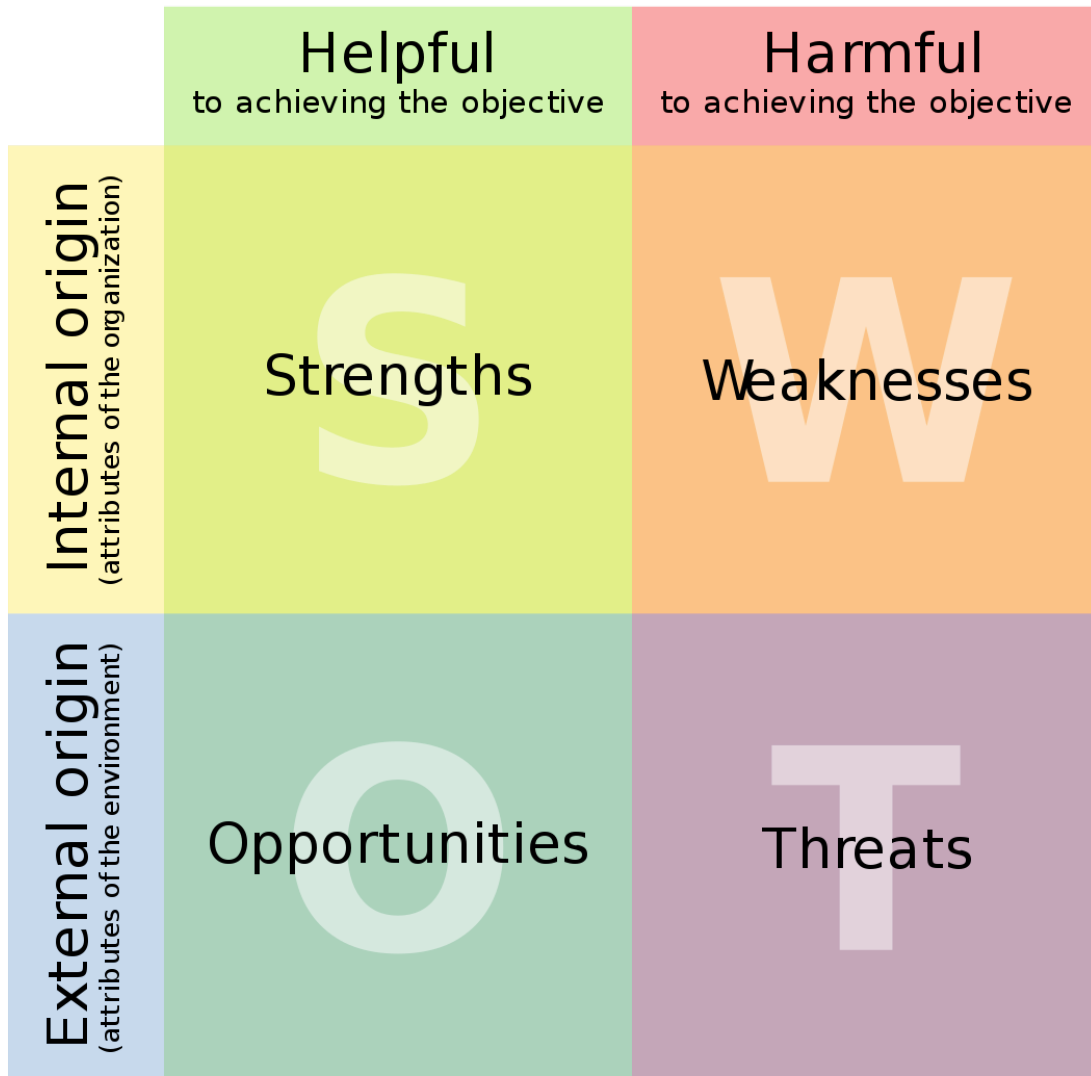


	Tie the CBD area in with local outdoor recreation opportunities such as bike paths, bike lanes, sidewalks, and parks.	
	Engage local road agencies to develop a "downtown-like" environment that is safe, walkable, and accessible for pedestrians and bicyclists (consider other transportation elements such as speed limits, road diets, on-street parking, etc.)	
	Expand the City's housing stock by encouraging different housing types in this area where applicable.	
Target specific sites within the CBD for redevelopment.	Identify and prioritize opportunities sites within the CBD area.	
	Develop and implement a plan for the redevelopment of those priority sites.	

B. RESOURCES

Resources will be added once the Action Plan is drafted.

SWOT ANALYSIS



NOTE: This graphic is for internal project planning use to illustrate the general categories of SWOT. Focus on Strengths and Weaknesses being internal, intrinsic, currently present; Opportunities and Threats being external and currently present or presumed to be on the horizon.

Citywide SWOT

Goal #1: Residential and Neighborhoods

STRENGTHS	WEAKNESSES
- Stable neighborhoods - SE quadrant east of Eveningside / Groesbeck solid entry point for homeowners, make sure don't slip on capital improvements in that area - Mulvey large lots and Fruehauf neighborhoods larger homes, "traditional" character - City-owned senior housing development http://www.ci.fraser.mi.us/index.aspx?NID=272 - Tree-lined streets - Schools are rated well - Relatively stable population projections - Access to public infrastructure & amenities	- Narrow ROW and no sidewalks on NW side of town, difficult for pedestrian accessibility - Aging homes - Not a ton of racial/ethnic diversity - Neighborhoods adjacent to commercial nodes are not connected to commercial establishments - Not a varied housing stock
OPPORTUNITIES	THREATS
- Conservation zoning district, determine what is appropriate for placement into - Aging residents (can bring in unique development opportunities using AARP guiding principles) - Golf Course property redevelopment	- Possibility of more school closures eroding neighborhoods - Most neighborhoods are already built-out

Goal #2: Commercial, Industrial, and Economic Development

STRENGTHS	WEAKNESSES
- Strong industrial sector, industrial parks - Large employment centers (locally and regionally)	- Expansion difficult for existing industrial users due to build-out in industrial parks - Industrial areas and commercial corridors appear to be outdated and lack beautification elements
OPPORTUNITIES	THREATS
- A number of vacant commercial properties along Utica and Groesbeck - Adjacent to large "opportunity zone" areas located on the east side of Kelly Road (Clinton Township)	- Deteriorating roads in industrial areas, get PASER ratings from AEW to document - Aging industrial centers and facilities - Aging strip mall centers

Goal #3: Transportation

STRENGTHS	WEAKNESSES
- Most of the roads and neighborhoods within the City have sidewalks - Regional highway access - CIP is established	- Public transportation (fixed routes) are not available on Utica or Groesbeck (difficult for employees in industrial centers to use public transit to get to work) - Lack of bike infrastructure (bike lanes, shared lanes, etc.)
OPPORTUNITIES	THREATS
Many of the roads are County to local jurisdiction – making future enhancements easier to plan	- Unique road design (Utica and Groesbeck) can contribute traffic accidents, visibility issues, and odd shaped lots - Railroad can be a barrier

Goal #4: Recreation

STRENGTHS	WEAKNESSES
Award-winning parks	- Not many bike paths/trails - Parks are not connected to one another
OPPORTUNITIES	THREATS
- Public access to Mulvey Drain, other drains? - Partnership with County to develop additional recreation and natural / open space features; they recognize inequity in park open space provision in southern part of County - Recreation Zoning District in current ZO - Perhaps opportunities for pocket parks in smaller spaces? - Future park millage?	- Not much undeveloped space left to establish new parks or designated parkland - Not many “scenic” natural features (e.g. forests, rivers, lakes, etc.)

Goal #5: Sustainability and Beautification

STRENGTHS	WEAKNESSES
- Street Trees - City has a comprehensive landscaping and screening ordinance that hold property owners accountable - Historical Commission - Public Works Department	- Aging development - Multi-lane road corridors in need of repairs - Code enforcement processes?
OPPORTUNITIES	THREATS
- Community gateways - Room on roadways for beautification elements	

Goal #6: Central Business District (CBD)

STRENGTHS	WEAKNESSES
• City elected officials are supportive of the City establishing a walkable “downtown” CBD • All roads within the CBD area are wither County or local road jurisdiction • Decorative lamp posts, City banners, green space, landscaping, and street trees • Intersections have crosswalks	• Lack of walkability in central business district (automobile focused infrastructure) • Back of building faces the street (Schott’s Market)
OPPORTUNITIES	THREATS
• Large parking areas that could be renovated/enhanced (outdoor seating zones, outlots, etc.) • Establish a TIF District and DDA	• Wide roadways • Existing developments don’t necessarily meet the vibe for “Downtown-like” environment

15 and Utica SWOT – in progress

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

13 and Groesbeck SWOT

STRENGTHS	WEAKNESSES
-Located near stable and connected residential neighborhoods -Mixed housing types integrated in single family neighborhoods -Eisenhower Elementary School & Park -Access to grocery store(s) and other amenities -Public transit is available along 13 Mile -Successful industrial businesses -Sidewalks located along mostly every major roadway -Accessible to nearby residential areas -Sidewalks are present on mostly every main road and side residential street	-No fixed transit route on Groesbeck or Utica -No sidewalk located on the east side of Groesbeck -Groesbeck & Utica is a high volume, but poor safety intersection -West side of 13 Mile is poor road condition (PASER) -No bike infrastructure (also unsafe conditions for biking) -Pedestrian Bridge (Groesbeck & Masonic) in poor condition -Not visually pleasing road design (all around) and lack of beautification elements -Traffic congestion (heading toward direction of highways)
OPPORTUNITIES	THREATS
-Located near the City of Roseville, opportunities for joint planning efforts -Outlots available for redevelopment and development opportunities -Potential redevelopment site located on Utica Road (across the street from Popeyes) -Wide 5-land roads leaves room for enhancements like bike lanes and bike paths	-Largely built-out -Railroad cuts off access on west side of Groesbeck -Aging industrial buildings -Aging homes and commercial centers (especially strip malls) -Vacant commercial properties (mostly along Utica) -Unique parcel shapes and sizes, could make future development and redevelopment efforts difficult -High traffic counts on Utica & Groesbeck could make corridor planning efforts difficult (MDOT controls Groesbeck & County controls Utica)

Central Business District (CBD) SWOT

STRENGTHS	WEAKNESSES
• No physical pedestrian barriers to accessing Fraser's CBD. • Many existing buildings have zero (0') setbacks and rear parking lots. • City Hall anchors 14 Mile Road on the east end of the CBD and the Fraser Library anchors 14 Mile Road on the west end of the CBD. • Several buildings, like PNC Bank and Reindel's Hardware contain local historic significance. • Access to grocery store(s) and other retailers. • Sufficient available private parking.	• Downtown Development Authority is defunct. • Little publicly owned parking. • No uniform CBD features like lighting, benches, accent signs, or wayfinding exist. • No public bicycle racks.
OPPORTUNITIES	THREATS
• Redevelopment opportunities in available vacant or underutilized lands include Garfield Road and 14 Mile Road frontages around Steffens Park, the bowling alley, the parking area behind Schott's market, the Smokey Joe's Plaza, and the vacant land on the west side of Garfield Road across from the tennis courts.	• Overhead utility lines are visually unappealing. • Poorly maintained properties include unkempt landscaping, illegal signs, vacant and dilapidated buildings, and failing parking lots. • Automobile oriented uses, like gas stations and lube shops, disrupt CBD retail market. • Lighting is for roadway users and not pedestrians.

Notes / Strategies / Follow-Up Items

Top 10 Change Areas + Site / Opportunities / Ideas:

1. Golf course on Utica
2. Bowling alley @ 14 and Garfield + strip center to the east
3. CBD supermarket + large vacant parcel to the north of the parking lot behind
4. Would City Hall rec / open space be in this category? How would green space be preserved, if so (propose regional or sub-regional detention as part of a higher-density residential development on this site)
5. Allow SLU or by right missing middle housing (up to four units, “quads”) in RM (moderate density single-family)
6. Hockeyland
7. _____
8. _____
9. _____

Hayes Corridor Notes (to be placed in appropriate section of plan):

- Maintain or decrease intensity of FLU categories (non-residential); any areas appropriate for increased residential density, though? This would be the corridor or area, generally, where we might be able to introduce “luxury” non-single family residential (example of Pine Ridge Condos)

Utica Corridor Notes (to be placed in appropriate section of plan):

- Single-family homes near Garfield zoned / preserved for single family residential, encourage missing middle here

Strategies to address in implementation:

- Increase resources devoted to code enforcement
- Proactively put in place Commercial Rehab Act areas or Obsolete Property Rehabilitation Act areas in CBD to get that going

To-Do / Questions:

- Get sidewalk / pathways plan from AEW, discuss topic in general (need their recommendations)
- Get data for map of City-owned properties
- Reach out to Macomb County Econ Dev (Camille Silva) for snapshot or whatever market research they have on Fraser’s industrial sector



Master Plan Survey Publicity Program

City of Fraser, Michigan

An important component of the public engagement program for the 2020 Fraser Master Plan is the online and “hard copy” survey (attached). The survey has been designed to take less than 10 minutes for respondents to complete and is straightforward and simply worded. This survey language was approved by Planning Commission in March, 2020, just prior to the outbreak of the novel coronavirus; as a result, the survey has been put on hold until there is more clarity and higher likelihood of civic engagement.

Nevertheless, we have established a goal of receiving a minimum of 500 responses to the survey once we are able to administer. McKenna will administer the survey with logistical support by the City of Fraser.

METHODS FOR ACCESSING SURVEY

1. ONLINE

- a. The survey is being conducted on the survey website called Survey Monkey, and can be accessed at <https://www.surveymonkey.com/r/FraserMasterPlan>
- b. The link can be copied and pasted into emails, onto handouts, or any other means of publicity, and will work by following the link or typing the address into a web browser (i.e. Internet Explorer, Google Chrome, etc.).

2. HARD COPY

- a. Survey Monkey provides for creating PDF versions of the online survey, which can be printed and distributed in hard copy format. This is considered a best practice and crucial element to the survey process, since not all constituents are able to easily navigate the internet, nor do they all have access.
- b. We will work with the City to determine appropriate survey distribution methods assuming there are limitations on gathering and less traffic at public buildings. It is desirable to place the hard copies at public buildings that receive and host older or other residents less likely to access the survey online.

SURVEY DATES

- 1. SURVEY OPEN: September 1, 2020**
- 2. SURVEY CLOSED: October 2, 2020**

POTENTIAL PUBLICITY AND DISTRIBUTION METHODS

1. CITY WEBSITE

- a. The survey should be linked on the home page of the City's website; this will be the primary access to the survey for all online respondents.

2. CITY HALL, LIBRARY, COMMUNITY CENTER, SENIOR HOUSING DEVELOPMENTS

- a. The attached PDF of the survey should be printed and put on display in City Hall, the Library, Community Center, and any other important civic or non-profit buildings, with a person designated to collect filled out surveys and put into an envelope or folder for McKenna to pick up once the survey is complete.
- b. City staff at front desks in the public buildings will display the surveys on a counter and have a manila inter-office envelope to place completed surveys into. They will send the surveys back to City Hall, attn. McKenna in the Building Department, for us to record into the online format because Survey Monkey generates automatic reports concerning results.

3. WEBSITE ALERT CENTER

- a. The City can provide a link on the City's Alert Center page to the website on the home page; should include close date for the survey, and send periodic reminders.
- b. Sample language: *"Attention residents! Your input is needed before October 1st to guide the future of Fraser's Master Plan, including information on neighborhoods, streets, public spaces, and shopping areas. Please visit the City's website at ci.fraser.mi.us for a link to the survey OR visit City Hall or the Library to pick up a hard copy. Thank you for your interest in the future of our community."*

4. CABLE TV

- a. The City can provide information on the Cable TV station, directing viewers to the City's home page link to the survey, or to pick up a copy at City Hall or the Library.
- b. Sample language: *"Attention residents! Your input is needed before October 1st to guide the future of Fraser's Master Plan, including information on neighborhoods, streets, public spaces, and shopping areas. Please visit the City's website at ci.fraser.mi.us for a link to the survey OR visit City Hall or the Library to pick up a hard copy. Thank you for your interest in the future of our community."*

5. EMAIL TO COUNCIL, BOARDS, COMMISSIONS, AND NEIGHBORHOOD GROUPS

- a. City Administration should distribute the link to the survey to members of all Boards and Commissions for whom you have an email address. If the City has email addresses or contact information for neighborhood groups / block clubs, you could also share with those lists.
- b. Sample language: *Dear Council, Board or Commission member, or neighborhood representative, for the City of Fraser -
The City is in the process of updating our Master Plan, and are putting in a sincere effort to gather as many responses to an online and hard copy survey as possible. Thus, we write to you asking you to 1) take the online survey at [\[insert survey link\]](#) or fill out a hard copy of the survey attached to this message and return to City Hall AND 2) forward this email to 10 of your Fraser friends and neighbors, requesting that they too take the survey. The deadline is October 1, 2020 – please contact Sarah Traxler, straxler@mcka.com or (248)596-0920 with any questions. Thank you so much for your support, interest and passion for our great City of Fraser!"*

6. ANNOUNCEMENTS DURING PUBLIC MEETINGS

- a. City Administration should announce the survey during all public meetings or interactions with groups of residents.

7. NEWS ARTICLE

- a. City Administration may wish to contact the local reporter for the newspaper, and share that the City is performing a survey. McKenna can help support these efforts if desired by the City.

Please contact Sarah Traxler, AICP at straxler@mcka.com or Danielle Bouchard at dbouchard@mcka.com with any questions, or if we can be of further assistance. Thank you.



A Survey for the Fraser, MI Master Plan

Your Input is Appreciated!

In support of the preparation of the Fraser Master Plan, City leaders are conducting this survey. Citywide Master Plans serve multiple purposes, from governing how land should be used in the future to prioritizing municipal capital investments over a decade or more. In Michigan, Master Plans are the legal basis for zoning and set a vision for the future of a community's development environment.

This survey focuses on broad topics - from household composition, neighborhood activity, and daily life, to overall mood concerning the community. Responses will give the project team ideas of strategic issues for further analysis and exploration leading into the drafting of the Master Plan.

This survey should take approximately 10-15 minutes to take.

PLEASE RESPOND BY OCTOBER 1, 2020. Thank you for your participation!

Please contact the project team with any questions at straxler@mcka.com



HOUSEHOLD COMPOSITION

This page covers very basic respondent household composition. Answers will assist our survey response analysis.

1. What is your household composition:

- ☐ I live alone or am the lone household adult
- ☐ I live with friends or roommates
- ☐ I live with my partner or spouse
- ☐ I live with other family members

2. Are there children under the age of 18 in your household?

- ☐ Yes
- ☐ No

3. What is your age?

- | | |
|--------------------------------|-----------------------------|
| ☐ Under 18 | ☐ 45-54 |
| ☐ 18-24 | ☐ 55-64 |
| ☐ 25-34 | ☐ 65-74 |
| ☐ 35-44 | ☐ 75+ |



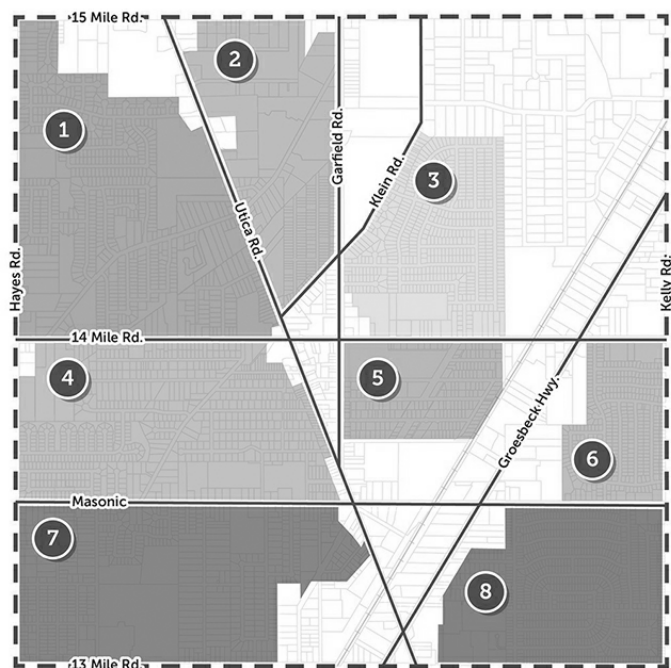
STAKEHOLDER IDENTIFICATION

This page identifies respondents' stakeholder group. There are many types of stakeholders in a master planning process, and combinations thereof. This information will be used for response analysis.

4. Please select all that apply to you:

- | | |
|--|---|
| ☐ I am a resident | ☐ I attend an institution in Fraser (e.g. church, library, etc.) |
| ☐ I am a property owner | ☐ I shop or dine in Fraser |
| ☐ I am a business owner | ☐ I live nearby |
| ☐ I work in Fraser | |

5. If you live in Fraser, in which district do you live? *Please refer to the below map of neighborhood planning districts.*



Neighborhood Planning Areas - City of Fraser, MI

- | | |
|-------------------------|-------------------------|
| ☐ 1 | ☐ 5 |
| ☐ 2 | ☐ 6 |
| ☐ 3 | ☐ 7 |
| ☐ 4 | ☐ 8 |

6. If you live in Fraser, for how long have you lived here?

☐ I do not live in Fraser

☐ 11-15 years

☐ 0-5 years

☐ 16-20 years

☐ 6-10 years

☐ 21+ years



NEIGHBORHOODS

This page focuses on neighborhoods - what defines your neighborhood, what is good about it, and what needs to change. For these questions, answer based on what you consider your neighborhood to be.

7. What are the best aspects of living in your neighborhood (select all that apply)?

- | | |
|---|--|
| ☐ My neighbors | ☐ Nearby schools |
| ☐ The quality of housing | ☐ Access to downtown Fraser |
| ☐ Walkability | ☐ Safety |
| ☐ Nearby parks | |

Other (please specify)

8. How strong is your neighborhood identity (residents often associate identity with location)?

- ☐ Very strong
- ☐ Somewhat strong
- ☐ Neutral
- ☐ No clear identity

9. How well do you know your neighbors?

	Not at all	I know a few	I know many	I know most
On your street	☐	☐	☐	☐
Within 2 blocks	☐	☐	☐	☐
Within 6 blocks	☐	☐	☐	☐

10. How safe are your neighborhood streets?

- ☐ Very safe
- ☐ Moderately safe
- ☐ Somewhat dangerous
- ☐ Very dangerous

11. Regarding sidewalks, please select the answer that most closely aligns with your preference:

- ☐ I believe sidewalks should be installed wherever none currently exist
- ☐ I believe sidewalks should be installed in certain key locations, to be based on analysis by the City, but shouldn't be required everywhere as a matter of policy
- ☐ I believe sidewalks shouldn't be required by the City

12. What needs the most change from its current condition in your neighborhood?

	Requires no change	Requires moderate change	Requires major change
Parks	☐	☐	☐
Safety	☐	☐	☐
Parking management	☐	☐	☐
Speeding	☐	☐	☐
Traffic	☐	☐	☐
Sidewalks	☐	☐	☐
Improve streets	☐	☐	☐
Accessibility	☐	☐	☐
Bike facilities	☐	☐	☐
Noise	☐	☐	☐
Stormwater	☐	☐	☐



HOUSING

This page focuses on housing - current options, trends, and desires. Most communities include a limited range of types of housing and the location of that housing may not always fit the desire for housing. These questions will help us evaluate the availability and location of housing.

13. Do existing housing options in Fraser meet your needs?

- ☐ Yes
- ☐ No, the cost is too high
- ☐ No, I'd like to downsize
- ☐ No, I'd like a larger house

14. What type of housing would you prefer to live in (at your current income)?

- ☐ Large single-family house (2,000 - 4,000 sq. ft.)
- ☐ Small single-family house (less than 2,000 sq. ft.)
- ☐ Accessory dwelling unit on a single-family property (for ex., an apartment over a garage)
- ☐ Townhouse
- ☐ Apartment
- ☐ Condo

15. Where would you prefer to live?

- ☐ Close to activity (commercial districts, schools, parks)
- ☐ Near active areas, but not too close
- ☐ Away from active areas

16. Is recently constructed housing in your neighborhood in character with its surroundings?

- ☐ I don't live in Fraser
- ☐ Yes
- ☐ No
- ☐ Neutral / not applicable
- ☐ The City shouldn't be concerned with housing character

17. Would you support the City focusing housing attraction efforts on developing additional housing in and/or near the downtown area as a means of generating more activity in the heart of Fraser?

- ☐ Yes
- ☐ No
- ☐ Neutral / unsure



DISTRICTS AND SERVICES

This page includes a small selection of questions concerning districts around the City - its commercial districts, community facilities, and downtown specifically. Note - a recent parks and recreation master plan addressed a number of details of parking activation and equipment.

18. Which methods of transportation do you use to travel within Fraser (select all that apply)?

- | | |
|---|----------------------------------|
| ☐ Passenger vehicle | ☐ Taxi |
| ☐ SMART Dial-a-Ride | ☐ Bicycle |
| ☐ Uber, Lyft, or other similar service | ☐ Walking |

19. Do you feel that traffic congestion is an issue in Fraser?

- ☐ Yes, I feel burdened by traffic at least three times per week
- ☐ I only occasionally experience traffic congestion
- ☐ No, traffic is not a concern

20. Is parking availability adequate within commercial districts (downtown, Utica Rd., and Groesbeck Hwy. businesses)?

- ☐ Yes
- ☐ Neutral
- ☐ No

21. Do you feel that you have safe and convenient access to parks?

- ☐ Yes
- ☐ Neutral
- ☐ No

22. How do you get to parks (select all that apply)?

- ☐ Driving
- ☐ Bicycling
- ☐ Walking
- ☐ Other

23. Do you feel that you have safe and convenient access to libraries, schools, and other community facilities?

- ☐ Yes
- ☐ Neutral
- ☐ No

24. How do you get to community facilities (select all that apply)?

- ☐ Driving
- ☐ Bicycling
- ☐ Walking
- ☐ Other



ACTIVITIES IN FRASER

This page assesses the frequency that respondents spend time in Fraser for activities outside of the home. Please answer based on your activities before COVID-19 influenced your day-to-day schedule.

25. How often do you visit nearby parks and trails?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Yearly

26. How often do you dine out in Fraser?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Yearly

27. How often do you dine outside of Fraser?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Yearly

28. How often do you shop in Fraser?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Yearly

29. How often do you shop outside of Fraser?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Yearly
- ☐ Other (please specify)

30. What other communities in metro Detroit do you enjoy visiting?



OVERALL MOOD CONCERNING FRASER

This last page of questions assesses respondents' opinions about the City and its future.

31. My neighborhood is:

- | | |
|--|---|
| ☐ Becoming much better | ☐ Becoming a little worse |
| ☐ Becoming a little better | ☐ Becoming much worse |
| ☐ Not changing | |

32. The city is:

- | | |
|--|---|
| ☐ Becoming much better | ☐ Becoming a little worse |
| ☐ Becoming a little better | ☐ Becoming much worse |
| ☐ Not changing | |

33. I plan to:

- ☐ Remain in place for the foreseeable future
- ☐ Move within Fraser
- ☐ Move to Fraser
- ☐ Leave Fraser

If you plan on leaving Fraser, for what reason would you leave?

34. Overall, I feel that Fraser:

- ☐ Is a wonderful place in which to live
- ☐ Is a decent place in which to live
- ☐ Is an average place in which to live
- ☐ Is a below average place in which to live

35. If you have any suggestions or ideas for the Fraser Master Plan, please write them in the space below.

Thank you for your time and investment in Fraser!

